# Deny City \& Strabane District Council Retail Capacity \& City/Town Centres Study 

## Part 1

November 2018

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## Exec utive Summary

GVA was commissioned by Demy 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.

## 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 signific ant 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 signific antly 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 rema in consistently a round 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.

Intemet 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 Northem Inish 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 a rrangements 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; DeryLondondery; 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 Deny-Londondeny City Centre by number of Units- Change from 2016 to 2018

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

Table E.2: Diversity of Uses Deny-Londondeny 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 Demy-Londondery, the healthcheck exerc ise hasidentified 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 signific ant 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 tha n both the Northem Irish (14.3\%) and UK (12.24\%) a verage.
- 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 domina nt position within the retail market within the north-west of Northem 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 Tade Group | Outet 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 |

The healthc heck 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 Northem 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 bome in mind in terms of establishing future boundaries for the town centre.


## Assessment of Need for Retail Foorspace

A household survey was commissioned to understand shopping pattems across the Council and wider hinterland. This included locations within the Republic of Ireland, given the level of cross-border shopping trips oc curing. This study area comprised 11 zones, with zones 1-8 located within Northem 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.

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

Based on the household shopping survey results, it is possible to calculate expenditure retention within each zone. This indicated that Demy-Londondery 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, Dery-Londondery has a widercatchment 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 $84 \%$ ( $£ 259 \mathrm{~m}$ ) of comparison expenditure within the area, with an additional $£ 211.1 \mathrm{~m}$ 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 E4: Convenience Goods Roorspace Capacity: Council Area

| Year | Surplus <br> Expenditure | Commitments | Residual <br> Expenditure | Indicative <br> Foorspace <br> Capacity |
| :---: | :---: | :---: | :---: | :---: |
| 2018 | $£ 26.1 \mathrm{~m}$ | $£ 105.8 \mathrm{~m}$ | $-£ 79.8 \mathrm{~m}$ | $-6,649 \mathrm{sq} \cdot \mathrm{m}$ |
| 2022 | $£ 30.3 \mathrm{~m}$ | $£ 105.5 \mathrm{~m}$ | $-£ 75.2 \mathrm{~m}$ | $-6,314 \mathrm{sq} \cdot \mathrm{m}$ |
| 2027 | $£ 32.3 \mathrm{~m}$ | $£ 105.7 \mathrm{~m}$ | $-£ 73.5 \mathrm{~m}$ | $-6,168 \mathrm{sq} \cdot \mathrm{m}$ |
| 2032 | $£ 32.1 \mathrm{~m}$ | $£ 106.3 \mathrm{~m}$ | $-£ 74.2 \mathrm{~m}$ | $-6,195 \mathrm{sq} \cdot \mathrm{m}$ |

From the above table, it is a pparent 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 overthe Plan period, this would potentially free up some capacity in the future.

Table E.5: Comparison Goods Foorspace Capacity: Counc il Area

| Year | Surplus <br> Expenditure | Commitments | Residual <br> Expenditure | Indicative <br> Foorspace <br> Capacity |
| :---: | :---: | :---: | :---: | :---: |
| 2018 | $£ 0 \mathrm{~m}$ | $£ 49.3 \mathrm{~m}$ | $-£ 49.3 \mathrm{~m}$ | $-6,570$ sq.m |

In tems of comparison goods, across the Council area, the assessment has found that forec ast capacity is a ntic ipated towards the end of the Plan period (after 2027). It is antic ipated that this may allow for the development of new floorspace within the Demy-Londondemy city area, to reflect curent retailing/ shopping trends.

Two additional sensitivity analyses were also completed. The first relating to a potential Brexit 'hard border' and the second to reflect population growth set out within the Council's Preferred Options Paper. The first exercise indicated that there would be no significant change to potential capacity for convenience floorspace given the limited cross-border shopping trips occuming at this time. The difference for comparison goods is however significant, indicating the reliance on inflow of non-food spending from the Inishowen area of the Republic of Ireland in particular. Within this scenario, assuming a $70 \%$ drop in cross-border shopping trips, the identified floorspace capacity from above (Table E5) disappears, with there being negative residual expenditure available at each test year $2018(-£ 49.3 m)$, 2022 (-£90.5m), 2027 (-£62.4m) and 2032 (-£34.3m).

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 signific a ntly 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 furtherat each year, allowing fornew 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 topup 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 DeryLondondery 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 ac ross 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 hamess this potential.

The leisure a nalysis identified some potential to improve the leisure offering within Demy-Londondemy city centre. In addition to food and beverage, this includes the cinema provision, family activities and bingo and gambling facilities. These improvements, partic ularly if loc ated 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 vita lity and viability of Dery-Londondery city centre. This review considered Belfast, Galway and Dundee. The key findings were:

- 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 Aiport but investment in road and rail to further improve connectivity will be important to hamess 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.


## 1. Introduction

## Scope and Purpose

1.1 This report has been prepared by GVA in response to an instruction by Demy 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 documentsand to support theirdevelopment management function.

The objectives of this study, a sidentified in the brief issued by the Council, are asfollows:

- Provide a survey of household shopping pattems for convenience and comparison goodsacross the Demy and Strabane catchment areas;
- An assessment of the trends in retail and leisure development and commercialmarket 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 floorsp ace across the study area up to 2032; and
- A comparator city analysis, benchmarking Dery-Londondery with other cities against a range of indic a tors 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 a nalysis 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 Demy 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
floorspace in the Demy-Londondemy city and Strabane areas, along with a review of the qualitative aspects of existing retail provision within and outside of the defined centres.
- Section 8 provides an a ssessment of leisure uses in the Demy-Londondery city and Stra bane a reas.
- Section 9 provides a comparator city analysis, benchmarking Derry-Londondemy with other cities against a range of vitality and viability indic ators.
- Finally, in section 10, we provide a summary of the find ings 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 a ppendicesfound at the rear of thisdoc ument.


## 2. Planning Polic y and Strategy Context

As this study will form part of the evidence base for the next Local Development Plan for Demy 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 Northem Ireland.

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

## Strategic Planning Policy Statement for Northem Ireland

Key to policy is the Strategic Planning Policy Statement for Northem Ireland (SPPS) September 2015 which provides a basis to which all Local Development Plans should take account.

SPPS contains a number of key issues which all authorities within Northem Ireland should address in the delivery of a modem 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 decisionsfor proposalsto be made.

Within SPPS, Town Centres and retailing is disc ussed 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."

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, enterta inment and businesses;
- Adopt a sequential approach to the identification of retail and main town centre uses in Local Development Plans (LDPs) and when dec ision-taking;
- Ensure bPs 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 a nd within the town centre."

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;
- define the spatial extent of town centres a nd the prima ry retail core;
- set out appropriate policies that make clear which uses will be permitted in the hierarchy of centres and otherlocations, 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
- alloc ate a range of suitable sites to meet the scale and form of retail, and other town centre uses." SPPS also makes it clear that DP'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 "Polic ies 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"

Regarding sequential testing of applications, SPPS states this test should be undertaken for "planning applic ations for ma in town centre uses that are not in an existing centre and are not in accordance with an up-to date $\operatorname{LP}$ ", and should be considered in the following order of preference:

- "primary reta il core;
- town centres;
- edge of centre; and
- out of centre locations, only where sites are accessible by a choice of good public transport modes." SPPS provides further cla rification 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 altematives should include an assessment of the physical distance and functional linkage of sites with the primary retail core, a nd other relevant factors."

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 extemal 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
metre gross extemal area. Where appropriate the planning authority may choose to apply a lower threshold taking into account local circumstances such as the size, role and function of their town centres. In preparing a LDP councils will have flexibility to set an appropriate threshold for their area, above which all applications for such development should be accompanied by an assessment of retail impact and need. This threshold can be up to, but must not exceed 2500 square metres gross extemal area."

Within a "Retail Impact and Assessment of Need", the following factors should be addressed:

- "the impact of the proposal on trade and tumover for both convenience and comparison goods traders, and the impact on town centre tumover 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 a nd the LDP strategy;
- the impact on the vitality and viability of existing centres including consideration of the loc al context. This should take into account existing retail mix and the diversity of other fac ilities and activities.
- Cumulative impact taking account of committed and planned development, including plan commitments within the town centre and widerarea; and,
- a review of local economic impacts."

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.

Whilst the LDP should contain relevant retail polices as above, the polic ies should be informed by a robust evidence base. This should include Town Centre Health Checks, covered by SPPS at paragraph 6.285.

In order that identified centres can be monitored and to inform development, health checks should be undertaken foreach centre, identifying the following characteristics:

- "existing town centre uses, including resident population;
- vacancy rates;
- physical structure and environmental quality - including opportunities, designations constraints;
- footfall;
- reta iler representation;
- attitudes and perceptions;
- prime rental values; and
- commercial yields."


## The Regional Development Strategy (2035)

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 Northem Ireland, and the DP 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 urb an and rural communities.
- Revitalise small towns and villages. This is partic ularly relevant to those towns a nd villa ges which have been static or declining and contain areas of social need. Deprivation happens in different ways in different places. An integrated approach between govemment departments, agencies and communities will ensure that regeneration plans reflect the specific needs of each community."

It also contains specific aims and commentary on both the main towns of Demy-Londondery and Strabane. Regarding the aims, the RDS specific ally states the following in regardsto 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. Londondery is well suited to provide a regional level of service to much of the westem part of Northem 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 Demy-Londondemy 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 espec ially the Dery-Londondery ~Letterkenny Gateway. It can consider opportunities for improved public services in areas such as health and education through cooperation between statutory a gencies a nd 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 Spemins and Donegal to expand its tourism offer by working with its cross border neighbours.

The guidance identified Demy - Londondemy as a suitable location to deliver regional levels of service to the westem area of Northem Ireland.

In addition, with specific regard to Dery - Londondery, Policy SFG 7 states relating to retail:

## "SFG 7: Strengthen the role of Londondeny 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
housing, the management of parks and open spaces and making streets safe and attractive will encourage the regeneration of the city.

- Continue to regenerate the city of Londondery. 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'sland stock and provide a majoropportunity forboosting economic development and regeneration of the area.
- Maximise the tourism potential of the city. Continue the regeneration of the City while respecting its hentage 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 Spemins and the Causeway Coast. The city has an opportunity to maximise the benefits from its "UK C ity of Culture 2013' designation."

Whilst the existing cities and towns are important to consider, so should the smaller surrounding towns and villages. Polic y SFG 13 states the following regarding retail:
"SFG 13: Sustain rural communities living in smaller settlements and the open countryside
"It is recognised that there are wide variations across Northem 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 modem 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 partic ularly relevant to those towns and villa ges which have been static or declining and contain areas of social need. Deprivation happens in different ways in different places. An integrated approach between govemment 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."


## Dery Area Plan 2011 (adopted May 2000) ‘DAP 2011’

Section 8 relates specifically to commerce and states that Demy-Londondemy 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
the central area is concentrated in District Centres at Lisnagelvin, Northside, Springtown and Rath Mor. Policy COM 1 Role of the Commercial Core advises that the Department will seek to strengthen and consolidate the Commercial Core of the City as the principal focus for shopping in the district. Outside the commercial core retailing is provided in a hierarchy comprising the District Centres, Local Centres and comer shopsin descending order of scale.

Polic y 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 nomally be acceptable at an appropriate scale which ensures the vitality and viability of the commercial core is not undemined. 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)
- Lower Galliagh Road (not constructed, housing built in proposed location)
- Ballya mett, (not constructed)
- Crescent Link (constructed)

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.

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 polic $y$ 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.

Office development will be accepted within the Commercial Core as will change of use proposal from housing to office within the defined areas. Furthemore Policy CA 2 Location of New Build Office Development sets out that new build offic es 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)

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. Abercom Square is traditionally accepted as the focal point of the town centre from which the principal shopping streets radiate. Abercom Square, Castle Street, Market Street, Main Street and the eastem 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 signific ance. 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.

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 carmied out to a high standard of design.

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 modem 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 standa rds of design.

Land suitable for mixed business uses was identified to the east, west and north of Dock Street (1.1ha) and at the Westem end of Railway Street ( 2.2 ha ). Such uses include light industry, small starter units, storage, officesorsome 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 Demy and Strabane areas, we have undertaken a review of the current retail market and social trends influencing the retail sector, with an emphasis on Northem Ireland whilst taking into account wider UK trends. Our review draws on published data sources, including research by Experian and Verdict.

This section also provides a brief analysis of relevant govemment 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 objec tive which seeks to strengthen town centres.

## Economic Outlook

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.

The Bank of England expects output growth to be stronger in the nearterm 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 fims' 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 hasimpacted on consumer confidence and spending.

## Population Change

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 Northem Ireland expected to grow by $7.5 \%$ in the same period. Generally the growth expected within Northem 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 differencesin housing demand, land a vailability and local policies.

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

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, a nd if this continues it should improve the outlook for the sector.

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.

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 partic ularly evident in the grocery sector with the strong growth and expansion of the discounters such as Aldi and Lidl.

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 retum 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 inc reased cost pressures on retailers.

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

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

Comparison goods spending is expected to grow at a much higher rate than convenience goods spending overthe 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.

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 dec line 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.

To put these forec asts 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

Online retailing continues to grow, being driven by smartphone technology, with modem 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 physic al stores in terms if brand a wareness, experience and in the fulfillment of online sales.

Intemet 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 (intemet, markets and mail order) and in 2015 was equivalent to $13.4 \%$ of total retailing ( $15.6 \%$ for compa rison 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 a round $19.6 \%$ by 2035.

## Sales Effic iency Growth

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 tumover '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.

Following the weak or negative overall sales growth during the recession and the growth of online shopping, many retailers have struggled to increase or mainta in sales density levels and, together with other financial problems, this has led some retailers into administration. As a result sales density growth is
now signific antly lower than the high rates seen during the boom of the latter half of the 1990s and first half of the 2000s.

The trend towards the demolition of ineffic ient stores and the provision of more modem stores with higher and more efficient sales densities is expected to result in less scope to increase comparison goods sales densities in the future.

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.

## Intemet Growth and Multic hannel Retailing

The online shopping population is reaching saturation, with over 40 m 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 pertrip is $64.5 \%$ higher on a tablet than a laptop/ PC3.

Click and collect is forec ast to be one of the most signific ant drivers of growth, with a rise of $62.7 \%$ in click and collect purchases expected between 2013 and 2018. The service provides physical reta ilers with an important benefit over pure intemet operators and creates opportunities for making additional purchases when customers collect orders from stores.

The growth in online sales has implic ations 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)).

These trends, combined with the importance of 'click and collect' highlight that physical stores will still have a signific ant role in the multic hannel 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

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 implic ations for reta ilers' space requirements, which combined with the recent recession, haschanged the retail landsc ape of our townsand cities.

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
dec line in the amount of occupied retail space in town centre locations has not typic ally 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.

This polarisation of retailing will result in larger domina nt 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 reta in 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 intemet 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 senvice 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

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 reta ins 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.

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.

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 intemet. 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 practic al 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.

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 logistic al issues.

High streets face the most diffic ult 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 physic ally 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 persquare foot.

## Retail SectorTrends

## Food and Grocery

The top four supermarkets (Tesco, ASDA, Sainsburys and Morisons) 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.

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 LidI), 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.

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 Wa itrose, Marks and Spencer Simply Food etc.

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 Northem Ireland but have considered in recent years entering the market if there are opportunities to do so.

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

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 servic es improve.

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

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 ac ross 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. Ha rods 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.

## Eectricals

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). C asualties in the sector include Comet and Jessops, a long with Best Buy who exited the UK market.

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 mediumterm at least, sa les of big-ticket items a re likely to remain subdued.

## Homewares

Growth in the more traditional part of the homewares market (such as fumiture and floorcoverings) is heavily reliant on the housing market and has been weak in recent years. Growth is expected to rema in 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.

## Music, Video and Books

Technology is removing the need for physic al stores asconsumers 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. Overthree quarters (78\%) of music and video sales are now online and Verdict predicts that by 2017 online sales will ac count for $90 \%$ of the market.

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 intemet 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 retumed to profit in 2016/ 2017.

## Food and Beverage

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 $10 \%$.

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/ altemative offers, particularly from local and independent businesses.

## Northem Ireland Trends

The Northem Inish 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 complic a tion surrounding any Brexit a greements.

The Northem Irish economy performed slightly better than expected in 2017 although growth was undoubtedly held back by Brexit uncerta inty. The retail sector in Northem 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 Northem Irish retail market, and some relatively new retailers such as Smiggle, Hotel Chocolat and Oliver Bonas have been increasing their footprint.

Reflective of wider trends in the retail sector as a whole, activity in Northem Ireland has been primarily focused on the prime/ key centres such as Belfast, Demy-Londondemy, Newry, Bangor and Newtownabbey. In prime locations, where vacancies are low, rents are starting to move up, however sec ondary centres are finding the market more challenging.

Value retailers are also doing well in Northem 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, inc luding Nandos, Freshii and Bunsen Burger.

Prime rental growth in Northem 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 Northem 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 Northem Ireland retail properties were $5.6 \%$ in Dec 2017, which is in line with the a verage equivalent yields of $5.7 \%$ across the rest of the UK (excl London and the South East). Figures for the retail warehouse sector in Northem Ireland show average rents declined by $2.9 \%$ in 2017 and equivalent yields were a round 150 basis points higher than for sta ndard retail at $7.1 \%$ in Dec 2017.

Development activity within the Northem 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 Camyduff Shopping Centre, and significant regeneration planned for Belfast Royal Exchange.

The future for retailing in Northem Ireland will be highly dependent on a fully functioning govemment being put into place and the outcome of the Brexit negotiations. The North West City Region (NWCR) of Northem Ireland/ Ireland, which comprises the areas of Demy City and Strabane and Donegal County Council, faces additional cha llenges a rising from Brexit bec a use of long tra dition 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 asa 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 intemet, 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
- 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 reta il offer from other centres.
- The on-going pattem 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.


## 4. Health Check Assessments across the Hierarchy of Centres

## Introduction

4.1 Town centre health checks were undertaken by JUNO Planning in respect of the District's 7 main settlements of (a) Demy- Londondery (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 indic ators to inform the methodology for undertaking town centre health checks-referbelow:

- Existing Town Centre Uses (including resident population);
- Vacancy Rates;
- Physical Struc ture and Environmental Quality (including opportunities, designations a nd constraints)
- Footfall
- Reta iler Representation

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

## A. Deny-Londondeny City Centre Health Check

## Ovenview

The RDS 2035 and National Planning Framework (ROI) both identify Demy-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 Pa per May 2017). It is the principal city in in the north-west and is a key cross-border and intemational gateway providing access by air, water and sea to the north-west. The RDS 2035 identified Demy asa linked Gateway for Northem Ireland.

## Health Check Assessment Area- Derry Area Plan 2011 ‘Commercial Core’

The Demy Area Plan 2011 (DAP 2011) designated a 'commercial core' in the city centre which straddles both sides of the River Foyle a cross the Craiga von 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 SpencerRoad and Duke Street. Within the commercial core the Demy Area Plan defined the frontages of the following streets as 'Primary Retail Fronta ge:'

- Strand Road, Waterloo Place, William Street, Waterloo Street, Shipquay Street, Butcher Street, The Diamond, Feryquay Street, Bishop Street Within (The Dia mond to London Street/ Soc iety Street), Foyle Street and Carlisle Road.
4.4 The Derry- Londondery 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 - Ovenview

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.

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 Demy) and the historic 'Walls of Demy' are a key tourist draw to the city. The 'Millennium Forum Theatre' a nd 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

The health check study reviewed Experian GOAD centre reports from 2016 for Demy- Londondery city centre which reviewed the DAP 2011 primary retail frontage areas. The results were reviewed in the context of the 2018 health-check survey underta ken in the same area. The 2018 health-check study also reviewed the retail environment in the 'Waterside' area, though no GOAD centre information was a vailable 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.

Table 4.1: Diversity of Uses Deny- Londondery City Centre by number of Units- Change from 2016 to 2018
$\left.\begin{array}{|l|c|c|c|}\hline \text { Use } & \begin{array}{c}\text { GOAD Centre Report } \\ \text { 2016: No. of Units }\end{array} & \begin{array}{c}\text { Health Check Survey } \\ \text { 2018: }\end{array} \text { No of Units }\end{array}\right)$ Change from 2016-2018

Table 4.2: Diversity of Uses Deny- Londondeny 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 | $16.95 \%$ | $12.24 \%$ |

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 $\mathrm{O}^{\prime}$ 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 partic ular 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 vac ant units is $12.24 \%$ which the Dery- Londondery figure of $16.95 \%$ exceeds. When considered in the context of the Northem 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 indic ating that a number of units are operating on short term leases and at suppressed rents.
4.11 The 2018 Health Check survey recorded 122 no. retail units in the 'Waterside' (Duke Street and Spencer Road) area of the DAP 2011 'commercial core' with the following breakdown:
- 7 no. convenience ( $5.74 \%$ )
- 28 no. comparison units (22.95\%)
- 58 no. retail service units ( $47.54 \%$ )
- 29 no. vac ant units (23.77\%)

There is no historical data for comparative analysis of the 2018 survey results. The dominant retail use in this area of the city is loc al comparison retailing and retail service provision.

## Non- Retail City Centre Land-Use

Tourism and cultural uses in the city centre include:

- Derry City's Historic Wa lls and Tourist Information Centre;
- The Millennium Forum, Playhouse Theatre and Waterside Theatre;
- The Guildhall;
- Museums (Siege Museum/ Museum of Free Demy/ Tower Museum);
- Cathedrals a nd Places of Worship (St.Columb's Cathedral/ Saint Augustine's Church); and
- The Peace Bridge and Ebrington Barracks.

Office provision (public and private sector) is concentrated in the Great James Street/ Prince's Street/ Clarendon Street and Asylum Road a rea 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 tra in station, located at the Waterside, has recently received planning pemission for redevelopment for a multi-modal transport hub. The Foyle Street busstation is the main busterminus in the city.

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 Stra nd Road/ Great J ames Street.

## Vacancy Rates

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 Northem 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' deta ils number of vacant units in the respective city centre areas while the GOAD Map at Appendix 4 details the location of vac ant 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 |
| Shipqua y Street | 10 no. units |
| Castle Street | 3 no. units |
| Magazine Street | 1 unit |
| Butcher Street | 1 unit |
| The Dia mond | 1 unit |
| Bishop Street | 3 no. units |
| Pump Street | 1 unit |
| Femyquay 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 J ames 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 a nd the city centre:

- The former Austins Department store site is a high profile vacant unit on Feryquaay 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.

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 |

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

NEMS undertook footfall counts at key loc ations, a greed with the Council, across Dery-Londondery city centre on Thursday 22 ${ }^{\text {nd }}$ March and Saturday $24^{\text {th }}$ March 2018 between 10am and 4 pm . The results of the footfall counts are provided in Table 4.5 'Footfall Pattems at Each Location by Day' and Table 4.6 'Footfall Pattems by Time of Day' below.

Table 4.5: Footfall Pattems 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 loc ation 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 Pattems by Time of Day

|  | $\mathbf{0 9 : 0 0}$ | $\mathbf{1 0 : 0 0}$ | $\mathbf{1 1 : 0 0}$ | $\mathbf{1 2 : 0 0}$ | $\mathbf{1 3 : 0 0}$ | $\mathbf{1 4 : 0 0}$ | $\mathbf{1 5 : 0 0}$ | $\mathbf{1 6 : 0 0}$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Location 1A: Shipquay <br> Street | 235 | 351 | 411 | 430 | 445 | 407 | 407 | 385 |
| Location 2A: Ferryquay <br> Street | 330 | 362 | 426 | 537 | 557 | 589 | 430 | 405 |
| 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 <br> Street | 1070 | 1223 | 1043 | 1354 | 1282 | 1167 | 829 | 775 |
| Location 3B: Carlisle Road | 485 | 535 | 615 | 665 | 709 | 546 | 563 | 545 |


|  | $\mathbf{0 9 : 0 0}$ | $\mathbf{1 0 : 0 0}$ | $\mathbf{1 1 : 0 0}$ | $\mathbf{1 2 : 0 0}$ | $\mathbf{1 3 : 0 0}$ | $\mathbf{1 4 : 0 0}$ | $\mathbf{1 5 : 0 0}$ | $\mathbf{1 6 : 0 0}$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Location 1C: Strand Road | 383 | 409 | 675 | 1005 | 1065 | 1035 | 1035 | 1005 |
| Location 2C: Waterloo <br> Place/ Strand Road | 425 | 452 | 630 | 970 | 984 | 1007 | 936 | 890 |
| Location 3C: Shipquay <br> Place/ Waterloo Place | 535 | 578 | 668 | 845 | 1133 | 959 | 1133 | 1075 |
| Location 1D: Spencer <br> Road- Outside Sandwhich <br> Co. | 57 | 66 | 60 | 75 | 77 | 70 | 70 | 63 |
| Location 2D: Spencer <br> Road- Outside NonnasPizza | 57 | 64 | 88 | 122 | 105 | 77 | 92 | 80 |
| Location 3D: Clooney <br> Terace | 44 | 53 | 100 | 83 | 64 | 60 | 55 | 45 |

The Turley's 'City Centre Retail Health Check- May 2014' (prepared on behalf of DSD and Dery City Council) in May 2014 reviewed the Demy 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 Newma rket Street. The 2018 results remain consistent with these historic al 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

Deny-Londondeny City Centre
Peak footfall in the city centre is between 12 pm and 2 pm (averaging 7222 passers-by per hour). The moming (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 .

Newmarket Street was the location to register the overall greatest footfall peaking 12pm and 1 pm , after which it steadily dec lined from 1354 to 775 . Shipquay Place/ Waterloo Place was relatively quiet between 9am and 12 pm , after which footfall increased nearly $50 \%$ from a moming average of 593 to an aftemoon average of 876; similar disparity between moming and aftemoon 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)

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 Deny-Londondery Primary Retail Frontage Area

| Retail Tade Group | Outet 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

The city centre meets and exceeds the UK benchmark figure for companison multiple retailer presence by over $16 \%$ demonstrating signific ant 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'son 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 Ric hmond 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

Retail provision in the Waterside is characterised by local independent retailers with the exception of some multiple retailers such as O 2 (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 Demy- Londonderry' and 'Londondemy 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 physic al 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 sta ndards.

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 pedestria nised 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 TransportAccessibility

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.

## CarPark Availability

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

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

Demy-Londondemy is firmly established as Northem Irela nd's North West regional hub and has attracted a strong retail following with major retailers always keen to secure exposure in the region.

Since the early 2000's, retail development in the City has been focussed in locations outside of the city centre a midst 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.

The city centre has a standard retail offer with very few high quality or 'destination' retailers, unlike Belfast where new retailers have amived and opened flagship stores.

There has also been a high 'chum' of independent retailers throughout the past $5-6$ years. The cost of entry to the Northem Irish retail market remains high, while the growth of intemet shopping and the uncerta inty a round the Northem Irish rating system have acted as further ba miers towa rd entry.

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, C ard Factory and Holland and Barrett. The rental tone for the scheme is approx. $£ 85$ p.sf/ $£ 7.89$ p.sm Zone A.

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 $6.5 \%-7 \%$.

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.

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/ $£ 1.02-£ 1.11 \mathrm{p} . \mathrm{sm}$. 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).
4.47 $\quad B$ 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 (JJ B Sports).
4.48 Outside of Belfast City Centre, Demy-Londondery is typic ally the first destination retailers seek to gain representation in the Northem Ireland market; however, it is ranked as the number 3 shopping location in a Northem Ireland context after Belfast and Ballymena.

It is envisaged Demy-Londondery 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

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 ava ilable:-

1. TimberQuay, Strand Road, Lond ondemy-7,518 sq.ft/ 698sq.m (City Centre)
2. Da Vinci Building, Culmore Road, Londondery- 6,045 sq.ft/ 562 sq.m (non-C ity Centre)
3. Ulster Science and Technology Park, Buncrana Road, Londondemy - 6,500-160,000 sq ft gross/ 604sq.m- 14,484sq.m (non-City Centre)
4. City Factory, Patrick Street, Londondery - 7,000 sq.ft/ 650sq.m (City Centre)
5. Ca rlisle House, Howard Street, Londondery - 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 Demy-Londondemy 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 tems 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.

Elsewhere, in the city, demand-led office development potential exists at Springtown Business Centre ( $50,000 \mathrm{sq} \mathrm{ft}-100,000 \mathrm{sq} . \mathrm{ft} / 4,645 \mathrm{sq} . \mathrm{m}-9,290 \mathrm{sq} . \mathrm{m}$ - Heron Brothers), Waterloo Place ( $23,000 \mathrm{sq} . \mathrm{ft} /$ 2,137sq.m - Martin Group), Carlisle Square ( 45,000 sq.ft/ 4,180 sq.m - Martin Group) and Phase II at Northem Ireland Science Park (50,000 sq.ft/4,645sq.m - Catalyst Inc).

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 applic ation hasbeen 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 $£ 15 \mathrm{~m} 152$ 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 Tumer Prize in 2013/ 2014.

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.

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 partic ular.

Given the limited supply of high quality office space in the city, locally based occupiers have historic ally benefitted from rents, which are significantly lower than in Belfast. One of the challenges for the market
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 - Demy-Londondemy

While the household survey provides useful information regarding how the va rious 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 curent performance of retailers within the catchment, approximately 500 surveys were distributed to the business community within Demy-Londondery 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 Demy - Londondemy, 11 responses were received, with a further 3 for Strabane. This assessment will consider the Demy - Londondemy responses first, and then those for Strabane will be in the later section.

A blank copy of the questionnaire and a copy of the received completed questionna ires are provided at Appendix 6.

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 characteristicscan be drawn from the responses:

- Length of trading - generally, traders have been operating within their Dery-Londondery 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 (inc ludes hairdresser and optic ians) 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 orto leam new skills.


## Business Constraints

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 ec onomy
- 30\%-competition from elsewhere within the Dery - Lond ondery centre


## Trade Locations

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 counc il a rea ) | $9 \%$ |
| Residents in the Republic of Ireland | $13 \%$ |
| Local employees | $8 \%$ |
| Tourist/ Leisure Visitors | $17 \%$ |
| Other - intemet | $2 \%$ |

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

## City Centre Opinion

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 a nswer 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 placesto eat and drink', the 'cost of parking' and how 'safe or secure the centre feels'.
4.75 However there are a number of key concems 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 senvices' 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
'City Centre improvement' topic stated that the presence of more independent traders would be an improvement.

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-reta il uses within the centre.

## Centre Improvements

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.

From the responses received, a wide range of improvements could be made. In terms of the topics which received most focus for Demy-Londondery, these included:

- Increasing the choice/ range of shops
- Encouraging more independent retailers
- Improving the built environment
- Better marketing and promotion of the centre

The questionnaire also sought responses as to whether the Centre should be expanded. There was a mix of responses received, with respondents in Demy-Londondery generally not in favour of increasing the size with $60 \%$ of responses stating this.

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, a sked by Question 9b. Whilst not all respondents answered this question, from those which did, key recommendations to improve both centres (Dery- Londondery and Strabane) included:

- Need to increase the number of tourists within the centre;
- Redevelopment of the town-centre;
- Improving retailing, partic ularly the number of larger shops; and
- More foodstores.


## Competition

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 Demy-Londondery, Belfast City Centre is a major draw for shoppers from within the area as were other shops within the Demy-Londondemy area. It should also be noted that out of town retail parks and the intemet was considered to be a signific ant 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 DemyLondondery. The comments within these events are summarised at Appendix 9.

## A1. Lisnagelvin District Centre Health Check

## Ovenview

Lisnagelvin is located outside the Central Area of Demy-Londondery near the Altnagelvin roundabout, approximately 1.5 miles from the city centre. The Demy Area Plan 2011 recognised Lisnagelvin asa '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 Demy-Londondemy 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. vac ant units. It also includes a Tesco Filling Station, which includes a small convenience retail area.

Primark closed their store at Lisnagelvin (April 2018) diminishing the comparison offer at the centre however Next, TK Maxx and Matalan rema in 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

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

## Physic al Structure and Environmental Quality

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

## Retailer Representation

The shopping centre has noted national multiple retailer presence including Tescos (convenience), SemiChem and Lloyds Pha rmacy (comparison), whilst the retail park has the three key nationals, Next, TK Maxx and Matalan.

## A2. Northside District Centre Health Check

## Ovenview

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.

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 rearaccessed off Village Lane.

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, a nd nearby church.

## Diversity of Uses

Retail provision comprises a mix of convenience, comparison and service uses, comprising SuperValu, Winemark, ta nning salon, hairdressers, opticians, butc hers, pharmacy and gift shop amongst others.

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 applic ation at Amtz (ref. A/2014/0629/F) RIA August 2017.

## Vacancy Rates

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 Northem Ireland average which was $14.3 \%$ in J uly 2017.

## Physic al Structure and Environmental Quality

In tems of appearance and quality of properties, Northside Village Centre extemally is in fair condition with some areas showing signs of age, including some dated signage and the car park looking tired. Intemally, the mall was in good condition and kept clean and tidy with attractive and well-maintained shopfronts.

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 carpark 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.

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 carpark, 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.

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.

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/ pickup area adjacent to the main entrance.

Dedicated cycle lanes are located on Glengalliagh Road, however there was no cycle parking evident on the date of survey, which presents a bamierto the use of the centre by this mode of transport.

## Retailer Representation

Northside includes two national multiple retailers - SuperValu, and Winemark. The SuperValu also included a branch of the Post Office.

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 isprovided by the SuperValu store.

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

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.

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.

The precise boundaries of the District Centre are currently undefined. For the purposes of this health check, we have considered the District Centre ascomprising only the Rath Mór Shopping Centre.

## Diversity of Uses

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

## Vacancy Rates

No vacant units evident, indicating that the District Centre is performing well, and benefits from a vacancy rate signific antly lower than the Northem Ireland a verage which was $14.3 \%$ in J uly 2017.

## Physic al Structure and Environmental Quality

In terms of appearance and quality of the property, Rath Mór District Centre is in good condition for its age, with modem shopfronts and a light and airy atrium/ circulation space.

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 carpark.

It would appear that the District Centre is less reliant on the private car than other designated centres within Demy-Londondery. The level of carparking provision (c. 100 spaces) reflects this.

Busstopsare 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

Rath Mór includes only one national multiple, the Costcutter superstore, however this also included a branch of the Post Office.

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.

The District Centre inc ludesone charity shop, the NI Children's Hospice shop.

## A4. Springtown District Centre Health Check

## Ovenview

Springtown District Centre is located at the junction of Aileach Road/ Northland Road in the north west of Dery-Londondery. 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.

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 carpark 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 Pennybum Credit Union building on Aileach Road.

## Diversity of Uses

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

## Vacancy Rates

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 Northem Ireland (14.3\%) (Source: Springboard Town Centre Vacancy Rate Northem Ireland (July 2017)), and reflects the unique challenges facing the Springtown Shopping Centre in partic ular.

## Physic al 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.

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 a rise as a result.
In contrast, the area facing Aileach Road, incorporating the retum 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 dila pidated.

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 intemally avoiding the need to navigate the carpark as is the case now.
4.131 Springtown currently hosts three national multiple retailers in the form of Dunnes Stores, Winemark and a SPAR convenience store.
Pedestrian access from Northlands Road to the strip of units is also fairly poor, with the priority a ga in being on the car.

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 Altna gelvin, Ballyma groarty, Foyle Springs, Woodbrook and the city centre.

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 bamier to more susta inable methods of transport being used to access the centre.

## Retailer Representation

Independent retailers located within Springtown comprise the Rafters Bar and associated off-licence, Bradley's Pha rmacy, Butties Fish and Chips Shop, Sta irway Ba rbers a nd Shake ' $n$ ' Frappe.

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.

At the date of the visit there were no charity shops located within the Springtown District Centre.

## B. Strabane - Health Check

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))

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 0.5 km , from the neighbouring settlement of Lifford located in ROI.

## Health Check Assessment Area

The 'Stra bane 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 Abercom Square, together with the relatively modem retail developments (ASDA, Pavilion and Lesley Retail Parks) which have developed on the periphery. Abercom Square is accepted as the focal point of the town centre from which the principal shopping streets radiate. Abercom Square, Castle Street, Market Street, Main Street and the eastem end of Railway Street are the principal shopping a reas while the remainder of Railway Street, Butcher Street, Castle Place and the central part of Main Street have a lesser retail signific ance.
4.138 The extent of the town centre limit (Strabane Area Plan 2001) is provided in Figure 4.1 below.

Figure 4.1: Strabane Area Plan 2001 Town Centre Limit


Source: Except from Strabane Area Plan 2001
Health Check Assessment- Existing Town Centre Uses

## Diversity of Uses - Experian GOAD Centre Report-

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 providescomparison with UK averages.

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

| Retail Tade Group | Outtet 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 Tade Group | Outet 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 exceedsthe UK benchmark and the Northem Ireland average.

## Traditional Town Centre

Within the traditional town centre, comparison retailing is dominated by local independent retailers. The amival of 'House Proud' in the previously vacant retail unit at Railway Street/ Canal Street/ Abercom Square is a positive development for the town centre environment. DV8 (Main Street) and Boots (Main Street) offer an altemate choice from local comparison provision.

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 vac ant 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 Demy 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 loc ated 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 offic e provision in the town centre.
4.145 Residential units are pepper-potted throughout the town centre, with established residential communities on Patrick Street, Demy 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, modem 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 dedic ated car parking. Lesley Retail Park (constructed in 2009) provides comparison retailing in modem retail units with dedic ated carparking.

## Outline Planning Permission for Mixed Use Sc heme Outside Town Centre Limit

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, lea ming campus, hotel complex, petrol filling station, indoor children's play area, sports and wellbeing centre and river wild life centre. No reserved matters applications have been submitted and the site remains undeveloped. This permission was granted as a regionally signific ant development and was subject to restrictive planning conditions as well as the need for signific ant infrastruc ture investment.

## Ovenview 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 usesranging from pubs, public library, The Alley (Arts Theatre and Conference Centre), car showroom and cargarage. The street is the main thoroughfare between the traditional retail core area, and the retail parks and ASDA store on the town centre periphery. |
| Demy Road | Strabane courthouse is located in a prominent position on Dery Road. The road is characterised by large vacant units and gapssites with residential uses becoming more domina nt moving out of the town centre. |
| Ma in Street | The existing uses at Main Street comprise primarily comparison retail (McGoldrick Sports Goods, Medic are and DV8), convenience retailing (SuperValu) with a range of retail service units. |
| Castle Street | The street is semi-pedestrianised with local reta il provision (butchers), public house, office provision and a number of vacant units. |
| Castle Place | This street is characterised by compa rison retailing (florist and A. Stewart J ewellers), service provision (bars) and vacant units. |
| Abercom Square | There is limited comparison and convenience retailing with the primary use being retail service use (hairdressers, bar and café). |
| Butc hers Street | There is limited comparison and convenience retailing with the primary use being retail service use (hairdressers/ takeaway). |
| Ma rket Street | The street is characterised by retail service provision with a number of charity shops and vacant units. |
| ASDA, Pa vilion and Lesley Retail Parks | Lesley Retail Park comprises a range of comparison retail units inc luding Argos, Menarys, New Look and Sports Direct. The ASDA store dominates the area north of Railway Street, whilst Pa vilion 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 Northem 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.

Vacancy is apparent throughout the traditional town centre core, in particular along Castle Place (6 units) and to a lesser degree Abercom 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 J ohn Wesley Street (adjoining Railway Street) a nd along Demy Rd within the study area.

Lesley Retail Park is fully occupied. There are two vacant units at the Pavilion Retail Park.

## Physical Infiastructure and Environmental Quality

## Shopping Environment

The town centre has a historic street layout. Historic plot widths are a key feature particularly around Market Street, Main Street and Abercom 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 signific antly 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 Demy Road. However, Upper Main Street and Butchers Street maintain the historic al 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 extemal shutters down, during daytime hours, as well as in the evenings, thereby creating a negative impression.

There are a number of gap sites located throughout the town centre environment which detract from the physic al and consequently shopping environment in partic ular a long John Wesley Street, the 'SC ORE' site at Dock Street and the surface carparks at Market and Butcher Street.

## Public Realm

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 Abercom Square. The ASDA store/ Pavilion retail carpark and Lesley retail park are dominated by the carparking and make limited contribution to the surrounding public realm.

## Public Transport Accessibility

Strabane bus station is located outside the town centre on Bradley Way which is on the opposite side of the River Moume, thus resulting in poor connectivity (though a Town Centre pedestrian bridge is
proposed). There are a number of town bus servic es operated by Translink which use Abercom Square as a busteminus. There is also provision made fortaxis at the same location.

## Car Parking Availability

There is signific ant 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) J ohn 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 signific ant provision for free carparking at ASDA and the Lesley retail park.

## Pedestrian Ac cessibility

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 undemined by the primacy afforded to vehicular traffic particularly along Abercom 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 J ohn Wesley Street,

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 extemal environment dominated by the private car.

## Availability of Wayfinding/ Signage

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

Demy City \& Strabane District Council submitted a planning applic ation 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), Abercom 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 Abercom 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

NEMS (NEMS Market Research) undertook footfall counts at key locations in Strabane town centre (as agreed with DCSDC) on Thursday $22^{\text {nd }}$ March and Saturday $24^{\text {th }}$ 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)

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 Pattems by Day

| Iocation | Thursday | Saturday | Average |
| :--- | :---: | :---: | :---: |
| Location No.1: <br> Railway Street | 283 | 888 | 586 |
| Location No.2: Main <br> Street | 1023 | 2972 | 1998 |
| Location No.3: Castle <br> 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.

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.

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 Tade Group | Outiet 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 |

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, Hamy Comy and O2 located on Ma in Street and Castle Place.

Multiple convenience retailers ASDA, Iceland Frozen Food and SuperValu are located in the town centre, however ASDA is the only convenience store with dedicated car parking. The remainder of the convenience retail market comprises local independent reta ilers.

## Commercial Considerations

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 modem well configured retail units.

Strabane Shopping Park was sold in 2017 and reflected a yield in the region of approx. 8.75\%.

Most recent new occupiers to the area include McDonald's who have developed the Pat Kirk motor site for a drive thru resta urant.

The main retailing core of the town centre is focused around Main Street, Castle Street and Castle Place. Ma in Street contains the highest concentration of retailers including a large 'SuperValu' store.

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 tum let to Houseproud Fumishings on a new 10 year lease of the entire building ( $34,000 \mathrm{sq} . \mathrm{ft} / 3,159 \mathrm{sq} . \mathrm{m}$ ) at a starting rent of $£ 50,000$ per annum exc lusive which reflects an overall rent of a pprox. $£ 1.47$ p.sf/ $£ 15.8$ p.sm.

Given the rise of online sales and the continuing deterioration of high street footfall, retail continuesto be a challenging market within Northem 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 loc ations within towns such as this will continue to struggle and find it diffic ult to attract occupiers.

## Attitudes and Perceptions

## Business Survey

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 Demy Londondery. There were however a small number of differences between the centres.

The responses from Straba ne identified the following differences between centres:

- Generally there is a larger percentage of more independent shops within Strabane
- The town centre quality in Strabane isconsidered to be 'poor'
- The location where the main trade for the centre comes from is also considered to be different. A comparison between Dery - Londondery 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 |
| :--- | :---: | :---: |
|  | Demy-Londondery | Strabane |
| Local residents | $50 \%$ | $36 \%$ |
| Other residents (within counc il area) | $9 \%$ | $26 \%$ |
| Residents in the Republic of Ireland | $13 \%$ | $19 \%$ |
| Local employees | $8 \%$ | $13 \%$ |
| Tourist/ Leisure Visitors | $17 \%$ | $6 \%$ |
| Other - intemet | $2 \%$ | $0 \%$ |

4.177 In tems of characteristics of the town centre, the chart below shows how Demy-Londondery and Strabane compare. From this chart it is clear that Dery - Londondemy 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

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 DP 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-lic ence 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 J ohn Street.

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

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

Diamond. The W.J. Arcade Building is prominently located on The Diamond and is currently in a state of disrepair.

## Physical Structure and Environmental Quality

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 landsc aping, public art and a war memorial. On street carparking is provided on the road adjoining The Diamond which detracts from the a rea's physic al quality.

The town centre core streets (John Street/ The Diamond/ Main Street) have traditional shop frontages, however a number of the frontages appeardated 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).

There is a limited signage available in the town centre. Traffic dominates the physic al environment in the town centre and there is limited pedestrian permeability with no pedestrian c rossings in the centre.

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

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

## Ovenview

Newtownstewart is located approximately ten miles north of Omagh and ten miles south of Strabane located on the banks of the River Moume. 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 Dery 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 Ma in Street, Townhall Street, St. Eugenes Street and Castlebrae Rd.

## Diversity of Uses

Retailing activity in Newtownstewart is concentrated along Ma in Street, the northem end of St. Eugene's Street and the eastem 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.

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

Claudy is located approximately 16 km south-east of Dery-Londondery. The settlement has a population of 1,340 persons (Census 2011). Claudy was designated as a 'village' in the Demy Area Plan 2011 though
a village centre was not defined by the Plan. The DCSDC DP 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

Claudy has a number of retail convenience units including Day Today (Church Street), Centra (Main Street) and a Sparstore with a post office (Main Street) which provide a local convenience offer. There is also a local butchers ( $O^{\prime}$ 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 offlicence. 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

Three vacant units were identified along Main Street however the units were interspersed a long the street. The former Northem Bank Building (Listed) on Church Rd is a high profile vacant unit within the town centre area.

## Physical Structure and Environmental Quality

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 Northem Bank Building represents a redevelopment opportunity for the town centre.

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 undemines the pedestrian environment. There are no traffic calming measuresalong Main Street.

## Retailer Representation

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

## Ovenview

Sion Mills is located two miles south of Strabane and is located immediately to the west of the River Moume. 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 DP. 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

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.

## Physic al Structure and Environmental Quality

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.TPublic Art Trail' and boasts a 'Flax Spinner' public art sculpture located at the top of Mill Lane. DCSDC commissioned a "Hentage Led Regeneration Masterplan" which is currently in progress.

## Vacancy

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

## Retailer Representation

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 Pha rmacy.

## G. Eglinton Health Check

## Ovenview

Eglinton is located in close proximity to Demy and has a population of 3,679 (Census 2011). The settlement was designated as a 'village' in the Dery Area Plan 2011, and as such, the Plan did not designate a village centre boundary. The DCSDC DP 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 $D$. In the absence of a defined village centre boundary the health-check study concentrated on the established villa ge core area of Main Street.

## Diversity of Uses

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,


#### Abstract

a florist and a phamacy. Retail service provision is located throughout the village centre and provides four hairdressers, a credit union, a restaurant, two takeaways, a café/ coffee shop and a bed and breakfast. There is also a range of office provision and community hall (Main Street) in the villa ge centre. There is a health centre in the village though it is a distance from the established village core. Eglinton cricket club occupies a prominent position proximate to the village core with an adjoining play-park. There is an established residential community in the village centre which ta kesthe form of single units and apartments (Glenhouse). Appendix 5 details the reta il units within the centre.


## Vacancy

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

## Physical Structure and Environmental Quality

The Demy 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, Northem bank, The Manor House and former School Master House). The historic buildings a long Main Street contribute to a quality streetsc ape and contribute to the character of Eglinton. There is a mixture of traditional and modem 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 carparking is provided along Main Street with a public car park available off Main Street beside the SuperValu supemarket. A pedestrian crossing is located along Main Street.

## Retailer Representation

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

In summary the main conclusionsfor each centre are set out below:

- Dery 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 Dery city centre is below the national average, although comparison stores and retail services are comparable to the national average. Demy 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 physic al structure and environmental quality, the quality of the built environment and the public realm is commended, however it was somewhat undemined 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 / signa ge within the city centre.
- Strabane town has two distinct a reas 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 tems 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 wasconsidered to be car-dominated, with high levels of traffic, on-street parking and surface level carparks. 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 Moume. 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.
- In relation to the four District Centres within Demy, 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 camied 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 ha ve no partic ular 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.

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 Roorspace 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 disc ussed within the next Section.

## Study Area

5.2 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, Demy-Londondery 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 a nalysis of trade inflow and outflow between these areas.
5.3 The Study Area covers eleven zones, based around postcode sectors within Northem 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 Demy-Londondery city and Zone 4 represents Strabane. The relevant postcode sectors foreach are described in the table below.

Table 5.1: Zone Breakdown

| Zone | Postcode Sectors |
| :--- | :---: |
| Zone 1 - Deny / <br> Londondemy West | BT48 0, BT48 6, BT48 7, BT48 8, BT48 9 |
| Zone 2 - Demy / <br> Londondeny East | BT47 2, BT47 5, BT47 6 |
| Zone 3- Eglinton | BT47 3 |
| Zone 4- Strabane | BT82 0, BT82 8, BT82 9 |
| Zone 5- Castederg | 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 <br> (Ballybofey) | N/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 puposes 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 Northem Ireland). This geographic al difference is demonstrated on the map above.
5.7 In orderto 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\% a nnually up to 2031.

In summary, the Experian population projections antic ipate 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.)

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

Table 5.2 - Population Growth

| Zone | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 2 2}$ | $\mathbf{2 0 2 7}$ | $\mathbf{2 0 3 2}$ | \% Change |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Zone 1 - Deny- <br> Londondemy West | 62,458 | 62,79 | 62,949 | 62,802 | $+0.6 \%$ |
| Zone 2 - Deny- <br> Londondemy East | 31,773 | 31,856 | 31,839 | 31,600 | $-0.5 \%$ |
| 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 | $\mathbf{1 8 0 , 1 0 6}$ | $\mathbf{1 8 1 , 3 0 2}$ | $\mathbf{1 8 2 , 0 2 2}$ | $\mathbf{1 8 1 , 7 8 1}$ | $+0.9 \%$ |
| Zone 8 - Limavady (in <br> Northem Ireland) | 23,697 | 23,909 | 24,109 | 24,154 | $+1.9 \%$ |
| 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 Northem Ireland.
5.11 In respect to the 3 zones within the ROI, as comparable data is unavailable for these a reas and to ensure consistency, an average spend per person was calculated using the data from neighbouring zones in Northem Ireland. This was considered a robust approach for modelling expenditure potential given the absence of othercomparable sources.

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.

Annual growth projections are summarised in the following table.

Table 5.3 - Expenditure Growth Rates

| Year | Convenience Growth Rate | Comparison Growth Rate |
| :---: | :---: | :---: |
| $\mathbf{2 0 1 6}$ | $1 \%$ | $5 \%$ |
| $\mathbf{2 0 1 7}$ | $0.1 \%$ | $2.4 \%$ |
| $\mathbf{2 0 1 8}$ | $-0.7 \%$ | $0.8 \%$ |
| $\mathbf{2 0 1 9}$ | $-0.2 \%$ | $2.1 \%$ |
| $\mathbf{2 0 2 0}$ | $0.2 \%$ | $2.9 \%$ |
| $\mathbf{2 0 2 1}$ | $0.2 \%$ | $3.3 \%$ |
| $\mathbf{2 0 2 2}$ | $0.1 \%$ | $3.4 \%$ |
| $\mathbf{2 0 2 3}$ | $-0.1 \%$ | $3.4 \%$ |
| $\mathbf{2 0 2 4}$ | $0.1 \%$ | $3.3 \%$ |
| $\mathbf{2 0 2 5}$ | $0.1 \%$ | $3.2 \%$ |
| $\mathbf{2 0 2 6}$ | $0.1 \%$ | $3.2 \%$ |
| $\mathbf{2 0 2 7}$ | $0.1 \%$ | $3.1 \%$ |
| $\mathbf{2 0 2 8}$ | $0.1 \%$ | $3.0 \%$ |
| $\mathbf{2 0 2 9}$ | $0.0 \%$ | $3.1 \%$ |
| $\mathbf{2 0 3 0}$ | $0.0 \%$ | $3.2 \%$ |
| $\mathbf{2 0 3 1}$ | $0.2 \%$ | $3.4 \%$ |
| $\mathbf{2 0 3 2}$ | $0.1 \%$ | $3.3 \%$ |

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 Gemman discounters like Lidl and Aldi, discussed within the market commentary section of this report.
5.15 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

5.16 In respect to Special Forms of Trading (SFT), such as intemet 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 intemet. No specific reduction has therefore been made for SFT/ intemet sales as a result, with intemet spending as a destination specific ally 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 <br> Expenditure Growth <br> 2018-2032 | 2018 | 2022 | 2027 | 2032 | Growth <br> 2018-2032 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Zones 1-7 (Council Area) | $£ 391.9 \mathrm{~m}$ | $£ 395.7 \mathrm{~m}$ | $£ 398.4 \mathrm{~m}$ | $£ 399.9 \mathrm{~m}$ | $+£ 8 \mathrm{~m}$ |
| Study Area | $£ 682.7 \mathrm{~m}$ | $£ 689.8 \mathrm{~m}$ | $£ 696.3 \mathrm{~m}$ | $£ 701.8 \mathrm{~m}$ | $+£ 19.1 \mathrm{~m}$ |

Across Zones 1-7 the total convenience expenditure potential is projected at $£ 391.9 \mathrm{~m}$, with this expected to rise modestly to 2032. By this time, the total expenditure available is projected to be $£ 399.9 \mathrm{~m}$, indicating an inc rease of $£ 8 \mathrm{~m}$ ( $+2 \%$ ) over the period.

For the entire Study Area, at 2018 there is projected to be $£ 682.7 \mathrm{~m}$ of convenience expenditure, reflecting the sizeable areas representing zones $9-11$ within ROI. Over the same period, this is a nticipated to increase by $£ 19.1 \mathrm{~m}$, to $£ 701.8 \mathrm{~m}$ by 2032.

In order to calculate market shares and retail destination tumover, 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 modem day shopping pattems, whereby customers will visit a number of destinations to complete their typic al convenience requirements.

## Comparison Goods Expenditure

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, fumiture 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, medic al goods, other personal effects and other recreational goods.

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', 'Fumiture, Floor Coverings, Capets and Textiles', ‘Household Appliances', ‘Audio and Visual Equipment’, ‘DIY’, ‘Chemist and Medical Goods', ‘Books, CDs, China, J ewellery and other items' , 'Luxury Goods, Toys and Sports'.

Table 5.5- Total Comparison Expenditure

| Comparison Expenditure <br> Growth <br> 2018-2032 | 2018 | 2022 | 2027 | 2032 | Growth <br> 2018-2032 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Zones 1-7 | $£ 603.8 \mathrm{~m}$ | $£ 682.1 \mathrm{~m}$ | $£ 803.3 \mathrm{~m}$ | $£ 940 \mathrm{~m}$ | $+£ 336.2 \mathrm{~m}$ |
| Study Area | $£ 1,066 \mathrm{~m}$ | $£ 1,205 \mathrm{~m}$ | $£ 1,422 \mathrm{~m}$ | $£ 1,651 \mathrm{~m}$ | $+£ 585 \mathrm{~m}$ |

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

The information gathered within the survey is then used as the foundation of the capacity modelling by presenting curent shopping pattems 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 pattems within a retail capacity model.

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

The qua ntitative need assessment tables informing the study are structured in the following same manner:

- Table 1 - Population Forecasts;
- Tables 2a-2i - Per capita expend iture forecasts;
- Tables 3a - 3j - Total available retail expenditure forecasts;
- Table4-Market share of convenience shopping facilities;
- Table 5a-d - Tumover of convenience goodsexpenditure forecasts;
- Table 6 - Market share of comparison shopping facilities;
- Table 7a-d: Tumover of comparison goods expenditure forecasts;
- Table 8a - Benchmark Tumover of convenience goods facilities in Zones 1-8;
- Ta ble 8b - Commitments for new retail floorspace in Demy city and Strabane;
- Tables 9a-c - Quantitative need/ capacity forecast for convenience retailing in Zones 1-7/ Dery Londondery Catchment (Zones 1 - 3)/ Strabane (Zone 4);
- Tables 10a-c - Quantitative need/capacity forecast for comparison retailing in Zones 1-7/ Dery Londondery Catchment (Zones1 - 3)/ Strabane (Zone 4);
- Tables 11a-b - Sensitivity Analysis A - Potential 'Hard Brexit’ Scenario (convenience and comparison retailing);
- Tables 12a-c - Sensitivity Analysis B - LDP Preferred Options Paper Population Growth ( $+2 \mathrm{~K},+5 \mathrm{~K},+10 \mathrm{~K}$ )

The full capacity model is enclosed at Appendix 3 of this report.

## Leisure Usage

The household survey was also used to examine leisure usage pattems 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 Pattems

In order to calculate tumovers 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 specific ally 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.

These survey based estimates of tumover 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.

In addition to the above, an allowance is also made for spending at retail facilities in Demy-Londondemy city and Strabane by visitors travelling the area. This is considered reasonable given Demy-Londondery's attraction as a visitor destination and the small number of pass-by trade entering Strabane on route to Demy-Londondemy.

## Visitor Expenditure

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 Demy-Londondery 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 Foorspace

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 Demy-Londondemy, planning records and GVA estimates. This data is show in Table 8a within Appendix 3.

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 Tumover Levels

A key component of the quantitative assessment of retail floorspace is the need to set out benchmark tumover levels.

To calculate benchmark tumovers 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) tumover levels are in equilibrium with benchmark tumover levels.

For the comparison goods assessment within Tables 10a-10d, we have assumed that the 2018 total tumover potential level for all comparison goods stores/ floorspace is also the benchmark tumover of existing stores/ floorspace. Given the diffic ulty 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 c ase) unless there is clear evidence of under or overtrading in stores.

## Commitments

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 spec ulative 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

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, Momisons and Tesco, although ASDA and Waitrose have company average sales which are materially higher than this level and operators such asLidl and Co-op (and to a lesser extent ALDI) have lower company averages.

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 implic ations 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.

Similar principles apply for certain types of comparison goods floorspace, where we have used an indicative density of $£ 7,500$ /sq.m for Dery-Londondemy city and $£ 5,000 / \mathrm{sq}$.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.

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 Poorspace Part 2

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

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

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 ( $+2 \mathrm{~K},+5 \mathrm{~K}$ and $+10 K)$ identified by the Council.

Table 9a considers the approximate Council area (zones 1-7). Later analyses will consider the capacity position within Dery-Londondery 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 $£ 330.1 \mathrm{~m}$ of expenditure from this area. This represents $84.2 \%$ of total expenditure from those zones and isconsidered to be a strong level of expenditure retention.

When compared with the level of benchmark tumover of existing stores ( $£ 319.5 \mathrm{~m}$ ), it is necessary to take into account the tumover associated with relevant commitments. Based upon the contents of Table 8b within Appendix 3, Table 9a makes an allowance for $£ 105.8 \mathrm{~m}$ for commitments, comprising schemes at Springtown District Centre, the former Amtz Belting site in Demy city and at the Camel's Hump site in Strabane, known as the 'Three Rivers' project.

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 $-£ 74.2 \mathrm{~m}$ 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 pemissions were not to be implemented over the Plan period, this may potentia lly free up some capacity in future years.

It is also notable that these figures are based only on a small level of expenditure inflow coming from the wider Study Area, approx. $£ 12.2 \mathrm{~m}$ 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.

## Quantitative Need Assessment for Convenience Retail Roorspace: Demy-Londondery city area (Table 9b)

Given the large extent of the Council area, more-focused analyses have been completed covering Demy-Londondemy city and Stra bane town. Table 9b looks specific ally at Demy-Londondery.
6.10 Based on the market shares draw, it is clear that Zones $1-2$ comprise the primary catchment for Demy city'sconvenience 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 |
| $1^{\text {st }}$ choice main food shopping |  |  |  |  |  |  |  |
| Retained | 72.96\% | 72.95\% | 13.46\% | 93.79\% | 82.3\% | 41.41\% | 8.26\% |
| Intemet | 0\% | 1.93\% | 4.86\% | 1.09\% | 1.01\% | 3.71\% | 1.74\% |
| $2^{\text {nd }}$ choice main food shopping |  |  |  |  |  |  |  |
| Retained | 60.4\% | 67.99\% | 9.31\% | 86.57\% | 81.74\% | 34.87\% | 11.48\% |
| Intemet | 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\% |
| Intemet | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% |

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

Figure 6.1 - Derry - Londonderry Convenience Catchment


Once expenditure inflow from beyond the Study Area is factored in, linked to tourism expenditure, the total tumover potential at 2018 is $£ 221.1 \mathrm{~m}$. This is higher than the benchmark tumover of existing facilities $(£ 185.7 \mathrm{~m})$, although once commitments are factored in ( $£ 49.1 \mathrm{~m}$ ), there is no residual expenditure potential. This remains the case throughout the Plan period, assuming all commitments are implemented. The residual expend iture across the years is $-£ 13.6 \mathrm{~m}$ in $2018,-£ 11.1 \mathrm{~m}$ in $2022,-£ 10.4 \mathrm{~m}$ in 2027 and $-£ 11.2 \mathrm{~m}$ in 2032.

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 Roorspace: Strabane area (Table 9c)

In summary, from the primary catchment Table 9b demonstrates that of the total available expenditure $£ 204.9 \mathrm{~m}, £ 184.8 \mathrm{~m}$ is retained comprising $90.2 \%$. The household survey also identifies that there is an inflow of $£ 34.5 \mathrm{~m}$ from elsewhere in the Study Area.

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


Derry City \& Strabane District Council Retail Study

Over the plan period, assuming market shares stay consistent, this will not change, with there being deficits in 2022 ( $-£ 53.8 \mathrm{~m}$ ), $2027(-£ 53.6 \mathrm{~m})$ and $2032(-£ 54 \mathrm{~m})$. These figures would also rema in negative, even if commitments were not implemented over the Plan period.

## Quantitative Need Assessment for Comparison Retail Foorspace: 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 Demy-Londondery focused
assessment (Table 10b) and a similar exercise focusing on the need requirements for Strabane (Table 10c).
6.20 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 tumover levels at 2018 represent the benchmark tumover of existing floorspace and moving towards 2022, 2027 and 2032 we have assumed that this tumover 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 a ny of its c urrent share of shopping trips;
- If there are any gains/ losses, they are counter-balanced by corresponding gains/ losses.

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 Demy-Londondemy 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 tumover of $£ 49.3 \mathrm{~m}$ 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 $£ 21.6 \mathrm{~m}$ which, using a sales density of $£ 9,196$ persq.m, translatesto an indic ative floorspace capacity of 2,350 sq.m.
6.26 By 2032, this expenditure capacity has risen further to $£ 60.3 \mathrm{~m}$, On the basis of an antic ipated sales density of $£ 10,253$ per sq.m, this level of surplus translates into a floorspace capacity of 5,886 sq.m. Beyond 2032 , it is anticipated that these figures will nise further although we caution too much reliance on these given that they are based on very long-term economic forecasts.

The analysis in Table 10a is based on all comparison goods stores/ floorspace within the Council area collec tively maintaining a constant market share over the a ssessment period 2018-32.

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 curent influence on shopping pattems within the wider Study Area.

As the primary comparison destination within the Council area and wider Study Area, the strength and appeal of Demy-Londondery city centre is clear. Curently $84 \%$ 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.

As the major comparison retailing destination within this part of Northem 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 Roorspace: Deny-Londondeny city (Table 10b)

6.31 In order to assess specific ally the need requirements for Demy - Londondery, a primary catchment was defined based on the findings of the household survey. Due to the signific ant level of contribution to the tumover 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 - Londondeny Comparison Catchment


Based on constant market share, Table 10b indic ates that there is $£ 308.5 \mathrm{~m}$ of ava ila ble expenditure within the primary catchment, with destinations tuming over $£ 259 \mathrm{~m}$ from this, representing a market share of $84 \%$ from Zones 1 and 2 . In addition, the household survey found that an additional $£ 211.1 \mathrm{~m}$ 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 $£ 12.95 \mathrm{~m}$ of expenditure, the total tumover potential is $£ 483.1 \mathrm{~m}$.

As explained in the previous section, given the scale of comparison floorspace across the catchment, assumptions are made that the benchmark tumover is represented by the total tumover potential at the 2018 base year. Commitments within Dery-Londondery for comparison floorspace comprise proposals at Springtown District Centre, the former Amtz Belting site and Faustina Retail Park. It is projected these will collec tively tumover a p proximately $£ 31.6 \mathrm{~m}$.
(his, there is not anticipated to be any expenditure capacity at the base year (-£31.6m). At 2022, this figure has reduced to $-£ 9.4 \mathrm{~m}$ but importantly, improves to $+£ 31 \mathrm{~m}$ at 2027 and $+£ 51 \mathrm{~m}$ 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 Roorspace: Strabane (Table 10c)

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 $£ 92.2 \mathrm{~m}$ of a vailable expend iture within Zone 4, with destinations tuming over $£ 42.6 \mathrm{~m}$ from this, representing a market share of $46.2 \%$. The household survey found that an additional $£ 24.1 \mathrm{~m}$ inflows to the town from the wider Study Area. A modest proportion of additional expenditure from beyond the Study Area is also factored in ( $£ 1.28 \mathrm{~m}$ ), generating an overall tumover potential of $£ 68$ m.

Once commitments for comparison floorspace are considered, comprising the 'Three Rivers' site with an estimated tumover of $£ 17.7 \mathrm{~m}$, 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 $2022-£ 18 \mathrm{~m}$, at 2027 £10m and -£9.1m in 2032.

## Sensitivity Analysis - Brexit Impact (Tables 11a and 11b)

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 Northem Ireland and the Republic of Ireland, once the United Kingdom has left the EU.

Our approach, as set out within Tables 11a and 11b have therefore considered the impact on the capacity/ needs analysis if a hard borderwasthe final outcome of the negotiations. It is considered that this would have impact on cross-border shopping pattems, particularly for comparison 'non-food' shopping, as a significant number of residents within the Republic of Ireland (Zone 9 principally) are travelling into Northem Ireland presently to access the shopping offer within Dery-Londondery.

As the outcome of the Brexit process is very uncerta in 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.

Table 11a considers the impact on convenience capacity and Table 11b considers comparison capacity.

Table 11a presents the capacity a nalysis 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 crossborder shopping tripsoccuming 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 $£ 12 \mathrm{~m}$ worth of inflow at 2018.

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 Northem Ireland will not be affected by any border in terms of shopping trips into the Demy City \& Strabane District Council boundary, a worst case scenario figure of a $70 \%$ reduction in trade inflow is assumed. This reduces expenditure inflow from $£ 12 \mathrm{~m}$ in 2018 to $£ 3.7 \mathrm{~m}$ in 2022 . The figures for 2027 and 2032 are $£ 3.36 \mathrm{~m}$ and $£ 3.37 \mathrm{~m}$ respectively.

As a result, the expenditure capacity within the area reduces further, with this being $-£ 83.8 \mathrm{~m}$ in 2022 , $£ 82.2$ m in 2027 and - $£ 83.1 \mathrm{~m}$ in 2027.

In respect to comparison goods, there are currently considerable levels of trade inflow ac ross the border visiting Demy-Londondery city in partic ular, with those trips la rgely coming from Zone 9. In this scenario, it is assumed that there will still be cross-border shopping pattems as shoppers generally are willing to travel
further for non-food shopping and modem trends indicate that consumers seek a scale of offer when choosing where to shop. As a result, Table 11b examines these matters further.

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)

In addition to the above analysis, to accord with the potential growth scenarios set out within the DP '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 a nalysis 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 ma in findings of the exercise.

Table 6.2- Curent Population Growth Scenario - Convenience Goods

| Curent Population Growth Scenario - Convenience Goods Deny City \& Strabane Council Area (Zones 1-7) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Year | 2018 | 2022 | 2027 | 2032 |
| Population (Council Area) Zones 1-7 | 180,106 | 181,302 | 182,022 | 181,781 |
| Population <br> (Total Study Area) | 313,855 | 316,146 | 318,180 | 319,109 |
| Available Convenience Expenditure | £391.9m | £395.7m | £398.4m | £399.9m |
| Total Tumover Potential | £345.6m | £348.9m | £351.5m | £352.9m |
| Residual Expenditure | -£79.8m | -£75.2m | -£73.5m | -£74.2m |
| Retail Foorspace 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 <br> Deny 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 Convenience Expenditure | £391.9m | £396.9m | £401.3m | £404.3m |
| Total Tumover Potential | £345.6m | £350m | £353.8m | £356.5m |
| Residual Expenditure | -£79.8m | -£74.1m | -£71.2m | -£70.5m |
| Retail Foorspace Capacity (sq.m) | -6,649 | -6,227 | -5,971 | -5,889 |

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

| +5K Population Growth Scenario - Convenience Goods Demy 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 Tumover Potential | £345.6m | £351.6m | £357.5m | £362.4m |
| Residual Expenditure | -£79.8m | -£72.5m | -£67.4m | -£64.7m |
| Retail Foorspace 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 Demy 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 Tumover Potential | £345.6m | £354.4 | £363.7 | £372.1 |
| Residual Expenditure | -£79.8m | -£69.7m | -£61.2m | -£55m |
| Retail Foorspace Capacity (sq.m) | -6,649 | -5,857 | -5,138 | -4,593 |

In all scenarios set out, it is a pparent 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 a nalysis also considers comparison floorspace below.

Table 6.6- Current Growth Scenario - Comparison Goods

| Curent Population Growth Scenario - Comparison Goods Demy City \& Stabane Council Area (Zones 1-7) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| 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 Tumover Potential | £588.4m | £661.5m | £789m | £915.9m |
| Residual Expenditure | -£49.3m | -£23.4m | £21.6m | £60.3m |
| Retail Foorspace 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 <br> Demy City \& Strabane Council Area (Zones 1-7) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Year | 2018 | 2022 | 2027 | 2032 |
| Population <br> (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 Tumover Potential | £588.4m | £662.9m | £792.6m | £922.9m |
| Residual Expenditure | -£49.3m | -£21.9m | £25.2m | £67.3m |
| Retail Foorspace Capacity (sq.m) | -6,570 | -2,665 | 2,745 | 6,569 |

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

| +5k Population Growth Scenario - Comparison Goods Demy City \& Strabane Council Area (Zones 1-7) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Year | 2018 | 2022 | 2027 | 2032 |
| Population <br> (Council Area) Zones 1-7 | 180,106 | 181,873 | 183,308 | 183,781 |
| Population (Total Study Area) | 313,855 | 316,416 | 318,180 | 319,109 |
| Available Comparison Expenditure | £603.8m | £687.5m | £817.4m | £965.8m |
| Total Tumover Potential | £588.4m | £665.9m | £801m | £937.8m |
| Residual Expenditure | -£49.3m | -£19m | £33.7m | £82.3m |
| Retail Foorspace Capacity (sq.m) | -6,570 | -2,303 | 3,660 | 8,024 |

Table 6.9-10K Population Growth Scenario - Comparison Goods

| +10k Population Growth Scenario - Comparison Goods Deny 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 Tumover Potential | £588.4m | £671m | £815.4m | £963.2m |
| Residual Expenditure | -£49.3m | -£13.9m | £48m | £107.7m |
| Retail Foorspace Capacity (sq.m) | -6,570 | -1,690 | 5,222 | 10,504 |

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 signific antly 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 a cross 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 indic ators should be examined; the standard of existing retail provision (including available retail formats), the range and mix of goodson offer, the distribution of retail provision and ac cessibility.

These factors are considered in relation to convenience and comparison goods floorspace provision for Dery-Londondery city and Strabane below.

## Convenience Goods Roorspace Provision

In terms of overall provision of convenience goods floorspace, Derry-Londondery has an extensive number of stores, ranging from the main supemarket brands comprising the 'big 4', with both Tesco and Sa insbury's present and a number of smaller convenience outlets, inc luding one disc ount store.
6.57 Tumover figures from Table 8a (Appendix 3) in terms of benchmark tumovers 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, disc ussed 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 Ma in 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 (Derm-Londondery West) - Covering the westem 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.
- Zone 2 (Demy-Londondery East) - With the location of Lisnagelvin District Centre, offering both a large scale Tesc o store and Long's SuperValu, in addition to the offer at Crescent Link, $72.95 \%$ of ma in 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 Lidlat 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 DemyLondondery, 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 largerscale 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 ma in 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 eastem part of the Study Area. The area benefits from a range of small shops within Claudy a nd Dungiven. $41.4 \%$ of first choice main food shopping tripstake 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.

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 eastem side of the river.

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 goodsstores 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 a mount of change and growth in population, there is likely to be ment 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 Roorspace Provision

In relation to the qualitative a spects of comparison goods provision in Demy-Londondery and Strabane, it is useful to consider the overall provision across each location. In similarity with most towns, DeryLondondery 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.

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'soffer 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.

We therefore consider that the City Council should be focusing on creating a retail space environment of suffic ient 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 c urrently visit Belfast for this kind of offer.

The lack of a signific ant 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 DemyLondondemy residents which is either: retained by all stores across Demy -Londondery, or attracted by intemet spending, and finally, attracted to other physic al stores/ centres.

Table 6.9- Market Shares for Comparison Goods Categories in Deny-Londondeny

| Sector | Retained by Stores in <br> Demy-Londondeny <br> (Zones 1+2) | Intemet Shopping | Other Physical Stores <br> Elsewhere |
| :--- | :---: | :---: | :---: |
| Clothes and Shoes | $78.85 \%$ | $13.9 \%$ | $7.3 \%$ |
| $1^{\text {st }}$ choice | $75.23 \%$ | $16.8 \%$ | $7.97 \%$ |
| $2^{\text {nd }}$ choice | $83.8 \%$ | $4.4 \%$ | $11.8 \%$ |
| Fumiture and Foor | $83.22 \%$ | $9.7 \%$ | $7.1 \%$ |
| Coverings | $87.9 \%$ | $10 \%$ | $2.1 \%$ |
| Household Appliances | $100 \%$ | $0 \%$ | $0 \%$ |
| Audio-visual Equipment | 97.5 | $2.5 \%$ | $0 \%$ |
| DIY | $69.47 \%$ | 29.9 | $0.63 \%$ |
| Medical Goods | $82.12 \%$ | $15.8 \%$ | $2.1 \%$ |
| Books |  |  | 2 |

6.72 The data above indic ates very high retention rates across all categories of compa rison goods.

Within the Demy-Londondery 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.

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.

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 a lso attracting crossbordertrips 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 Demy-Londondery 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 Northem 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.
7.2 In light of this, it is important to understand the current provision of leisure services within DemyLondondery 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.

For the purposes of this a ssessment, 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 a ny perceived deficiencies
- Consideration of the expenditure potential for further additional facilities within the catc hment area
7.4 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

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 diffic ult to demonstrate or interpret potential growth.

Table 7.1 provides an outline of the curent 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 a rea summanies, 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 Expenditure Estimates 2018 (£ per Capita) |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone | Accommo -dation | Cultural Senvices (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 | Mealsout, Takeaway meals, alcoholic drinks (away from home)/ pubs |  |
| 1 - DemyLondondemy West | 67 | 223 | 188 | 112 | 85 | 1135 | 1810 |
| $\begin{aligned} & 2 \text { - Demy- } \\ & \text { Londondemy } \\ & \text { East } \end{aligned}$ | 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 - <br> 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 a nnum 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: Antic ipated Total Leisure Expenditure in the Counc il Area (Zones 1-7)

| Total Leisure Expenditure - Council Area Average |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Year | Accommodation | Cultural <br> Senvices (inc <br> cinema) | Games of <br> Chance - <br> Clubs/ <br> Bingo | Hairdressing <br> and Personal <br> Grooming | Recreation/ <br> Sports (inc <br> health <br> clubs) | Restaurants/ <br> Cafes etc | Total |
| 2022 | 93 | 238 | 212 | 124 | 100 | 1282 | $\mathbf{2 0 4 9}$ |
| 2027 | 98 | 250 | 222 | 130 | 105 | 1344 | $\mathbf{2 1 4 9}$ |
| 2032 | 104 | 265 | 236 | 138 | 111 | 1427 | $\mathbf{2 2 8 1}$ |

Table 7.3: Anticipated Total Leisure Expenditure in the UK

| Total Leisure Expenditure - UK Average |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Year | Accommodation | Cultural <br> Senvices (inc <br> cinema) | Games of <br> Chance - <br> Clubs/ <br> Bingo | Hairdressing <br> and <br> Personal <br> Grooming | Recreation/ <br> Sports (inc <br> health <br> clubs) | Restaurants/ <br> Cafes etc | Total |
| 2022 | 206 | 299 | 185 | 109 | 119 | 1171 | $\mathbf{2 0 9 0}$ |
| 2027 | 216 | 314 | 194 | 114 | 125 | 1229 | $\mathbf{2 1 9 2}$ |
| 2032 | 229 | 333 | 206 | 121 | 133 | 1304 | $\mathbf{2 3 2 6}$ |

7.8 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 |
| $\mathbf{2 0 1 8}$ | 180,106 |
| $\mathbf{2 0 2 2}$ | 181,302 |
| $\mathbf{2 0 2 7}$ | 182,022 |
| $\mathbf{2 0 3 2}$ | 181,787 |

7.11 When these figures are considered in population terms, the total a vailable amount of leisure expenditure is signific ant, 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 $£ 4.2 \mathrm{~m}$ 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) | (fm) | (£m) | (fm) | (fm) | (£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).
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, partic ularly 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 C inemas- 87 sites ac ross within the UK
- Cineworld - 82 sites a cross the UK a nd 1 within Ireland
(Sources: http://www.odeon.co.uk/about-us/, https://www.myvue.com/about-vue/about-us, http://www.c ineworldplc.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 <br> (Source: hthps//www.cinemauk_oro.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 <br> 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 ( fm ) | 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 perscreen (£) | 50,435 | $48,240$ | $49,273$ | $53,990$ | $50,422$ | $251,257$ | $49,062$ | $45,523$ | $46,215$ | $45,485$ | $47,521$ | 46,091 | $45,553$ | $45,193$ | $342,798$ | 40,292 |  | $40,554$ | * |
| Notes <br> *Not a vaila |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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 reasonsfor this decline are not clear, but the speed in which films are available to purc hase on other forms of media and the rising cost of cinema tickets may have resulted in the decrease of admissions per screen.

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.

There has also been signific ant 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 coporate 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 Demy-Londondery and Strabane

| Cinema Provision - Demy-Londondemy and Strabane |  |  |  |
| :---: | :---: | :---: | :---: |
|  | Cinema |  | Screens |
| Within Council <br> Area (Zones 1-7) | Omniplex | Strand Road, Demy-Londondemy | 7 |
|  | Brunswick Movie Bowl | Brunswick Lane, DeryLondondery | 7 |
|  | Nerve Centre | 7-8 Magazine St, DemyLondondery | 1 |
|  | Waterside Theatre | Glendermott Road, DemyLondondery | 1 |
|  |  | Total Screens | 16 |
| Study Area and Beyond | Movie House Cinemas | Riverside Regional Centre, Coleraine | 8 |
|  | Century Cinemas | Leck View, Letterkenny | 8 |
|  | Eclipse Cinemas | Station Rd, Lifford | 7 |
|  | Buncrana Cinema | St Marys Rd, Ardaravan | 1 |
|  | Omniplex Cinema (IMAX) | Kevlin Road, Omagh | 7 |
|  | 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.

The results from the household survey also show that Demy-Londondery performs as a draw to those who reside within the study area, particularly those who reside in Zone 9 (Inishowen), adjacent to DemyLondondery where $18 \%$ of those respondents indicated they visited Demy-Londondemy for cinema provision.

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 curent year (2018).

Table 7.8: Potential Cinema Screen Provision

| Potential Cinema Screen Capacity |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Potential C inema Catc hment Population (Zones 1-7) | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 2 2}$ | $\mathbf{2 0 2 7}$ | $\mathbf{2 0 3 2}$ |
| UK Average Cinema Screen Density (Screens per 100,000) | 11.8 | 181,302 | 182,022 | 181,787 |
| Cinema Screen potential (Population/ UK Average) | 21 | 21 | 11.8 | 11.8 |
| Existing Screens (identified in table 7.7) | 16 | 16 | 16 | 16 |
| Net Sc reen 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

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 offic es. 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.

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 signific ant rise in chain restaurants and improvements to the availability of takeaways through market improvements such asJ ust Eat and more recently Deliveroo. These improvements make it faster and easier to order takeaway food. Just Eat in particularly has seen signific ant 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 extemal influences and economic changes such as Brexit, they are now struggling. Notably this has affected J amie's Italian, Strada, Bella Italia, Byron and Prezzo to name but a few. Notably J amie's Ita lian 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 a mount 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 a mount 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-bec ome-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 extemal economic impacts such as Brexit may da mpen this projected growth.
- Bars and Pubs - of all the eating and drinking market, pubs in particular have seen a substantial dec line in sales and popularity over the last few decades. Research indic ates 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 altemative 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.

Table 7.1 above clearly shows a dominant a mount of leisure expenditure is spent eating and drinking out; in the study area over $60 \%$ of total leisure expenditure.

The findings from the household survey identified that $60 \%$ of respondents participating within the Council area (Zones 1-7) visited Demy-Londondemy 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 Demy-Londondemy. Notably, those within Zone 1 (Demy-Londondery West) and Zone 2 (DemyLondondery East) visited the city centre for their pub/ bar provision with $83 \%$ and $80 \%$ respec tively.

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 tra de from Demy-Londondery City centre, Demy-Londondemy was by far the most popular location which is to be expected given its dominant settlement within this part of Northem Ireland, and therefore acting as a majordraw.

This is supported by a relatively high percentage of all respondents from the majority of zones travelling to Demy-Londondemy 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 resta urant usage, where there is a general predominance of visits to Demy-Londondery city centre with $64 \%$ of respondents within zones 17 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. Stra bane saw only a low response with only $9.4 \%$ of respondents from zones 1-7 visiting here for pubs etc. With the exception of DemyLondondery 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.

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.

Looking forward, there is an expected increase in total leisure expenditure across all sectors as shown in table 7.2. This is partic ularly the case for the eating and drinking out sector, where over $£ 290 \mathrm{~m}$ is forecast to be available to expend within the catchment by 2032, which is an additional $£ 30 \mathrm{~m}$ on curent expenditure levels.

It is very diffic ult to determine what impact this will have in terms of requirement for additional facilities within the catc hment, but it is clear that substantial growth is expected within the sector.

## Health and Finess Need

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 a cross the UK, which is expected to increase by a further 5\% in the next 5 years the sec tor 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. 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.

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. Furthemore, $23 \%$ of respondents believe a gym membership is necessary to keep fit.

Notably, the cost of gym membership varies ac ross the whole of the UK, with an average monthly cost of membership ranging from $£ 41.07$ to $£ 22.75$ a cross differing regions.

Both within and immediately outside the study area there is a substantial a mount of gym and health centre provision, asdemonstrated by table 7.9.

Table 7.9: Health and Fitness provision

| Health and Fitness Provision - Demy-Londondery and Stabane |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Area | Type | Name | Owner | Address | Gym | Pool | Other Facility |
| Within Council Area | Community Centre | Prehen Lifestyle Centre | Private | 55 Prehen Road, DeryLondondery |  |  | Fitness Classes |
|  | Gym | Crawford Fitness | Private | 10 Crawford Sq, DemyLondondery | Y |  |  |
|  | Gym | Crossfit DeryLondondery | Private | 14 Pennybum Ind Est, Demy-Londondery | Y |  |  |
|  | Gym | DW Fitness First | Private | Crescent Link Retail Park, Dery-Londondery | Y | Y - details not a vailable |  |
|  | Gym | Fit Fast Gym | Private | 5 Dublin Road Ind Est, Strabane | Y |  |  |
|  | Gym | MJ 's Total Fitness | Private | 15 C a rakeel Drive, DemyLondondery | Y |  |  |
|  | Gym | Nspire Fitness | Private | 26c Catherine St, Limavady | Y |  |  |
|  | Gym | Pure Gym | Private | Lesley Retail Park, DemyLondondery | Y |  |  |
|  | Gym | Raw Muscle DeryLondondery | Private | 5 Orchard Business Park, Dery-Londondery |  |  | Personal Training |
|  | Gym | Transition Training Centre | Private | 5 Swilly House, Springtown, Dery-Londondery | Y |  |  |
|  | Gym | Twister Gymnastics | Private | 11 Pennybum Ind Est, Demy-Londondery | Y |  |  |
|  | Gym | Xtreme Gym | Private | 2 Distillery Brae, DeryLondondery | Y |  |  |
|  | Leisure Centre | Brooke Park Leisure Centre | Public | Rosemount Av, DemyLondondery | Y |  |  |
|  | Leisure Centre | City Baths | Public | William Street, DeryLondondery |  | 25M | Climbing wall |
|  | Leisure Centre | Derg Valley Leisure Centre | Public | 7 Strabane Road, Castlederg | Y |  |  |
|  | Leisure Centre | Foyle Arena | Public | Lima vady Road, DemyLondondemy | Y | 25M and leamer pool | Climbing Wall |
|  | Leisure Centre | Melvin Sports Complex | Public | Melvin Road, Strabane |  |  | Athletics Track |
|  | Leisure Centre | Riversdale Leisure Centre | Public | Lisna fin Park, Stra bane | Y |  |  |
|  | Leisure Centre | Templemore Sports Complex | Public | Buncrana Road, Templemore, DenyLondondery | Y | 25M and leamer pool | Athletic Track Outdoor Pitches |
|  | Sports Centre | Bishops Field | Public | Central Drive, DeryLondondery |  |  | Outdoor Pitches |
| Beyond Council Area | Gym | Declan Gallagher Strength | Private | Ballyraine Retail Park, Letterkenny | Y |  |  |
|  | Gym | Fithub Letterkenny | Private | Pinehill Business Park, Letterkenny | Y |  |  |
|  | Gym | Fitness Express | Private | Tobins Offices, Letterkenny | Y |  |  |
|  | Gym | In Fitness | Private | Forte Lynn House, Letterkenny | Y |  |  |
|  | Gym | Railway Gym | Private | Roughan, Co Donegal | Y |  |  |
|  | Leisure Centre | Aura Leisure | Public | Letterkenny Complex, Letterkenny | Y | 25M and leamer pool | Athletics Track |
|  | Leisure Centre | Finn Valley Leisure Centre | Public | Stranorlar, Co Donegal | Y | 25M and leamer pool |  |
|  | Leisure Centre | Roe Valley Leisure Centre | Public | 9 Greystone Park, Limavady | Y | 25M and leamer pool |  |
|  | Leisure Centre | Omagh Leisure Centre | Public | Old Mountfield Road, Omagh | Y | 25M and leamer pool | Athletics Track Outdoor Pitches |
|  | Gym | Personal Health \& Fitness | Private | 19 Gortrush Industrial Estate, Omagh | Y |  |  |
|  | Gym | RAW Performance | Private | 23d Gortrush Industrial Estate, Omagh | Y |  |  |


7.41 The household survey results identified that less than $16 \%$ of respondents within the Council area (zones 17) 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 public ally 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 partic ipation has dec lined for most activities.
7.46 Although there has been a general dec line 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 Northem 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 diffic ult to determine if the current or future provision is suffic ient, other tha $n$ utilising the household survey results.

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 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Type | Location | Name | Address |
| Within <br> Council <br> Area | Bingo | Northem Ireland | Strand Bingo | 70C Strand Road, DemyLondondery |
|  | Bingo | Northem Ireland | Pennybum Bingo and Amusements | 1 Pennybum Ind Est, DemyLondondemy |
|  | Bingo | Northem Ireland | Commodore Bingo | 69 Main St, Strabane |
|  | Dog Track | Northem Ireland | Brandywell Stadium | Lone Moor Road, DemyLondondemy |
| Outside <br> Council <br> Area | Bingo | Northem Ireland | Omagh Bingo | 82 Demy Rd, Omagh |
|  | Bingo | Republic of Ireland | Pulse Venue | Letterkenny, Co Donegal |
|  | Bingo | Northem Ireland | Regal Bingo | 9 C atherine Street, Lima vady |
|  | Casino | Republic of Ireland | The Blackthom 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 partic ipation 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.

The limited participation is likely to be due to the very tight restrictions within Northem Ireland regarding gambling
7.53 Results from the survey a lso indic ated 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 Northem 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: Fa mily Enterta inment

| Family Entertainment |  |  |  |
| :---: | :---: | :---: | :---: |
|  | Type | Name | Address |
| Within <br> Council <br> Area | Trampoline | Jump Planes Trampoline Park | 3C Altnagelvin Park, Derry-Londonderry |
|  | Aquarium | Riverwatch Aqua rium | 22 Victoria Rd, Demy-Londondemy |
|  | Activity Centre | Spemin Fun Farm | 574 Glenshane Rd, Feeny, Feeny |
|  | Activity centre | Brunswick Moviebowl | Pennybum Industrial Estate, DemyLondondemy |
|  | Activity centre | Campsie Karting Centre | C ampsie Industrial Estate, DemyLondondery |
| Outside <br> Council <br> Area | Play Centre, inc bowling | J ohnny Rockos | 35 Ma in Street, Irvinestown, Enniskillen |
|  | Trampoline | J ump Planes Tra mpoline Park | Score FC, Hillmans Way, Coleraine |
|  | Amusement Arcade | Bamys Amusements | 16 Eglinton St, Portrush, Portrush |
|  | Pla y Centre, inc bowling | Arena 7 Entertainment Complex | 1-4 Ballyraine Ind Est, 4 Iona Road, Letterkenny |
|  | Go Karts | Halfway Karting | Bumfoot, 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 fa mily enterta inment.
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 waslocated.

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 altemative family entertainment types identified by respondents which would improve provision and choice. Although the percentages are relatively low, this is due to the large a ray of answers received.

## Cultural Activities

Although 2013 saw a peak in ovemight visits, generally Demy-Londondery has seen a gradual increase in tourism between 2011 and 2015 (latest available information), both in terms of ovemight trips and expenditure from ovemight trips, as shown by Table 7.12.

Table 7.12: Demy-Londondery Tourism Statistics

| Demy-Londondeny Tourism Statistics |  |  |  |
| :---: | :---: | :---: | :---: |
| Year | Ovemighttips | Nights spent on ovemight tips | Expenditure spent on ovemight tips ( $£$ ) |
| 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.visitDery-Londondery.com/Business/About-Visit-Dery-Londondery/Annual-Reports, 2016 - https://www.tourismni.com/globalassets/facts-and-figures/research-report/ tourism-performance-statistics/local-govemment-district-tourism-statistics/lgd-all-fact-cards-2014-2016.pdf |  |  |  |

The success of the tourism market is directly relevant to the success of cultural facilities. This is supported by research undertaken by Tourism Northem Ireland (Source: https://www.tourismni.com/globalassets/facts-and-figures/research-reports/tourism-performance-statistics/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 Northem Ireland survey are expecting an increase in visitor volumes within
2018. However there is still some concem over the potential impact from the ever changing economic market.

Within the catchment there is a large variety of types of attractions, mostly concentrated around DemyLondondery, 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 |  |  |  |
| :---: | :---: | :---: | :---: |
|  | Type | Name | Location |
| Within <br> Council <br> Area | Cultural | Demy-Londondemy City Walls | Demy-Londondery |
|  | Cultural | First Demy-Londondemy Presbyterian Church | Demy-Londondery |
|  | Cultural | St Columbs Cathedral | Demy-Londondery |
|  | Cultural | The Guildha Il | Demy-Londondery |
|  | Landmark | Peace Bridge | Demy-Londondemy |
|  | Museum | Heritage Tower Museum | Demy-Londondemy |
|  | Museum | Museum of Free DemyLondondemy | Demy-Londondery |
|  | Museum | Na tional Trust - Gray's Printing Press | Strabane |
|  | Cultural | President Wilson's Ancestral Homestead | Strabane |
|  | Museum | Sion Stables | Strabane |
|  | Museum | The Siege Museum | Demy-Londondery |
|  | Museum | The St Columba Herita ge Centre | Demy-Londondery |
|  | Museum | Tower Museum | Demy-Londondemy |
|  | Theatre | Millennium Forum | Demy-Londondery |
|  | Theatre | The Pla yhouse Theatre | Demy-Londondery |
|  | Theatre | Waterside Theatre | Demy-Londondery |
| Outside <br> Council <br> Area | Museum | Donegal County Museum | Letterkenny |
|  | Museum | Fort Dunree Military Museum | Buncrana |
|  | Museum | Green Lane Museum | Limavady |
|  | Museum | Inishowen Maritime Museum and Planeta rium | Co. Donegal |
|  | Museum | Mussenden Temple | Coleraine |
|  | Theatre | An Grianan Theatre | Letterkenny |
|  | Theatre | Roe Valley Arts and Cultural Centre | Limavady |
|  | Garden | Dunmore Gardens | Co. Donegal |
|  | Museum | Ulster Americ an 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-

Londondery 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.

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.

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 Lond on (1.4\% for theatres and $4.3 \%$ for culture).

The household survey didn't identify any individual ways in which this sector could be improved.

## Hotel Provision

Hotel provision is widely available within the catchment with a clear focus around the key cities including Demy-Londondery, 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, sma ll number of rooms per facility and their vast number.

Table 7.14: Hotel Provision

| Hotel Provision |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Name | Address | Star | Beds |
| Within <br> Council <br> Area | Banks of the Faughan Motel | 69 Clooney Road, Demy-Londondemy, BT46 3PA | 2 | 12 |
|  | Beech Hill Country House | 32 Ardmore Road, Demy-Londondery, BT47 3QP | 4 | - |
|  | Best Westem Plus Whiteho rse Hotel | 68 Clooney Road, Demy-Londondemy, BT47 3PA | 4 | 58 |
|  | Bishops Gate Hotel | 24 Bishop Street, Demy-Londondemy, BT48 6PP | - | 30 |
|  | BT48 Aparthotel | 112 Strand Rd, Demy-Londondemy BT48 7NR | 5 | - |
|  | City Hotel Demy-Londondemy | Queens Quay, Demy-Londondery, BT48 7AS | 4 | 158 |
|  | Demy-Londondery City Independent Hostel | 12 Princes St, Demy-Londondery BT48 7EY | 4 | 24 |
|  | Fir Trees Hotel | Dublin Road, Strabane, BT2 9EA | 3 | 23 |
|  | Hogg and Mitchell Apartments | 15 Great J ames St, Dery-Londondemy BT48 | 4 | 26 |
|  | Hostel Connect | 51 Stand Street, Demy-Londondemy, BT48 7BN | - | 64 |
|  | Maldron Hotel Demy-Londondery | Butc her Street, Demy-Londondery, BT48 6HL | 4 | 93 |
|  | Premier Inn | Crescent Link, Demy-Londondemy, BT47 6BF | 3 | - |
|  | Ramada Da Vinci's Hotel DemyLondondery | 15 Culmore Rd, Demy-Londondery BT488J B | 4 | - |
|  | Shipquay Hotel | 15-17 Shipquay Street, Demy-Londondemy, BT48 6DJ | 3 | 21 |
|  | The lona Inn | 17-19 Spencer Road, Demy-Londondemy, BT47 6AA | 3 | 10 |


| Hotel Provision |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Name | Address | Star | Beds |
|  | The Waterfoot Hotel | 14 Clooney Road, Demy-Londondery, BT47 6TB | 3 | 44 |
|  | Travelodge Demy-Londondemy | 22-24 Strand Rd, Demy-Londondemy BT48 7AB | 3 | - |
|  | Walled City Apartments | 3 Ca rlisle Road, Demy-Londondemy, BT48 | - | - |
|  | Total Provision within Council Area (Zones 1-7) |  |  | +523 |
| Within Study Area | Caisealmara Hotel | Foyle Street, Inishowen, Co. Donegal | 3 | - |
|  | Drummond Hotel | 481 Clooney Road, Limavady, BT49 9HP | 3 | 40 |
|  | Clanree Hotel | Demy-Londondemy Road, Letterkenny, Co. Donegal | 4 | 120 |
|  | Downings Bay Hotel | Ma in Street, Downings, Co. Donegal | 4 | 40 |
|  | Drummond Hotel | 481 Clooney Road, Limavady, BT49 9HP | 3 | 40 |
|  | Inishowen Gateway Hotel | Buncrana, Co. Donegal | 3 | 80 |
|  | Kee's Hotel | Ma in 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 Erigal Hotel | Letterkenny, Co. Donegal | 3 | - |
|  | Radisson Blu | Letterkenny Retail Park, Co. Donegal | 4 | 114 |
|  | Radisson Blue Road Park Resort | Lisna killy Road, Limava dy, BT49 9FB | 4 | 118 |
|  | Rathemullan House | Rathmullan, Co. Donegal | 4 | 34 |
|  | Redcastle Hotel | Redc astle, Moville, Co. Donegal | 4 | 93 |
|  | Rosapenna Hotel | Sheephaven Bay, Letterkenny, Co. Donegal | 4 | - |
|  | Silver Ta ssie | 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) |  |  | $+970$ |

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 Demy-Londondemy 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 a llow. Further independent a nalysis would be required to confirm.
7.71 According to research undertaken by Visit Northem Ireland (Source: https://www.tourismni.com/globalassets/facts-and-figures/research-reports/tourism-performance-statistics/local-govemment-district-tourism-statistic s/lgd-all-fact-cards-2014-2016.pdf), hotels within DemyLondondery 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 Demy-Londondery 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 qualita tive improvements in provision should the market a llow for this.
7.73 The household survey didn't ask respondents questions regarding hotel provision.

## Conclusions

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 conclusionscan be drawn from this sections find ings:

- 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.
- Expenditure on restaurants and cafes forms a signific ant 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.

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.

Prior to considering the methodology, it is important to note that only a small a mount 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 loc ations were selected:

- Belfast City - The capital city and economic driver of Northem 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 simila rity to Demy-Londondery.
- Dundee City - Once an important Scottish North East coast trading port (focussed on jute, jam and joumalism 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 resourcesand set out within a master table included at Appendix 8.

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

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 ac ross the U.K.
8.7 Within this, Belfast has the highest rating (388), Dundee is next (234) then Derry-Londondery (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 $1^{\text {st }}$ place being the best overall performing centre in terms of retail. Belfast is ranked 17th and Dundee is ranked 52nd. Demy-Londondery is a much smaller population centre than Belfast and Dundee. It scores a rank of 150, sharing its position with Glasgow Silverbum 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 Demy-Londondemy at $154^{\text {th }}$ place. Other town centres ranked very similarly to Demy-Londondery are Perth and Ballymena, which share $147^{\text {th }}$ place.
8.8 Demy-Londondery 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.

Firstly, there are 23 major retailers present in Demy-Londondemy, 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 (nonfood 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 Demy-Londondery (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, Demy-Londondery and Dundee have very similar sized units ( 4,708 sq.ft/ 437 sq.m and 4,781 sq.ft/ 444 sq.m respectively). Belfast, being by far the largest city, has a larger average figure of 5,001 sq.ft/ 465sq.m for its comparison retail units. However in Galway the comparison goods shops are noticeably much smaller than in Demy-Londondery with an average unit size of $1,037 \mathrm{sq} . \mathrm{ft} / 96 \mathrm{sq} . \mathrm{m}$. Nevertheless as mentioned above, there are a slightly higher number of major retailers in Galway (26) than in Dery-Londondery (23). Our commentary on the qualitative offer within Demy-Londondery is also covered within latter sections of this report.
8.12 Secondly, the number of vacant units is an important indic ator of a town centre's health, its vitality and viability. Galway performs best in this regard; $12 \%$ of its floorspace is vacant. Demy-Londondemy 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 Demy-Londondemy lies between these at $£ 5,463$. (Data for Galway is not ava ila ble).
8.14 The figures above reveal that generally, the population of Demy-Londondery 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 Demy-Londondery benefits from the City Centre Initiative, BIDs are an altemative model to lever in private sector contributions for the benefit of the wider area. These are widespread in the United States, Canada, UK and Gemany. There are no BIDs in Galway or Dundee, however we note that Dundee is currently preparing one.

## People and City

The population in 2016 of Demy-Londondery $(85,104)$ is closest to that of Galway $(79,504)$, whilst both cities are signific antly 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 DeryLondondery'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-Londondery ( $18 \%$ 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 Dery-Londondemy and Galway was found to be similar (5.25\% and 5.70\% of the population respectively). Howeverthis was substantially lower in Belfast (2.10\%) and Dundee (2.22\%).

## Leisure and Tourism

From this data it is apparent that Galway has a signific ant 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 signific ant, indic ating that the city draws a large number of ovemight visitors, due to its regional position.

By contrast Demy-Londondery 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 Demy-Londondemy ( 10 hotels in pipeline Source; www.ampm.hotels.com) and in Dundee (16).

In tems 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 Demy-Londondemy (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 Northem Ireland and Visit Scotland establishes that there are a total of 6 quality assured visitor attractions in Demy-Londondery, 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

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

In general, having a high number of visitor attractions builds the tourist offering in a location, establishesits reputation as a place to visit and improvesits a bility 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). .

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 a menities 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 ovemight 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 signific antly with the Tita nic Museum, resulting in similar benefits being realised.
- 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 Northem Irela nd.
- 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 widercity 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.

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 forcomparison shopping in partic ular.
9.3 The healthcheck exercises undertaken demonstrate that Demy-Londondemy provides a range of offer that is antic ipated 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 howeverimproved since previous studies were undertaken in 2016.

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 indic ates 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 goodscategories, with non-food (comparison) spending expected to grow considerably.

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 $£ 60.3 \mathrm{~m}$ by 2032. This may allow for the development of new floorspace within the Derry-Londondemy 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 Prefered 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 a ssumptions have been made on the likely effects of more challenging cross border shopping trips, with the potential for these impacting spending within Demy-Londondemy 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.

Within the second sensitivity a nalysis, where 3 population growth scenarios were considered, these serve to further a mplify the scale of additional comparison floorspace that would be required after 2027. These
optimistic population growth scenarios do not however affect the position in respect to convenience floorspace capacity.
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 a nalysis 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 <br> Catchment Maps



Derry - Londonderry
Comparison Catchment Area

Key
$\square$ Derry City \& Strabane District Council
$\square$ Primary catchment
$\square$ Secondary catchment

Derry City \& Strabane District Council Retail Study


Derry City \& Strabane District Council Retail Study


Derry City \& Strabane District Council Retail Study


Derry City \& Strabane District Council Retail Study

## Appendix 3 <br> Retail Tables

## TABIE 1: POPULATION WITHIN THE STUDY AREA, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 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\% |

## Notes:

Population based on 2011 Census data and projected forward using data supplied by Experian forzones 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. Tra ditional "worst case scenario" for population growth used - M2F2 Traditional.

## TABIE 2a: PER CAPITA CONVENIENCE GOODS EXPENDIURE, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

Notes:
Base 2016 percapita expenditure data obtained from Experian and then projected forwardsusing forecasts provided by Experian in December 2017.
ROI (zones 9-11) per capita figures represent an average of zones 1-8 data from Experian.

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

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

## Notes:

Base 2016 percapita expenditure data obtained from Experian and then projected forwardsusing forecasts provided by Experian in December 2017.
ROI (zones 9-11) per capita figures represent an average of zones 1-8 data from Experian.

## TABLE 2c: PER CAPITA COMPARISON GOODS EXPENDITURE ON FURNITURE, RLOOR COVERINGS, CARPEIS + TEXTILES, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISTRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

Notes:
Base 2016 percapita expenditure data obtained from Experian and then projected forwardsusing forecasts provided by Experian in December 2017.
ROI (zones 9-11) percapita figures represent an a verage of zones 1-8 data from Experian.

## TABLE 2d: PER CAPITA COMPARISON GOODS EXPENDTIURE ON HOUSEHOLD APPUANCES, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

Notes:
Base 2016 percapita expenditure data obtained from Experian and then projected forwardsusing forecasts provided by Experian in December 2017.
ROI (zones9-11) percapita figures represent an average of zones 1-8 data from Experian.

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

| YEAR | DERRY CITY AND STRABANE DISTRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

## Notes:

Base 2016 percapita expenditure data obtained from Experian and then projected forwardsusing forecasts provided by Experian in December 2017.
ROI (zones9-11) percapita figures represent an a verage of zones 1-8 data from Experian.

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

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

## Notes:

Base 2016 percapita expenditure data obtained from Experian and then projected forwardsusing forecasts provided by Experian in December 2017.
ROI (zones 9-11) per capita figures represent an average of zones 1-8 data from Experian.

## TABLE 2g: PER CAPITA COMPARISON GOODS EXPENDITURE ON CHEMISTAND MEDICALGOODS, BY ZONE

| YEAR | DERRY CTIY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 percapita expenditure data obtained from Experian and then projected forwardsusing forecasts provided by Experian in December 2017.
ROI (zones 9-11) per capita figures represent an average of zones 1-8 data from Experian.

## TABLE 2h: PER CAPITA COMPARISON GOODS EXPENDTURE ON BOOKS, JEWEllery, GLASSWARE BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

Notes:
Base 2016 percapita expenditure data obtained from Experian and then projected forwardsusing forecasts provided by Experian in December 2017.
ROI (zones 9-11) per capita figures represent an average of zones 1-8 data from Experian.

## TABLE 2i: PER CAPITA COMPARISON GOODS EXPENDITURE ON UXURY GOODS AND SPORIS GOODS, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

## Notes:

Base 2016 percapita expenditure data obtained from Experian and then projected forwardsusing forecasts provided by Experian in December 2017.
ROI (zones 9-11) per capita figures represent an average of zones 1-8 data from Experian.

## TABLE 3a: TOTALCONVENIENCE GOODS EXPENDIURE, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISTRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

Notes:
Total expenditure calculated by multiplying population data by zone (Table 1) with percapita retail expenditure by zone (Table 2).

## TABLE 3b: TOTALCOMPARISON GOODS EXPENDIURE ON CLOTHES AND SHOES, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISTRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 | $£ 54.5$ |

Notes:
Total expenditure calculated by multiplying population data by zone (Table 1)with percapita retail expenditure by zone (Table 2).

## TABLE 3c: TOTALCOMPARISON GOODS EXPENDITURE ON FURNIURE, FLOOR COVERNGS AND CARPEIS + TEXTILES, BY ZONE

| YEAR | DERRY CTTY AND STRABANE DISTRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

## Notes:

Total expenditure calculated by multiplying population data by zone (Table 1)with percapita retail expenditure by zone (Table 2).

## TABLE 3d: TOTALCOMPARISON GOODS EXPENDIURE ON HOUSEHOLD APPLANCES, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

## Notes:

Total expenditure calculated by multiplying population data by zone (Table 1)with percapita retail expenditure by zone (Table 2).

## TABLE 3e: TOTALCOMPARISON GOODS EXPENDITURE ON AUDIO VISUAL EQUIPMENT, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

## Notes:

Total expenditure calculated by multiplying population data by zone (Table 1)with per capita retail expenditure by zone (Table 2).

## TABLE 3f: TOTALCOMPARISON GOODS EXPENDTURE ON DIY, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

## Notes:

Total expenditure calculated by multiplying population data by zone (Table 1)with percapita retail expenditure by zone (Table 2).

## TABLE 3g: TOTALCOMPARISON GOODS EXPENDIURE ON CHEMISTAND MEDICAL GOODS, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 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 |

## Notes:

Total expenditure calculated by multiplying population data by zone (Table 1)with percapita retail expenditure by zone (Table 2).

## TABLE 3h: TOTALCOMPARISON GOODS EXPENDIURE ON BOOKS, CDS, JEWELIERY, CHINA BY ZONE

| YEAR | DERRY CITY AND STRABANE DISIRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | 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 |

## Notes:

Total expenditure calculated by multiplying population data by zone (Table 1)with per capita retail expenditure by zone (Table 2).

## TABLE 3i: TOTALCOMPARISON GOODS EXPENDITURE ON LXXURY GOODS AND SPORIS GOODS, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISTRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 |

## Notes:

Total expenditure calculated by multiplying population data by zone (Table 1)with percapita retail expenditure by zone (Table 2).

## TABLE 3j: TOTALCOMPARISON GOODS EXPENDITURE, BY ZONE

| YEAR | DERRY CITY AND STRABANE DISTRICTCOUNCILAREA (Approx) |  |  |  |  |  |  | REMAINDER OF STUDY AREA |  |  |  | TOTAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |  |
| 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 |

## Notes:

Total expenditure calculated by multiplying population data by zone (Table 1)with percapita retail expenditure by zone (Table 2).

TABIE 4:
CONVENIENCE
GOODS MARKET
SHARES, BY ZONE

| Store/ Cente | RRSTCHOICE MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  | SCCOND CHOICEMAIN FOOD SHOPPPNG |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  | remalinder of sudy area |  |  |  | COUNCILAREA |  |  |  |  |  |  | remainderof stup area |  |  |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| SONE 1- DERAY - Londonderry west |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DERRY CENTRALAREA (as defined by the adopted Demy 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\% | 41.31\% | 13.38\% | 9.04\% | 2.53\% | 0.00\% | 1.81\% | 1.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Iceland, Foyleside Shopping Centre | 2.50\% | 0.00\% | 2.82\% | 0.00\% | 0.00\% | 0.91\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.93\% | 0.96\% | 0.98\% | 0.00\% | 0.00\% | 0.91\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| M +5 Simply Food, Foyleside Shopping Centre | 0.94\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 4.23\% | 1.93\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Sainsburs, Strand Road | 34.05\% | 122.76\% | ${ }^{6.14 \%}$ | 0.72\% | 0.00\% | ${ }^{3.11 \%}$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 26.23\% | 10.49\% | 8.06\% | 2.53\% | 0.00\% | 0.00\% | 1.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Supenalu, 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\% | 2.83\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Supenalu, Watertoo Place ${ }^{\text {Tesco, Quayside Shopping Centre }}$ | 1.44\% 5.45\% | - ${ }_{\text {0.95\% }}^{0.00 \%}$ | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | 0.00\% $0.00 \%$ | 0.00\% $0.95 \%$ | ${ }^{0.00 \%}$ | 0.00\% | $\xrightarrow{0.00 \%}$ | ${ }^{0.00 \%}$ | $0.00 \%$ <br> $0.00 \%$ | 0.00\% $6.16 \%$ | - 0 | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | 0.00\% $0.90 \%$ | 0.0.00\% | 0.00\% 0.00\% | 0.00\% 0.00\% | ${ }^{0.000 \%}$ | ${ }^{0.00 \%}$ |
| Other | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.93\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 2.60\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 2.62\% | 0.00\% | 0.90\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| SPRINGToun districtcentre |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 1.44\% | 1.67\% | 0.97\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 3.88\% | 0.00\% | 1.65\% | 89\% | 0.98\% | .00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 4.09\% | 0.00\% |
| MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/ DERRY CITY CENIRE, DISTRICTCENTRES \& LOCALCENIRES |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | 0.00\% | 0.00\% | 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\% | 3.91\% | 0.74\% | 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\% | 0.00\% | $0.00 \%$ <br> $0.00 \%$ | 9.01\% | ${ }^{1.001 \%}$ | 5.24\% $0.00 \%$ | 0.00\% | - ${ }^{0.00 \%}$ | $2.20 \%$ $0.00 \%$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.00 \%}$ |
| ( $\begin{aligned} & \text { Mace, Bishop Street } \\ & \text { Mace, Clooney Terace }\end{aligned}$ | - 0 | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.000 \%}$ | ${ }^{0.000 \%}$ |
| Mace, Messines Terace | 0.00\% | 0.00\% | 0.93\% | 0.00\% | 0.00\% | 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\% |
| 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\% | 0.00\% | ${ }^{0.00 \%}$ | 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\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Supevalu, Greenhaw Road | 1.92\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 1.90\% | 0.00\% | 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\% | 0.97\% | 1.93\% | 0.00\% | 0.72\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00 | 0.00\% |
| zone 1 Ttal | 72.69\% | 19.96\% | 18.35\% | 0.72\% | 0.00\% | 7.54\% | 0.00\% | 0.00\% | 9.39\% | 5.17\% | 0.00\% | 60.40\% | 18.02\% | 18.76\% | 2.53\% | 0.00\% | 5.07\% | 1.00\% | 0.00\% | 1.48\% | 5.45\% | 0.00\% |
| ZONE 2- DERAY/ LoNDONDERRY EAST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| USNAGEVIN districtientre |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {Supenalu (Lon's's) Lisnagelvin }}$ | 1.66\% | ${ }^{6.48 \%}$ | ${ }^{\text {0.93\% }}$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 1.65\% | 5.76\% | 0.94\% | 0.00\% | 0.00\% | ${ }^{0.00 \%}$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 12.50\% | 50.12\% | 33.66\% | 0.98\% | 0.00\% | 9.75\% | 1.74\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 19.03\% | 41.71\% | 36.3\% | 4.90\% | 0.00\% | 19.21\% | 0.00\% | 1.00\% | 0.00\% | 0.00\% | 0.00\% |
| Crescentunk localcenire |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| M+S Simply Food Tesco Express | 1.88\% | 2.66\% | 0.93\% | 1.56\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 5.24\% | 5.80\% | 3.43\% | 1.56\% | 0.00\% | 0.95\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 5.09\% | 9.24\% | 2.61\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 6.68\% | 10.90\% | 1.91\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| MAIN FOODSTORES (OUTSIDE OF LONDONDERYY/ DERRY CTIY CENIRE, DISTICTCTCENTRES \& LOCALCENIRES Centra, Trench Road SC | 0.00\% | 3.50\% | 0.97\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 0.00\% | 1.83\% | 0.97\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 3.08\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Costcuter, Crescent LinkSpar, Church Bre (ullyaly SC) | 0.00\% | 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\% |
|  | 0.00\% | 0.72\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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, Church Brae (Tullyall SC) | 0.00\% | 0.95\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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 <br> Supervalu, Duncastle Rd Other Zone 2 | 0.00\% | 0.95\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 0.00\% | 0.95\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ |
|  | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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 | 21.13\% | 72.95\% | 39.10\% | 2.54\% | 0.00\% | 9.75\% | 1.74\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 32.60\% | 67.99\% | 42.64\% | 6.6\% | 0.00\% | 20.16\% | 0.00\% | 1.00\% | 0.00\% | 0.00\% | 0.00\% |
| ZONE 3- EGUNTON |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops Drumahoe | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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 Other | 0.00\% | 0.00\% | 13.46\% | 0.00\% | 0.00\% | 0.91\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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 Ttat | 0.00\% | 0.00\% | 13.46\% | 0.00\% | 0.00\% | 0.91\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 9.31\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |

derry city and strabane distictcouncil

TABIE 4:
CONVENIENCE
GOODS MARKET
SHARES, BY ZONE

| Store/ cente | TOPUPFOODSHOPPANG |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  | remaliderof study area |  |  |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| ZONE 1- DEREY - LoNDONDEREY WEST |  |  |  |  |  |  |  |  |  |  |  |
| DERRY CENTRALAREA (as defined by the adopted Demy Local Plan Proposals Map) | 28.33\% | 10.36\% | 2.1\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Iceland, Foyleside Shopping Centre | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| M +5 Simply Food, Foyleside Shopping Centre | 2.96\% | 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\% |
| Supenalu, Meadowbank Cout, Strand Rd | 2.56\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Supenalu, 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\% |
| Norkiside itirctcentre |  |  |  |  |  |  |  |  |  |  |  |
| Supenalu, 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 DISITICTCENTRE |  |  |  |  |  |  |  |  |  |  |  |
| coscutter | 2.96\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| SPRINGTOWN DISTRCTCENTRE |  |  |  |  |  |  | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| MAIN FOODSIORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE DISTRCTCENTRES \& LOCALCENTRES |  |  |  |  |  |  |  |  |  |  |  |
| 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\% |
| Lial, Buncrana Road | 4.97\% | 1.43\% | 0.00\% | 0.00\% | 0.00\% | 0.90\% | 0.00\% | 0.00\% | 1.55\% | 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 Terace | 0.00\% | 1.43\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Mace, Messines Terace | 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 | 5.43\% | 5.30\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Spar, Park Avenue | 2.22\% | 1.10\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Superalu, 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/ LONDONDERPY EAST |  |  |  |  |  |  |  |  |  |  |  |
| usnagevin districtcente |  |  |  |  |  |  |  |  |  |  |  |
| Supevalu (Long's), Lisagelvin | 0.00\% | 5.51\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Tesco, Lissagelvin | 4.01\% | 12.45\% | 5.74\% | 1.40\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Crescentunk localcenire |  |  |  |  |  |  |  |  |  |  |  |
| M + S Simply Food | 2.62\% | 13.13\% | 3.37\% | 2.23\% | 0.00\% | 1.23\% | 0.00\% | 1.27\% | 0.00\% | 0.00\% | 0.00\% |
| Tesco Express | 0.00\% | 10.55\% | 5.12\% | 0.00\% | 0.00\% | 2.05\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/ DERRY CTTY CENIRE, DISITICTCENTRES \& LOCALCENIRES Centra, Trench Road SC <br> Costcutter, Crescent Link | 0.00\% | 15.94\% | 6.71\% | 0.00\% | 0.00\% | 1.10\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 0.00\% | 9.05\% | 4.34\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 1.45\% | 1.10\% | 2.37\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 0.00\% | 1.10\% | 2.37\% | 0.00\% | 0.00\% | 1.10\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| ( ${ }^{\text {Spar, Church Bree (Tullyally SC) }}$ Spar | 0.00\% | 5.79\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| OTHER <br> Supervalu, Duncastle Rd OtherZone 2 | 0.00\% | 4.72\% | 2.41\% | 2.23\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 0.00\% | 1.10\% | 1.18\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 0.00\% | 3.62\% | 1.23\% | 2.23\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| ZONE 2 T0TAL | 8.08\% | 63.40\% | 25.72\% | 5.8\% | 0.00\% | 4.33\% | 0.00\% | 1.27\% | 0.00\% | 0.00\% | 0.00\% |
| ZONE 3- EGUNTON |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops Dumahoe | 0.00\% | 0.00\% | 11.51\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00 |
| Supevalu, 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\% |
| zone 3 total | 0.00\% | 0.00\% | 36.60\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 2.11\% | 0.00\% | 0.00\% | 0.00\% |

TABIE 4:
CONVENIENCE
GOODS MARKET
SHARES, BY ZONE

| Store/ cente | HRTTCHOICE MAIN FOOD SHOPPNG |  |  |  |  |  |  |  |  |  |  | SECOND CHOICE MAIN FOOD SHOPPPN |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  | remainder of sudy area |  |  |  | COUNCILAREA |  |  |  |  |  |  | remainder of suor area |  |  |  |
|  | 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 CENIRE (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, Rothermam | 0.00\% | -0.0\% | ${ }^{0.00 \%}$ | 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\% | $0.00 \%$ $0.00 \%$ | 0.00\% | 0.00\% | -0.00\% | - 0 | 0.00\% |
| İeland, Railuay 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\% |
| Supenalu, 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\% |
| outofcentre | 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\% |
| Lad, Bradley Way | 0.00\% | 0.00\% | 0.00\% | 13.92\% | 0.97\% | 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, Deny Road | 0.00\% | 0.0.0\% | 0.0.0\% | 0.00\% | $0.00 \%$ $0.00 \%$ | 0, 0 | 0.00\% | 0.00\% $0.00 \%$ | 0.00\% | 0.0.00\% | ${ }^{0.00 \%}$ | 0.00\% $0.00 \%$ | 0.0.74\% | 0.0.00\% | 0.0.00\% | $0.00 \%$ $0.00 \%$ | 0, $\begin{aligned} & 0.00 \% \\ & 0.00 \%\end{aligned}$ | 0.00\% | 0.00\% | 0.00\% | - ${ }^{0.00 \%}$ | 0.00\% $0.00 \%$ 0 |
| Spar, Fountain Street | 0.0.00\% | 0.00\% | 0.00\% | 0.94\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.000 \%}$ | 0.00\% | 0.00\% | 0.00\% | 1.87\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | $0.00 \%$ | ${ }^{\text {0.000\% }}$ |
| stabaneother |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Spar, Berryill Road, Atigarvan | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| ОTHER | 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- TTTAL | 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\% | 86.5\% | 12.80\% | 2.20\% | 9.25\% | 1.00\% | 0.00\% | 0.00\% | 8.43\% |
| 20NE 5- CAStiedrg |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | 00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.72\% | 7.94\% | 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 | 0.0.0\% 0 | $0.00 \%$ $0.00 \%$ | 0.0.0\% ${ }^{0.00 \%}$ | 0.00\% | 26.91\% $36.09 \%$ | - ${ }^{0.00 \%}$ | $0.74 \%$ <br> $0.97 \%$ | 0.00\% $0.00 \%$ | 0.00\% $0.00 \%$ | - 0 | 0.00\% | 0.00\% | - 0 | 0.0.00\% | 0.00\% | $30.32 \%$ $25.42 \%$ | 0.0.00\% | l ${ }_{\text {1.47\% }}^{0.96 \%}$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Worail |  |  |  |  |  |  |  |  |  |  |  |  |  | 000\% |  | 25.42\% |  |  |  |  |  |  |
| CAstiedrg outof centre | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 3.64\% | 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\% |
| ${ }^{\text {Costcuter, Castlefin Road }}$ | 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\% | ${ }^{0.000 \%}$ | 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 Ttat | 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- CLAUOY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| claudr viluge cenire | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 11.86\% | 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\% |  |
| Centra, Claudy | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 7.92\% | 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 Stret, 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, Gavagh 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\% |
| 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\% |
| zone 6 Ttal | 0.00\% | 0.00\% | 1.54\% | 0.00\% | 0.00\% | 41.41\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 1.56\% | 0.00\% | 0.00\% | 34.87\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |

Derry cir and strabane distictcouncil
REAALL STUD
TABIE 4:
CONVENIENCE
GOODS MARKET
SHARES, BY ZONE

| Store/ cente | TOPUPFOODSHOPPANG |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | remainderof stup area |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| STRABANE TOWN CENIRE (Strabane Area Plan 1986-2001 Policies Map) 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\% |
| ${ }^{\text {a }}+\mathrm{M}, \mathrm{Castl}$ 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, Rothernam | 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\% |
| outofcente | 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, Meetinghous Street | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Lud, 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, Demy 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, Umey Road | 0.00\% | 0.00\% | 0.00\% | 4.79\% | 0.00\% | 0.00\% | 1.44\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Spar, Beryhill Road, Artigavan | 0.00\% | 0.00\% | 0.00\% | 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\% |
| ZONE4- TOTAL | 0.00\% | 1.49\% | 3.20\% | 80.97\% | 3.45\% | 1.29\% | 2.88\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| 20NE 5-CASTIEDRG |  |  |  |  |  |  |  |  |  |  |  |
| CASILEDERG TOWN CENIRE (as defined by Strabane Area Plan 1986-2001) | 0.00\% | 0.00\% | 0.00\% | 2.37\% | 65.22\% | 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\% |
| castedrg outofcentre | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 28.85\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Costcutter, Castefin Road | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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 |  |  |  |  |  |  |  |  |  |  |  |
| claudi viluage cenire | 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\% |
| cosculter, 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\% |  |  |
| Superalu, Gavagh 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 Ttal | 0.00\% | 0.00\% | 1.23\% | 1.34\% | 0.00\% | 86.72\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |

derry cir and strabane distictcouncil

TABIE 4:
CONVENIENCE
GOODS MARKET
SHARES, BY ZONE

| STORE/ CENIRE | FRSTCHOICE MAIN FOOD SHOPPPNG |  |  |  |  |  |  |  |  |  |  | SECOND CHOICE MAIN FOOD SHOPPPN |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  | remainder of sudy area |  |  |  | councilarea |  |  |  |  |  |  | remainder of stup area |  |  |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| ZONE - N NEWTOWWSIEWART |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Newrownstewartioun 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\% | 8.5\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Galla chers 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\% |
| Son mus | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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 serice 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\% |
| Otherzone 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, Gotin 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\% |
| Star, Gortin Road, Omagh Spur Old Mountield Road, Mullaghmore, 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 Mountield Road, Mullaghmore, Omagh | ${ }^{0.000 \%} 0$ | 0.0.00\% | 0.0.00\% | 0.00\% | 0.00\% | 0.0.00\% | 1.97\% | - ${ }^{\text {0.00\% }} 0$ | 0.0.00\% | 0.00\% $0.00 \%$ | 0.0.00\% | - ${ }_{\text {0.0.0\% }}^{0.00 \%}$ | ${ }^{0.000 \%}$ | 0.0.00\% | 0.0.00\% | ${ }^{0.00 \%}$ | 0.0.00\% | ${ }^{0.96 \%}$ | 0.00\% 0.00\% | 0.00\% $0.00 \%$ | 0.0.00\% | 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- UMAVADY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| umavadr |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% |
| Lid, 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, lish 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\% |
| OtherZone 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 total | 1.5\%\% | 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\% | 62.22\% | 14.37\% | 97.87\% | 94.55\% | 91.58\% |
| Intemet | 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\% |

Market shares taken from 2018 household survey. Only most popular stores shown under the sub-headingsforeach main location.
derry civ and staabane distictcouncll
retall stud
TABLE 4:
CONVENIENCE
GOODS MARKET
SHARES, BY ZONE

| STORE/ CENIRE | TOPUP POOD SHOPPANG |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Councilarea |  |  |  |  |  |  | remainder of sudy area |  |  |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| ZONE 7- NEWTOWNSIEWART |  |  |  |  |  |  |  |  |  |  |  |
| newrownstewartioun centre | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 17.11\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Gallachers Nise, 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\% |
| Son mus | 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 senice sation | 0.00\% | 0.00\% | 0.00\% | 1.34\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| OtherZone 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, Gotin 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 Mountifield 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\% |
| 20NE - LIMAVADY |  |  |  |  |  |  |  |  |  |  |  |
| umavadr |  |  |  |  |  |  |  |  |  |  |  |
| 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\% |
| Lud, 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, Greytone 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, lish Green Street | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 9.90\% | 0.00\% | 0.00\% | 0.00\% |
| Supenalu, 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 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\% |
| Intemet | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |

Market sharestaken from 2018 household survey. Only mos

TABLE 5a:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2018

| STOPE/CENRE | RFSTCHOICE MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | SECOND CHOICE MAIN FOODSHOPPTNG |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | $\begin{gathered} \text { ZONES 1-7 } \\ \text { TOTRLL } \end{gathered}$ | remalinder of stur area |  |  |  | $\left\lvert\, \begin{gathered} \text { ZONES } 8.11 \\ \text { TOTAL } \end{gathered}\right.$ | COUNCILAREA |  |  |  |  |  |  | ZONES 1-7 TOTAL | remainder of Stup area |  |  |  | $\left\|\begin{array}{c} \text { ZONES } 8-11 \\ \text { OTAL } \end{array}\right\|$ |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |
|  | 135.8 66.5 | ${ }_{33.9}^{69.1}$ | 35.5 17.4 | ${ }_{29.3}^{59.8}$ | ${ }_{9.1}^{18.6}$ | 29.4 14.4 | ${ }_{21.4}^{43.7}$ | 391.9 192.0 | ${ }_{25.7}^{55.7}$ | ${ }_{49.2}^{90.3}$ | ${ }_{44.8}^{91.5}$ | 57.4 28.1 | 230.8 <br> 192.5 | 135.8 <br> 28.5 | 6.1. 14.5 | 35.5 7.5 | 59.8 12.6 | ${ }_{3.9}^{18.6}$ | ${ }^{29.4}$ | ${ }_{9.2}^{43.7}$ | 391.9 82.3 | 51.7 10.9 | 90.3 19.0 | 19.5 19.2 | 57.4 12.0 | 20.8 61.1 |
| ONE 1- DERAY - LONDONDERRY WEST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DERRY CENTRALAREA (as defined by the adopted Demy Local Plan Proposals Map) | f30.6 | E4.6 | f1.6 | f0.2 | ¢0.0 | f0.7 | ¢0.0 | ${ }^{\text {f37. }}$ | £0.0 | ${ }^{6.5}$ | f0.0 | ¢0.0 | 3.5 | ${ }_{\text {f11 }}$ | f19 | ¢0.7 | ¢0.3 | £0.0 | ${ }^{6} 0.1$ | $\mathrm{f0.1}^{1}$ | 14.9 | ${ }^{\text {f0.0 }}$ | £0.0 | ¢0.0 | ¢0.0 | 0.0 |
| Iceland, Foyleside Shopping Centre | ${ }_{\text {f1. }} 17$ | f0.0 | f0. 5 | f0.0 | f0.0 | f0. 1 | £0.0 | ${ }^{52} .3$ | f0.0 | f0.0 | f0.0 | f0.0 | 0.0 | f0.3 | f0. 1 | £0.1 | f0.0 | £0.0 | £0.1 | £0.0 | 0.5 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 |
| M M S Simply Food, Foyleside Shoppring Centre | ${ }_{\substack{\text { ¢0.6 } \\ \text { f } 2.7 \\ \hline 17}}$ | ${ }_{\substack{\text { f0. } \\ \text { f4, } \\ \hline}}$ | ${ }_{\substack{\text { f0. } \\ \text { f11 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\substack{\text { fo. } \\ \text { fo. } \\ \text { coid }}}$ |  | $\underset{\text { f08. }}{\text { f0. }}$ | fo. f0. | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\substack{\text { f0. }}}$ | ¢0.0 | 0.0 | ${ }_{\text {f1.2 }}^{6.5}$ | ${ }_{\text {f0. }} 0.15$ | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | 1.5 | £0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 |
| Sainsburs, Strand Road Superalu, Meadowbank Court, Strand Rd | ${ }_{\text {f }}{ }_{\text {f22.1 }}$ | ¢0.0 | ${ }_{\text {f1.1 }}^{\text {f0. }}$ | fo. $\begin{gathered}\text { f0. } \\ \text { f0. }\end{gathered}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | fo.4 | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\text {f12.1 }} \mathbf{6 2 8}$ | f0.0 f0. | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\substack{\text { ¢0. } \\ \text { f0. }}}$ | 0.0 0.0 | ¢7.5 ¢0.8 | fl.5 ${ }_{\text {f0. }}$ | fo.6 $\begin{gathered}\text { f0. } \\ \text { ¢. }\end{gathered}$ | fo. ${ }_{\text {f0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ |  |  | 10.0 0.8 | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | 0.0 0.0 |
| Supervalu, Waterloo Place | ${ }_{\text {f1. }} 1.0$ | £0.3 | f0.0 | f0.0 | f0. 0 | f0.0 | £0.0 | ${ }^{11.3}$ | f0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ${ }_{\text {f0. }}$ | f0. 0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Tesco, Quayside Shopping Centre | ${ }^{\text {f3. }} 6$ | £0.0 | £0.0 | £0.0 | £0.0 | f0. 1 | £0.0 | ${ }^{\text {f3. }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f3. }} 5$ | f0.0 | £0.0 | 3.5 | ${ }^{\text {f1.8 }}$ | f0.0 | £0.0 | £0.0 | £0.0 | ¢0. 1 | £0.0 | 1.8 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Other | $\mathrm{f}^{\text {¢ }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.3 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Norimsid instrctcente | £0.0 | ¢0.0 | £0.2 | f0.0 | f0.0 | £0.0 | ¢0.0 | f0.2 | f0.0 | f0.0 | f0.0 | ¢0.0 | 0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | 0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 |
| Supevalu, Glengalliagh Road | $\mathrm{f}^{\text {¢ }} 0$ | £0.0 | £0. 2 | £0.0 | £0.0 | £0.0 | £0.0 | f0.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {¢ }} 0$ | £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 MORDIISTICTCENIRE Costcuter | ${ }^{61.7}$ | ¢0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | $f 1.7$ | f0.0 | $\mathrm{f0.0}^{0}$ | f0.0 | ¢0.0 | 0.0 | ¢0.7 | f0.0 | f0.1 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | 0.8 | £0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 |
| Costcuter | ${ }_{\text {f1. }} 7$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ${ }^{1.7}$ | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {¢ }}$. 7 | f0. 0 | £0.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.8 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| SPRINGTOUN DIITIICTCENRE | ${ }^{11.0}$ | ¢0.6 | f0. 2 | f0.0 | f0.0 | £0.0 | f0.0 | ${ }_{51.7}$ | f0.0 | ${ }^{\text {f0. }}$ | ${ }_{61.7}$ | f0.0 | 1.7 | ¢0.5 | f0.4 | f0.1 | £0.0 | ¢0.0 | f0.0 | f0.0 | 1.0 | £0.0 | ¢0.0 | ¢0.8 | f0.0 | 0.8 |
| Dunnes | ${ }_{\text {f1. }}$ | ¢0.6 | f0. 2 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{1.7}$ | f0.0 | f0.0 | ${ }_{\text {f1. }}$ | £0.0 | 1.7 | ${ }^{\text {f0. }}$ | f0. 4 | f0. 1 | £0.0 | ¢0.0 | f0.0 | £0.0 | 1.0 | £0.0 | ¢0.0 | £0.8 | £0.0 | 0.8 |
| MAIN FOODSTORES (OUISIDE OF LONDONDERRY/ DERRY CIT CENTRE, DISTICTCENTRES \& LOCALCENITRS | f15.2 | ${ }^{61.6}$ | ${ }^{61.3}$ | ¢0.0 | ¢0.0 | ¢0.4 | ¢0.0 | f18.4 | ${ }^{60.0}$ | 60.7 | f0.6 | ¢0.0 | 1.2 | ${ }^{\text {E4.2 }}$ | ¢0.3 | ¢0.6 | £0.0 | ¢0.0 | ¢0.2 | f0.0 | 5.3 | ¢0.0 | ¢0.3 | ¢0.3 | £0.0 | 0.5 |
| Costcutter, Beechwood Avenue | ${ }^{\text {f0.7 }}$ | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 50.7 | f0.0 | f0.0 | £0.6 | £0.0 | 0.6 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0. 3 | f0.0 | 0.3 |
| \|celand, Buncrana Road |  | ${ }_{\substack{\text { f0.2 } \\ \text { f1.3 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f1. }}}$ | f0.0 f0. | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | fo.4 | $\underset{\substack{\text { f0.0 } \\ \text { f0. }}}{ }$ | f4.9 f11. | f0.0 f0. | f0.7 f0. | ${ }_{\substack{\text { f0. } \\ \text { fo. }}}$ | $\underset{\substack{\text { f0.0 } \\ \text { f0. }}}{ }$ | 0.7 0.0 | ${ }_{\text {f12. }}^{\text {f1. }}$ | ${ }_{\substack{\text { f0.1 } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0.1. } \\ \text { f0.4 }}}$ | $\underset{\substack{\text { f0. } \\ \text { fo. }}}{ }$ |  |  | ¢0.0 | 1.4 3.2 | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | $\underset{\substack{\text { f0. } \\ \text { f0. }}}{ }$ | fo.0 $\begin{gathered}\text { f0. } \\ \text { f. }\end{gathered}$ | 0.3 0.0 |
| Mace, Bishop Street | f0.0 | ¢0.0 | f0.0 | ¢0.0 | f0. 0 | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0. 0 | £0.0 | 0.0 | ${ }_{\text {f0. }}$ | f0. 0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | 0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Mace, Clooney Terace | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | 0.0 | ${ }_{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Mace, Messines Terace Soar, Cregan Road | f0.0 | ¢0.0 | f0. 2 | £0.0 | f0.0 | £0.0 | ¢0.0 | f0.2 | f0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0. 1 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 0.1 | £0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 |
| - Spar, Creggan Road | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | ${ }^{50.0}$ | ${ }_{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {¢0. }}$ | £0.0 | 0.0 | ${ }_{\text {f0.0 }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | ${ }_{\text {fo. }}^{60}$ | ${ }_{\text {f0.0 }}^{600}$ | 0.0 |
| ( Soar, Park Avenue $\begin{aligned} & \text { Supenalu, Greenhaw Road }\end{aligned}$ | ${ }_{\substack{\text { f0. } \\ \text { f1. } \\ \text { ¢ }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ |  | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}^{\text {for }}$ |  | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ${ }_{\text {f1.3 }}^{\text {f0.0 }}$ | f0.0 f0. |  | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | 0.0 0.0 | ${ }_{\substack{\text { ¢0.0 } \\ \text { f0.5 }}}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { ¢0. }}}$ |  | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0. } \\ \text { f0.0 }}}^{\text {fen }}$ | ${ }_{\substack{\text { ¢0.0. } \\ \text { f0.0 }}}$ | 0.0 0.5 | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | $\underset{\text { f0.0 }}{\text { f0. }}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | 0.0 0.0 |
| Othe | ${ }^{\text {f0.6 }}$ | £0.3 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.9 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | E0.3 | ¢0.3 | £0.0 | ¢0.1 | £0.0 | £0.0 | f0.0 | 0.6 | £0.0 | £0.0 | ¢0.0 | f0.0 | 0.0 |
| tone 1 total | £48.5 | ¢6.8 | f3. ${ }^{2}$ | f0.2 | £0.0 | ${ }^{11.1}$ | £0.0 | ${ }^{659.8}$ | ¢0.0 | £4.2 | £2. 3 | £0.0 | 6.5 | ${ }^{\text {E17.2 }}$ | £2.6 | ${ }_{\text {f1. }} 4$ | f0. 3 | £0.0 | £0.3 | f0.1 | 22.0 | £0.0 | f0.3 | ${ }_{\text {f1.0 }}$ | ¢0. | 1.3 |
| OONE 2- DEREY - LoNDONDEREY EAST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| USNageivin districtcentr | £9.4 | $\pm 19.2$ | ${ }^{66.0}$ | ${ }^{\text {f0. }} 3$ | £0. 0 | ${ }^{11.4}$ | f0.4 | ${ }^{636.7}$ | f0.0 | ${ }^{\text {f0. }}$ | f0. 0 | £0.0 | 0.0 | ${ }^{5} 5.9$ | £6.9 | f2.8 | £0.6 | £0.0 | f1.2 | £0.0 | 17.4 | f0.1 | £0.0 | £0.0 | £0.0 |  |
| Supervalu (Long's) Lishagelvin | ${ }^{61.1}$ | $\pm 2.2$ | $\mathrm{f0}^{2} 2$ | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{63.5}$ | f0.0 | f0.0 | f0.0 | £0.0 | 0.0 | ${ }^{\text {¢ }} 505$ | f0.8 | f0.1 | £0.0 | £0.0 | £0.0 | £0.0 | 1.4 | £0.0 | f0.0 | £0.0 | f0.0 | 0.0 |
| Tesco, Ls Lsagelvin | ${ }_{68.3}$ | £17.0 | ${ }_{\text {f5.9 }}$ | f0. 3 | f0. 0 | f1.4 | f0.4 | f33.2 | f0.0 | f0.0 | f0.0 | £0.0 | 0.0 | ${ }_{55} 5$ | f6. 1 | £2.7 | £0.6 | £0.0 | f1.2 | £0.0 | 16.0 | f0.1 | £0.0 | £0.0 | f0.0 | 0.1 |
| Crescentunk Localcentre | ${ }^{\text {£ }}$. 6 | £4.0 | £0.6 | £0.5 | £0.0 | £0.0 | f0.0 | f9.7 | f0.0 | f0.0 | f0.0 | f0.0 | 0.0 | ${ }^{\text {£ }}$. 4 | f2.4 | £0. 4 | £0. 2 | f0.0 | £0.1 | £0.0 | 6.5 | £0.0 | f0.0 | £0.0 | f0.0 |  |
| M +5 Simply Food | ${ }^{\text {f1. }} 3$ | £0.9 | f0. 2 | £0.5 | f0. 0 | £0.0 | £0.0 | f2.8 | f0.0 | f0.0 | f0.0 | £0.0 | 0.0 | ${ }^{\text {£ } 1.5}$ | £0.8 | £0. 3 | f0. 2 | £0.0 | £0.1 | £0.0 | 2.8 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Tesco Express | ${ }^{\text {¢3. }} 4$ | ¢3.1 | £0.5 | £0.0 | £0.0 | £0.0 | £0.0 | ¢7.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | 0.0 | £1.9 | ${ }_{\text {f1. }} 6$ | f0. 1 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | 3.6 | £0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 |
| MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CTI CENIRE DISTRCTCENTRES \& LOCALCENTRES | £0.0 | E1.2 | £0. 2 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }_{61.4}$ | ¢0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | £0.0 | £0.0 | £0.0 | ${ }_{\text {¢ }} 0$ | 0.0 |
| Centra, Trench Road SC | £0.0 | ¢0.6 | f0. 2 | £0.0 | £0.0 | £0.0 | £0.0 | f0.8 | f0.0 | f0.0 | £0.0 | ¢0.0 | 0.0 | ${ }^{\text {f0. }} 0$ | £0.4 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | 0.4 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Costuuter, Crescent Link | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{£ 0.0}$ | £0.0 | ${ }^{0.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. } 1}$ | ${ }^{\text {¢0. }} 0$ | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{0.1}$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 |
| ( ${ }^{\text {Spar, Church Brae (Tullyally SC) }}$ Spar, Rossdowney Park | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ¢0.0 | f0.0 f0. | f0.0 f0. | ¢0.0 ${ }_{\text {f0. }}^{\text {for }}$ | ¢0.0 | ${ }_{\substack{\text { f0. } \\ \text { f0.3 }}}$ | f0.0 f0. | f0.0 f0. | f0.0 f0. | ¢0.0 | 0.0 0.0 | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | ¢0.0 ${ }_{\text {f0. }}^{\text {for }}$ | ¢0.0 | f0.0 f0.0 | ¢0.0 | 0.0 0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {fo. }}^{\text {f0. }}$ | f0.0 f0. | 0.0 0.0 |
| Spar, Rossdowney Park |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 0.0 |
| OTHER | f0.0 | f0.3 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | ${ }^{6} 0.3$ | f0.0 | f0.0 | £0.0 | f0.0 | 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 |  |
| Superalu, Duncastle Rd Other zone 2 | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \hline 0}}$ | ¢0.0. ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | $\begin{aligned} & \mathrm{f} 0.0 \\ & f 0.0 \end{aligned}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | $\begin{aligned} & 50.0 \\ & \hline 0.0 \end{aligned}$ | f0.3 | f0.0 f0. | f0.0 f0. | f0. f0. | $\begin{aligned} & 50.0 \\ & 50.0 \end{aligned}$ | 0.0 0.0 | ${ }_{\substack{\text { ¢0.0 } \\ \text { f0.0 }}}$ | f0. f0. | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0.0 }}}$ | 0.0 0.0 | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | f0.0 f0. | 0.0 0.0 |
| ODNE 2 TJtal | ${ }_{\text {f14,1 }}$ | ${ }_{\text {¢ } 24.7}$ | ${ }_{66.8}$ | $\mathrm{f}^{0} 7$ | £0.0 | $\mathrm{fl}_{1} 4$ | ${ }^{\text {f0. }} 4$ | $\pm 48.1$ | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {¢9.3 }}$ | £9.9 | f3. 2 | ¢0.8 | ¢0.0 | ${ }_{\text {f1. } 2}$ | ¢0.0 | 24.4 | $\mathrm{f}^{1} 1$ | ¢0.0 | f0.0 | ¢0.0 | 0.1 |

TABLE 5a:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2018

| STORECCENTRE (5m) | TOP UPFOOD SHOPPNG |  |  |  |  |  |  |  |  |  |  |  |  | T0TAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | ZONES 1.7TOTAL | remalindrof sudy area |  |  |  | $\left\|\begin{array}{c} \text { ZONESE } 8.11 \\ \text { TOTAL } \end{array}\right\|$ |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |
|  | 135.8 | ${ }^{69.1}$ | 35.5 | 59.8 | 18.6 | 29.4 | ${ }^{43.7}$ | ${ }^{3919}$ | 51.7 | ${ }^{90.3}$ | 91.5 | 57.4 | 290.8 |  |
| (fm) | 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 1- DEREY - LoNDONDERRY WEST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DERRY CENTRALAREA (as defined by the adopted Demy Local Plan Proposals Map) | 5117 | £2. 1 | £0.3 | £0.0 | £0.0 | £0.0 | E0.0 | 14.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f00. }}$ |
| celand, Foyleside Shopping Centre | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f2.8 |
| M + S Simply Food, Foyleside Shopping Centre | ${ }^{\text {f1.2 }}$ | $\mathrm{fl}_{1.0}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 2.3 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £4.4 |
| Sainsours, Strand Road | ${ }^{65.3}$ | £0.5 | f0. 1 | £0.0 | £0.0 | £0.0 | £0.0 | 5.9 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | $\pm 44.7$ |
| Supenalu, Meadowbank Court, Strand Rd | f1.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 1.0 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f3.0 |
| Supervalu, Watertoo Place | £0.9 | $\mathrm{f}^{6} .3$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 1.2 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f2. 5 |
| Tesco, Quayside Shopping Centre | ${ }^{\text {f0.6 }}$ | £0.0 | f0.1 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | £0.0 | 0.7 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢9.8 |
| Other | ${ }^{\text {¢ } 2.7 ~}$ | $\mathrm{f}_{0} .3$ | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 3.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 | f3.3 |
| Noritside isirictcente | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | ${ }^{50.0}$ | 0.0 | f0.2 |
| Supenalu, Glengalliagh Road | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | $\underline{6} .2$ |
| RATH MORDIISRICTCENTIE | ${ }^{61.2}$ | ¢0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | 1.2 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }_{6} 3$ |
| Costcutter | $\mathrm{f}_{1.2}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 1.2 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{63.7}$ |
| Spring toun distrcticenre | ${ }^{11.0}$ | f0.3 | £0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | 1.3 | f0.0 | £0.0 | £0.0 | 50.0 | 0.0 | f6. 5 |
| Dunnes | f1.0 | $\mathrm{fo}^{1} 3$ | £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 (OUTIIDE OF LONDONDERRY/ DERRY CTTY | $\pm 15.5$ | E3.3 | £0.1 | £0.0 | £0.0 | £0.1 | ¢0.2 | 19.2 | f0.0 | $\underline{50.4}$ | £0.0 | 50.0 | 0.4 | $\pm 45.1$ |
| Costcutter, Beechwood Avenue | f2.0 | £0. 3 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 2.4 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | ${ }_{\text {f3. }}$ |
| Iceland, Buncrana Road | $\mathrm{f}^{6} .1$ | £0.8 | £0.1 | £0.0 | £0.0 | £0.0 | £0.2 | 4.1 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | 0.0 | f11.4 |
| Lid, Buncrana Road | £2.0 | f0. 3 | f0.0 | f0.0 | f0.0 | f0. 1 | f0.0 | 2.4 | f0.0 | ¢0.4 | £0.0 | f0.0 | 0.4 | f17.5 |
| Mace, Bishop Street | £0.6 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.6 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | 0.0 | ¢0.6 |
| Mace, Clooney Terace | f0.0 | f0. 3 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.3 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.3 |
| Mace, Messines Terace | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.2 |
| Spar, Creggan Road | £2. 2 | ${ }_{\text {f1. }} 1$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 3.3 | f0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 | f3.3 |
| Spar, Park Avenue | f0.9 | f0.2 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 1.1 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | $\mathrm{fl2}^{1}$ |
| Supervalu, Greenhaw Road | ${ }^{\text {£ } 4.6}$ | £0.3 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 4.9 | f0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 | 66.8 |
| Other | ¢7.3 | £0. 6 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 7.9 | 0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f9.5 |
| ZONE 1 Ttat | £29.5 | ${ }_{\text {¢5. }}$ | f0.4 | £0.0 | £0.0 | f0. 1 | £0.2 | 35.9 | £0.0 | £0.4 | £0.0 | ${ }^{\text {f0. }}$ | 0.4 | ¢125.9 |
| ZONE 2- DEREY - LoNDONDERAY EAST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| USNAGEVIN DIStricticente | ${ }_{\text {f1. }}{ }^{\text {f }}$ | ${ }_{\text {f3. }} 7$ | ${ }_{\text {f0. }}$ | £0.3 | £0.0 | £0.0 | £0.0 | 6.2 | ${ }_{\text {fo. }}$ | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | £60.4 |
| Superalu (Long's), Lsnagelvin | f0.0 | ${ }_{\text {f1. }} 1$ | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 1.1 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | f6.0 |
| Teso, Lisnagelvin | ${ }_{\text {f1. }} 1$ | fx 2.6 | £0.6 | £0.3 | £0.0 | £0.0 | ¢0.0 | 5.1 | f0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 | ${ }^{654.4}$ |
| Crescentunk Localcenire | ${ }_{\text {f1. }} 1$ | £4.9 | £0.9 | f0.4 | £0.0 | f0. 3 | £0.0 | 7.6 | f0. 2 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.2 | £24.0 |
| M + S Simply Food | ${ }^{\text {f1.1 }}$ | ${ }^{\text {f2. }} 7$ | f0.4 | f0.4 | £0.0 | f0.1 | £0.0 | 4.7 | f0.2 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.2 | f10.5 |
| Tesco Express | f0.0 | £2.2 | ¢0.5 | £0.0 | £0.0 | f0. 2 | £0.0 | 2.9 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f13.5 |
| MAIN Foodstores Ioutsie of Londonderry/ Derry cir | £.0 | £3.3 | £0.7 | £0.0 | £0.0 | f0. 1 | £0.0 | 4.1 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | ${ }^{5} 5.5$ |
| CENIRE, DISTRIC TCENTR | £0.0 |  | f0.5 |  | f0.0 | f0.0 | £0.0 | 2.3 | f0.0 |  | £0.0 | ${ }^{\text {f0. }}$ |  |  |
| Costcutter, Crescent Link | ${ }_{\text {f0. }} \times$ | ${ }_{\text {¢0. } 2}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {fo. }}$ | fo. 0 | ${ }_{\text {¢0.0 }}$ | 1.1 | ${ }_{\text {f0. }}$ | f0.0 | fo. 0 | f0.0 | 0.0 | ${ }_{6.2} 6.6$ |
| Spar, Church Brae (Tullyaly SC) | ¢0.0 | £0.2 | f0.3 | £0.0 | £0.0 | £0. 1 | £0.0 | 0.6 | ${ }^{\text {f0. }} 0$ | ¢0.0 | f0.0 | ¢0.0 | 0.0 | ${ }_{60.8}$ |
| Spar, Rossdowney Park | £0.0 | $\mathrm{fx}^{1.2}$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 1.2 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f1.5 |
| OTHER | £0.0 | $\mathrm{ff}_{1.0}$ | f0. 3 | £0.4 | £0.0 | £0.0 | £0.0 | 1.6 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f2.0 |
| Supervalu, Duncastle Rd | ${ }^{\text {f0.0 }}$ | £0. 2 | f0. 1 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{0.4}$ | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{60.7}$ |
| Other Zone 2 | £0.0 | £0.8 | f0.1 | ¢0.4 | £0.0 | £0.0 | £0.0 | 1.3 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }_{61.3}$ |
| zone 2 Ttal | f3.3 | 13.1 | £2. 7 | ${ }_{\text {f1.1 }}$ | £0.0 | £0.4 | f0.0 | 20.6 | f0.2 | f0.0 | £0.0 | f0.0 | 0.2 | ¢93.4 |

TABLE 5a:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2018

| STORECEENRE | RPSTCHOICE MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | SECOND CHOICE MAIN FOODSHOPPPN |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  | ZONES 1-7TOTAL | remalider of stup area |  |  |  | $\left\|\begin{array}{c} \text { ZONES } 8-11 \\ \text { TOTAL } \end{array}\right\|$ | councilarea |  |  |  |  |  |  | $\begin{gathered} \text { ZONES 1-7 } \\ \text { TOTAL } \end{gathered}$ | remainder of sudy area |  |  |  | $\begin{array}{\|c\|} \hline \text { ZONES } 811 \\ \text { TOTAL } \end{array}$ |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |
|  | 13.8 66.5 | ${ }_{33.9}^{69.1}$ | 35.5 17.4 | ${ }_{59.3}^{59.8}$ | ${ }_{9}^{18.6}$ | ${ }_{1}^{29.4}$ | ${ }_{214}^{43.7}$ | 391.9 1920 | ${ }_{5}^{51.7}$ | ${ }_{40.3}^{90.3}$ | ${ }_{9}^{915}$ | $\frac{14.4}{57.4}$ | 290.8 | 135.8 <br> 8.5 | ${ }_{6}^{69.1}$ | 35.5 7.5 | ${ }_{\substack{59.8 \\ 12.6}}$ | ${ }_{\substack{18.6 \\ 3.9}}$ | ${ }^{29.4}$ | ${ }^{43.7}$ | 391.9 | 51.7 10.9 | 90.3 19.0 | $91.5$ | ${ }_{\substack{57.4 \\ 720}}$ | 290.8 61.1 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops Dumahoe | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | 0.0 | £0.0 | 0.0 | 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 |
| Superalu, Main Street Other | ${ }^{\text {f0. }} 0$ | £0.0 | f2. 3 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0.1 }}$ | f0.0 | f2. 5 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | 0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {£ } 0.7}$ | £0.0 | £0.0 | £0.0 | f0.0 | 0.7 | f0.0 | ¢0.0 | £0.0 | ${ }^{\text {¢0. }} 0$ | 0.0 |
| ZOne 3 total | f0.0 | £0.0 | f2. 3 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.1 | £0.0 | f2.5 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.7 | £0.0 | £0.0 | £0.0 | £0.0 | 0.7 | f0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 |
| ZONE 4- STRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| STRABANE TOWN CENTRE (Strabane Area Plan 1986-2001 Policies Map) | $\mathrm{fl}^{1.7}$ | ${ }^{61.1}$ | £0.8 | f 22.8 | ${ }^{\text {f1. } 1}$ | ¢0.5 | £2.9 | ${ }^{\text {f30.9 }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | ¢0.0 | £2.2 | 2.2 | ${ }^{\text {f1. }} 0$ | £0.7 | ¢0.3 | £8.6 | ¢0.5 | £0. 1 | £0.8 | 11.9 | ${ }^{60.1}$ | £0.0 | £0.0 | ${ }^{\text {f1.0 }}$ | 1.1 |
| ASDA, Branch Road, Strabane | $\mathrm{Ex}^{6} 7$ | ${ }_{\text {f1. }} 1$ | £0.8 | £21.2 | ${ }^{\text {f1.1 }}$ | $\mathrm{f0.5}^{\text {c }}$ | £2.9 | £29.3 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{11.3}$ | 1.3 | £1.0 | ${ }^{\text {¢ }}$. 7 | $\mathrm{f}^{0.3}$ | ¢7.7 | £0.4 | £0.1 | £0.8 | 11.0 | f0.1 | £0.0 | £0.0 | $\mathrm{f0.8}^{8}$ | 0.9 |
| Iceland, Railway street | f0.0 | £0.0 | £0.0 | f0.3 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | f0.3 | £0.0 | ${ }^{50.0}$ | ${ }^{\text {f0. }}$ | £0.9 | 0.9 | £0.0 | ${ }^{\text {f.0 }}$ | ${ }^{\text {f }}$. 0 | ${ }^{\text {f0. }} 3$ | £0.0 | £0.0 | f0.0 | 0.4 | f0.0 | £0.0 | £0.0 | f0.2 | 0.2 |
| Local Shops, Strabane TC | f0.0 f0.0 | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | $\underset{\substack{\text { f0.0 } \\ \text { f1. }}}{ }$ | $\underset{\substack{\text { f0.0 } \\ \text { f0.0 }}}{ }$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | $\underset{\substack{\text { f0.0 } \\ \text { f0.0 }}}{ }$ | ${ }_{\text {f1.3 }}^{\text {f0.0 }}$ | $\underset{\substack{\text { f0.0 } \\ \text { f0.0 }}}{ }$ | f0.0 f0. | $\mathrm{f}_{\substack{\text { f0. } \\ \text { f0.0 }}}$ | $\underset{\substack{\text { f0.0 } \\ \text { f0.0 }}}{ }$ | 0.0 0.0 | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | $\underset{\substack{\text { f0.0 } \\ \text { f0.0 }}}{ }$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ¢0.0. | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ |  | 0.0 0.6 | f0.0 f0. | ¢0.0 |  | ${ }_{\substack{50.0 \\ \text { f0. }}}$ | 0.0 0.0 |
| outofcenime | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | £4.4 | ${ }^{\text {f0. }} 1$ | £0.0 | £0.2 | $\pm 4.7$ | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | E 2.2 | £0.0 | £0.0 | f0. 1 | 2.3 | f0.0 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | 0.0 |
| Costcutter, Ballycolman Avenue | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{f}_{0} 0$ | ${ }^{\text {f0. }} 0$ | £0.0 | 0.0 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | 0.0 |
| Lid, Bradley Way | f0.0 | f0.0 | £0.0 | $\mathrm{E}_{6.1}$ | £0.1 | £0.0 | f0.2 | £4.4 | f0.0 | f0.0 | f0.0 | £0.0 | 0.0 | $\mathrm{fo}^{0} 0$ | ${ }^{\text {£ } 0.0}$ | f0.0 | ${ }^{1} 1.9$ | £0.0 | £0.0 | f0.1 | 2.1 | f0.0 | ${ }^{\text {£0. }} 0$ | £0.0 | f0.0 | 0.0 |
| Spar, Deny Road | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | 0.0 | £0.0 | $\mathrm{f0}^{0.1}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.1 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Fountain Street | f0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | 0.0 | f0.0 | ${ }^{\text {f0. }}$ | $\mathrm{f}^{\text {f }} 0$ | ${ }_{\text {¢0. }}$ | £0.0 | £0.0 | f0.0 | 0.0 | f0.0 | £0.0 | £0.0 | $\mathrm{f}_{0.0}$ | 0.0 |
| Spar, Umey Road | £0.0 | £0.0 | £0.0 | £0.3 | £0.0 | £0.0 | £0.0 | ¢0.3 | ${ }^{\text {£ }} 00$ | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0. 2 | £0.0 | £0.0 | £0.0 | 0.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Strabaneother | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | £0.0 | f0.0 | $\mathrm{f}^{6} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | 0.0 |
| Soar, Bemhill Road, Atrigavan | f0.0 | £0.0 | £0.0 | $\mathrm{fo}^{0} 0$ | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | £0.0 | 0.0 | ${ }^{\text {¢ }} 00$ | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| OTHER | f0.0 | £0.0 | £0.0 | ${ }^{\text {f }}$. 3 | £0.0 | f0.0 | £0.0 | f0.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.1 | £0.0 | £0.0 | £0.0 | 0.1 | f0.0 | £0.0 | £.0 | $\mathrm{f}_{0} 0$ | 0.0 |
| ZONE 4-TTTAL | $\mathrm{fl}_{1.7}$ | ${ }_{\text {f1. }} 1$ | £0.8 | £27.5 | ${ }_{\text {f1. }}$ | ${ }^{\text {f0. }} 5$ | ${ }_{\text {f3. }} 1$ | ${ }^{635} 9$ | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | £2.2 | 2.2 | ${ }^{\text {£1.0 }}$ | £0.0 | ¢0.3 | f10.9 | f0.5 | £0.1 | f0.8 | 13.6 | f0.1 | £0.0 | £0.0 | f1.0 | 1.1 |
| ZONE 5-CASIEDERG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CASIIEDRG TOWN Centre (as defined by Strabane Area Plan 1986-2001) | f0.0 | £0.0 | ${ }^{\text {£0.0 }}$ | £0.0 | f7. 2 | f0.0 | ¢0.5 | 67.7 | f0.0 | f0.0 | f0.0 | £0.0 | 0.0 | £0.0 | £0. 0 | f0. 0 | f0. 1 | ${ }^{\text {f3. }} 0$ | £0.0 | ${ }^{\text {£ }}$. 2 | 3.4 | £0.0 | f0. 0 | £0.0 | £0.0 | 0.0 |
| Coop, High Street | £0.0 | f0.0 | £0.0 | £0.0 | f1.4 | £0.0 | f0.2 | ${ }^{11.6}$ | f0.0 | $\mathrm{fa}_{0} 0$ | £0.0 | £0.0 | 0.0 | £0.0 | f0.0 | $\mathrm{f}_{0} 0$ | f0.0 | £0.9 | £0.0 | £0.0 | 0.9 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Dergvalley Shopping Centre | f0.0 | f0.0 | £0.0 | £0.0 | £2.4 | £0.0 | f0.2 | ${ }^{\text {f2. }} 6$ | f0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f1. }} 2$ | £0.0 | f0. 1 | 1.3 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Vivo Xtra, William Street | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f3. }} 3$ | £0.0 | £0.2 | E3.5 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.1 | ${ }^{\text {f1. }} 1$ | £0.0 | £0.1 | 1.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| castedrg outof centre | ${ }^{\text {f0. }} 0$ | f0. 0 | £0.0 | £0.0 | ${ }^{50.3}$ | £0.0 | £0.0 | f0.3 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | 0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }} 0$ | f0.0 | £0.1 | £0.0 | f0.0 | 0.1 | $\mathrm{fo}^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | 0.0 |
| Costcutter, Castefin Road | f0.0 | £0.0 | £0.0 | £0.0 | £0.1 | £0.0 | £0.0 | 60.1 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }} 0$ | f0.0 | £0.0 | 0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | 0.0 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Mace, Strabane Road | £0.0 | £0.0 | £0.0 | £0.0 | f0.1 | £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 | £0.1 | £0.0 | £0.0 | 0.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| other | f0.0 | £0.0 | £0. 0 | £0.0 | f0.2 | £0.0 | £0.0 | f0.2 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | £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 | $\mathrm{f0.0}^{0}$ | 0.0 |
| zone 5 total | f0.0 | £0.0 | £0. 0 | £0.0 | ${ }^{\text {f }} 7.5$ | ${ }^{\text {f0. }}$ | f0.5 | f8.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | £0.0 | £0.0 | f0.0 | £0.1 | £3.2 | £0. 0 | f0.2 | 3.5 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| 2ONE 6- CLAUOY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| claudr viluge centre | ${ }^{\text {f0. }}$ | $\mathrm{f}_{0} 0$ | £0.0 | £0.0 | £0.0 | ${ }^{1.7} 7$ | £0.0 | ${ }_{61.7}$ | ${ }^{\text {¢ }} 00$ | ${ }^{\text {f0. }}$ | £.0 | £0.0 | 0.0 | ${ }^{\text {£ }} 0$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.4 | £0.0 | 0.4 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0. }}$ |  |
| Centra, Claudy | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | $\mathrm{fl}_{1.1}$ | £0.0 | ${ }^{61.1}$ | £0.0 | f0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.4 | £0.0 | 0.4 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Costutter, Main, Street | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {f0. }}^{60}$ | ${ }_{\text {fo. }}^{600}$ | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {¢0. }}{ }^{\text {¢ }}$ | ${ }_{60.3}^{603}$ | ${ }_{\text {¢0.0 }}$ | ${ }_{50.3}^{50.3}$ | $\underset{\substack{\text { f0. } \\ \text { f0. }}}{ }$ | ${ }_{50.0}^{600}$ | ${ }^{\text {¢0. }} 0$ | ${ }_{\text {¢0.0 }}$ | 0.0 | £0.0 | ${ }_{\text {f0. }} \mathrm{fa}^{0}$ | ${ }_{\text {¢0. }}{ }^{\text {¢ }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {¢0. }}{ }^{60}$ | ${ }_{60.1}$ | ${ }_{60.0}$ | 0.1 | f0.0 f0. | ${ }_{\text {¢0.0 }} \mathrm{fa}^{0}$ | ${ }_{\text {¢0.0 }}$ | ${ }_{50.0}^{60.0}$ | 0.0 |
| Spar, Main Street, Claudy | £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 | £0.2 | £0.0 | 0.2 | f0.0 | ${ }^{\text {¢0. }} 0$ | £0.0 | ${ }^{\text {¢0.0 }}$ | 0.0 |
| Spar, Main Street, Feeny | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.3 | £0.0 | ${ }^{60.3}$ | f0.0 | f0.0 | f0.0 | £0.0 | 0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Main Street, Dungiven | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.5 | £.0 | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £.0 | 0.0 | £.0 | £0.0 | ${ }^{\text {f. }} 0$ | £0.0 | £.0 | £0.5 | £0.0 | 0.5 | f0.0 | £.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 |
| Supervalu, Gavagh Rd, Dungiven | f0.0 | £0.0 | £0.3 | £0.0 | £0.0 | ${ }^{\text {£2, }} 8$ | £0.0 | ${ }^{6} 3.1$ | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | £0.0 | 0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {f0. }} 1$ | £0.0 | £0.0 | $\mathrm{f}_{0} .8$ | $\mathrm{fo.0}^{0}$ | 0.9 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Local Shops, Dungiven town centre | f0.0 | f0. 0 | £0.0 | £0.0 | £0.0 | ${ }^{60.5}$ | f0.0 | ${ }^{60.5}$ | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0. 2 | £0.0 | 0.2 | f0.0 | $\mathrm{f}^{\text {£ }} 0$ | £0.0 | f0.0 | 0.0 |
| Other Zone 6 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | $\mathrm{f0.1}^{1}$ | £0.0 | £.0 | £.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | 0.0 |
| ZOne 6 total | ${ }^{\text {f0. }}$ | £0.0 | £0. 3 | £0.0 | ${ }^{\text {f0. }}$ | f6.0 | £0.0 | f6. 2 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | 0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0, }} 1$ | £0.0 | £0.0 | £2.2 | £0.0 | 2.3 | f0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 |

TABLE 5a:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2018

| STOPECENTRE | TOP UPFOOD SHOPPNG |  |  |  |  |  |  |  |  |  |  |  |  | TOTAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | ZONES 1-7 TOTAL | remalider of stup area |  |  |  | $\begin{array}{\|c\|} \hline \begin{array}{c} \text { ZONES } 8-11 \\ \text { TOTAL } \end{array} \\ \hline \end{array}$ |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |
|  | ${ }^{135.8}$ | 69.1 | 35.5 | ${ }^{59.8}$ | ${ }^{18.6}$ | ${ }^{29.4}$ | ${ }^{43.7}$ | 3919 | ${ }^{51.7}$ | ${ }^{90.3}$ | 91.5 | 57.4 | 290.8 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops Duma | £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 | 61.2 |
| Supenalu, Main Street | £0.0 | £0.0 | ¢3.9 | f0.0 | £0.0 | f0.0 | f0.0 | 3.9 | f0.3 | £0.0 | £0.0 | f0.0 | 0.3 | f7. 4 |
| Other | £0.0 | £0.0 | ¢0.9 | £0.0 | £0.0 | f0.0 | £0.0 | 0.9 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.9 |
| ZONE 3 Ttat | £0.0 | £0.0 | f3.9 | E0.0 | £0.0 | £0.0 | 0.0 | 3.9 | f0.3 | £0.0 | £0.0 | 0.0 | 0.3 | ¢7.4 |
| ZONE 4- STRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| SIRABANE TOUN CENTRE (Strabane Area Plan 1986-2001 Policies Map) | £0.0 | £0.0 | £0.1 | £6.0 | £0.2 | ${ }^{\text {f0. } 1}$ | 0.0 | 6.5 | ${ }^{\text {f0. }} 0$ | £0. 0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {E52.6 }}$ |
| ASDA, Branch Road, Strabane | £0.0 | £0.0 | £0.0 | £3.1 | f0. 1 | ${ }^{\text {f0. }} 1$ | £0.0 | 3.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {E45. }} 8$ |
| 'celand, Railway Street | £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 | f1.8 |
| Local Shops Strabane TC | £0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {f1. }} 1$ | f0. 1 | £0.0 | f0.0 | 1.4 | f0.0 | ${ }^{\text {f0. }}$ | ¢0.0 | f0.0 | 0.0 | f14 |
| Supenalu, Main Street | £0.0 | ¢0.0 | ¢0.1 | $\mathrm{fx}^{1.6}$ | £0.0 | £0.0 | ¢0.0 | 1.7 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | f3.6 |
| outofcentre | £0.0 | £0.3 | £0.2 | £4.3 | f0.0 | £0.0 | £0.2 | 5.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f12.0 |
| Costcutter, Ballycolman Avenue | £0.0 | £0.0 | £0.0 | $\mathrm{f}_{0.5}$ | f0. 0 | £0.0 | ¢0.0 | 0.5 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢0.5 |
| Lad, Bradley Way | £0.0 | £0.3 | £0.2 | ${ }^{19} 2$ | £0.0 | f0.0 | £0.0 | 1.7 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | f8.2 |
| Spar, Deny Road | £0.0 | £0.0 | £0.0 | ${ }^{61.5}$ | f0.0 | £0.0 | ¢0.0 | 1.5 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f1.6 |
| Spar, Fountain Street | £0.0 | £0.0 | £0.0 | £0.2 | f0.0 | £0.0 | £0.0 | 0.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.2 |
| Soar, Umey Road | £0.0 | £0.0 | £0.0 | £0.9 | £0.0 | £0.0 | ¢0.2 | 1.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | 0.0 | f1.6 |
| Stabane other | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢0.0 |
| Spar, Bemhill Road, Atitigavan | £0.0 | £0.0 | £0.0 | £0.6 | £0.0 | f0.0 | ¢0.2 | 0.8 | f0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | f0.8 |
| OTHER | £0.0 | £0.0 | £.0 | £3.6 | f0.0 | £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 | ${ }_{\text {f14.5 }}$ | f0. 2 | $\mathrm{f}^{1} 1$ | £0.4 | 15.9 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | 0.0 | £68.7 |
| 20NE 5-CASIIDERG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CASIEDERG TOUN CENIRE (as defined by Stabane Area Plan 1986-2001) | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {¢0.0 }}$ | £0.4 | f3. 7 | f0.0 | £0.2 | 4.3 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{0} 0$ | ${ }^{515.3}$ |
| Coop, High Street | £0.0 | £0.0 | £0.0 | f0.2 | £0.8 | £0.0 | f0.0 | 1.1 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | E3.5 |
| Spar, Dergvalley Shopping Centre | £0.0 | ¢0.0 | £0.0 | £0.0 | ${ }_{\text {f1. }} 8$ | £0.0 | 60.2 | 1.9 | f0.0 | $\mathrm{fo}^{0} 0$ | £0.0 | f0.0 | 0.0 | f5.9 |
| Vivo Xtra, William Street | £0.0 | £0.0 | £0.0 | £0.2 | ${ }^{61.1}$ | £0.0 | £0.0 | 1.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 65.9 |
| castiedrg outof centre | £0.0 | f0.0 | £0.0 | £0.0 | ${ }_{\text {f1. }} 6$ | £0.0 | f0.0 | 1.6 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | 52.1 |
| Costcutter, Castefin Road | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }} 5$ | £0.0 | ¢0.0 | 0.5 | f0.0 | £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 | f0.0 | f0.0 | ¢0.6 | £0.0 | £0.0 | 0.6 | £0.0 | £0. 0 | £0.0 | £0.0 | 0.0 | ¢0.8 |
| ZOne 5 Ttota | £0.0 | £0.0 | £0.0 | f0.4 | ${ }^{55.3}$ | £0.0 | f0.2 | 5.9 | f0.0 | £0. | £0.0 | £0.0 | 0.0 | E17.4 |
| 20NE 6-CLAUDY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| claudr vilugee centre | £0.0 | £0.0 | £.0 | £0.0 | £0.0 | ${ }_{\text {f1. }} 1$ | £0.0 | 1.1 | ${ }^{\text {f0. }}$ | £0.0 | £.0 | £0.0 | 0.0 | E3.2 |
| Centra, Claudy | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | ${ }_{\text {f1. } 11}$ | £0.0 | 1.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f2.6 |
| Costcutter, Main Street | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ¢0.0 | 0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | ${ }^{60.3}$ |
| Spar, Main Street, Claudy | £0.0 | £0.0 | £0.1 | £0.2 | £0.0 | f1.0 | £0.0 | 1.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 51.9 |
| Spar, Main Street, Feeny | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.9 | £0.0 | 0.9 | £0.0 | £0. 0 | ¢0.0 | £0.0 | 0.0 | 51.3 |
| Spar, Main Street, Dungiven | £0.0 | £0.0 | £.0 | £.0 | f0.0 |  | £0.0 | 0.5 | £0.0 | f0.0 | £.0 | £0.0 | 0.0 | f1.5 |
| Supervalu, Gavagh Rd, Dungiven | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f2. 2 | ¢0.0 | 2.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f6. 2 |
| Local Shops, Dungiven town centre | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{61.1}$ | ¢0.0 | 1.1 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | 0.0 | 51.8 |
| Otherzone 6 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.9 | £0.0 | 0.9 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f1.0 |
| zone 6 total | £0.0 | £0.0 | £0.1 | f0.2 | £0.0 | ¢7.6 | £0.0 | 8.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢16.5 |

TABLE 5a:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2018


Note.
Tunover calculated by applying market shares (Table 4) to
availiable expenditiure (Table 3a)

DERRY CITT AND STRABANE DIIRIICTCOUNCIL
TABLE 5a:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2018


[^0]TABLE 5b:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2022

| STORECENTE | HRSTCHOICE MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | StCOND CHOIC E MAIN FOOD SHOPPNG |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  | $\begin{aligned} & \text { ZONESE 1-7 } \\ & \text { TOTTAL } \end{aligned}$ | remalindr of sudy area |  |  |  | ZONESE. 11 <br> TOTAL | councilarea |  |  |  |  |  |  | $\begin{gathered} \text { ZONESES.7.7 } \\ \text { TOTTAL } \end{gathered}$ | remainderof study area |  |  |  | $\underset{\substack{\text { ZONESE. } \\ \text { TOTAL }}}{\substack{\text { In }}}$ |
|  | 1 | 2 | 3 | 4 | 5 | $6 \quad 7$ |  |  |  | 9 | 10 |  |  | 1 | 2 | 3 | 4 | 5 | $6 \quad 7$ |  |  | 8 | 9 | $10 \quad 11$ |  |  |
|  | 136.9 | 69.5 | ${ }_{17}^{35.9}$ | 60.4 | 18.7 | 29.7 | 44.5 | 395.7 | 52.3 | 91.3 | 92.5 | 58.0 | 29.1 | 136.9 | 69.5 | 35.9 | 60.4 | 18.7 | 29.7 | 44.5 | 395.7 | 52.3 | ${ }^{91.3}$ | 92.5 | 58.0 | 294.1 <br> 61.8 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Plan Poposals Map) | f30 | $\pm 4.7$ | ${ }_{51.6}$ | 60.2 | f0.0 | 60.7 | f0.0 | ${ }^{638.1}$ | ${ }^{\text {f0.0 }}$ | ${ }^{53.5}$ | f0.0 | f0.0 | 3.5 | f11.9 | 52.0 | 60.7 | ¢0.3 | ¢0.0 | ${ }^{\text {¢ }}$. 1 | 60.1 | 15.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | 0.0 |
| Iceland, Foyleside Shopping Centre | £1.7 | f0.0 | f0.5 | f0.0 | f0.0 | f0. 1 | f0.0 | 52.3 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | ${ }^{\text {f0. }}$ | f0.1 | f0. 1 | f0.0 | f0.0 | £0.1 | £0.0 | 0.5 | f0.0 | £0.0 | £.0 | £0.0 | 0.0 |
| M + S Simply Food, foyleside Shopping Centre | £0.6 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | f0.6 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | f0.0 | 0.0 | ${ }^{1} 1.2$ | f0. 3 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | 1.5 | f0.0 | £0.0 | f0.0 | £0.0 | 0.0 |
| Sainsturs, Strand Road | £22.8 | £4.3 | f1.1 | f0. 2 | f0.0 | f0.5 | £0.0 | f28.9 | f0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ¢7.5 | ${ }^{61.5}$ | £0.6 | f0. 3 | f0.0 | f0.0 | f0.1 | 10.1 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | 0.0 |
| Supenalu, Meadowbank Court, Strand Rd | ${ }^{\text {f1.1 }}$ | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ${ }^{61.1}$ | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | 0.0 | ${ }^{6} 0.8$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.8 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | 0.0 |
| Supervalu, Waterloo Place | ${ }_{51.0}$ | £0.3 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {¢0.0 }}$ | ${ }_{\text {f12, }}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {£0.0 }}$ | 0.0 |
| Tesco, Quayside Shopping Centre Other | ${ }_{\substack{\text { ¢3.7 } \\ \text { f0. }}}$ |  | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | fo. ${ }_{\text {f0. }}^{\text {f0. }}$ | $\underset{\substack{\text { f0. } \\ \text { f0. }}}{ }$ | f0.0 | ${ }_{\text {fan }}^{\text {f3. }}$ | $\mathrm{c}_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ${ }_{\text {f }}^{\substack{\text { f. } \\ \text { 0. }}}$ | f0.0 f0. | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | 3.5 0.0 | ${ }_{\text {fli. }}^{\text {f0. }}$ | f0.0 f0. | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ¢0.0 | ¢0.1 | f0.0 f0.0 | ${ }_{0.3}^{1.8}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | $\underset{\substack{\text { f0.0 } \\ \text { f0. }}}{\text { ¢ }}$ | $\mathrm{f}_{\substack{\text { f0. } \\ \text { f0. }}}$ | ¢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 | ${ }^{\text {f0.0 }}$ |  |  | f0.0 | £0.0 | £0.0 | 0.0 |
| NORRHIDE DIITRCTCENTIE | ${ }_{50.0}^{\text {¢0. }}$ | ${ }_{50.0}^{\text {¢0, }}$ | ${ }_{50.2}^{\text {f0. }}$ | ${ }_{50.0}^{\text {f0. }}$ | ${ }_{50.0}^{600}$ | $\underbrace{}_{\text {¢0. }}$ | $\pm 0.0$ | ${ }_{\text {f0.2 }}^{\text {f0.2 }}$ | ${ }_{50.0}$ | £0.0 | ${ }^{0.0}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | 0.0 | ¢0.0 | ${ }_{50.0}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f00 }}$ | $\underbrace{}_{\text {¢0. }}$ | ¢0.0 | ${ }^{0.0}$ | 0.0 | ${ }_{50.0}^{600}$ | ${ }_{50.0}^{\text {f0. }}$ | ${ }_{\text {f0.0 }}$ | £0.0 | 0.0 |
| Superalu, Glengalliagh Road | £0.0 | £0.0 | £0.2 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.2 | £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 |
| RATH MORDISITICTCENITE | 51.7 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 51.7 | £0.0 | f0.0 | f0.0 | $\mathrm{fog}^{0}$ | 0.0 | ${ }^{6} 0.8$ | f0.0 | f0.1 | £0.0 | £0.0 | f0.0 | f0.0 | 0.8 | £0.0 | f0.0 | f0.0 | £0.0 | 0.0 |
| costcutter | ¢1.7 | £0.0 | ¢0.0 | $\mathrm{f}_{0} 0$ | ¢0.0 | £0.0 | £0.0 | 15.7 | £0.0 | ¢0.0 | £0.0 | $\mathrm{f}_{0} 0$ | 0.0 | ${ }^{\text {¢ }} 8.8$ | ${ }^{\text {f0.0 }}$ | ¢0.1 | £0.0 | £0.0 | ¢0.0 | f0.0 | 0.8 | £0.0 | £0.0 | f0.0 | ¢0.0 | 0.0 |
| Spring toun distrctcenime | f1.0 | ${ }^{50.6}$ | ¢0. 2 | £0.0 | ¢0.0 | £0.0 | 50.0 | 51.7 | £0.0 | ¢0.0 | ${ }_{\text {f1. }} 8$ | $\mathrm{fog}^{0}$ | 1.8 | ${ }^{\text {f0. }} 5$ | ${ }^{\text {f0.4 }}$ | f0.1 | f0.0 | ¢0.0 | ¢0.0 | f0.0 | 1.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{50.8}$ | ¢0.0 | 0.8 |
| Dunnes | £1.0 | £0.6 | £0.2 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }_{51.7}$ | £0.0 | £0.0 | $\mathrm{fx}_{1.8}$ | £0.0 | 1.8 | ${ }^{\text {f0. }}$ | £0.4 | f0. 1 | £0.0 | £0.0 | ¢0.0 | £0.0 | 1.0 | £0.0 | ¢0.0 | ¢0.8 | е0.0 | 0.8 |
| MAIN FOODSTORES (OUTIIDE OF LONDONDERRY/DERRY CTIT CENTRE, DISTICTCENTRES\&LOCALCENIRES | f15.3 | f1.6 | f13 | ¢0.0 | £0.0 | ¢0.4 | 50.0 | ${ }^{\text {f18.6 }}$ | 0.0 | ¢0.7 | ¢0.6 | ¢0.0 | 1.2 | ¢4.3 | ¢0.3 | ¢0.6 | £.0 | £0.0 | ¢0.2 | ¢0.0 | 5.3 | f0.0 | f0.3 | ¢0.3 | £0.0 | 0.5 |
| Costcutter, Beechwood Avenue | £0.7 | $\mathrm{fog}^{0}$ | f0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.7 | ¢0.0 | £0.0 | ¢0.6 | ¢0.0 | 0.6 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | 0.0 | £0.0 | $\mathrm{f}_{0} 0$ | f0.3 | £0.0 | 0.3 |
| Iceland, Buncrana Road | £4.3 | f0.2 | £0.0 | £0.0 | f0.0 | £0.4 | £0.0 | ¢4.9 | £0.0 | £0.7 | f0.0 | £0.0 | 0.7 | ${ }^{61.1}$ | £0.1 | £0. 1 | £0.0 | £0.0 | £0.1 | f0.0 | 1.4 | £0.0 | ${ }^{\text {f0. }}$ | $\mathrm{fo}^{\text {¢ }} 0$ | £0.0 | 0.3 |
| Lid, Buncrana Road | £9.1 | $\mathrm{fl}^{1} .3$ | f1.1 | f0.0 | £0.0 | £0.0 | £0.0 | f11.5 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £2.6 | f0.1 | £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 | f0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Mace, Clooney Terace | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | f0. 0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 |
| Mace, Messines Terace | £0.0 | £0.0 | £0.2 | £0.0 | £0.0 | £0.0 | £0.0 | f0.2 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f0.0 | f0.0 | f0. 1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.1 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | 0.0 |
| Spar, Creggan Road | ${ }^{\text {f0.0 }}$ | £0.0 | ¢0.0 | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {fo. }}$ | $¢_{\text {¢0. }}$ | f0.0 | ${ }_{600}^{60.0}$ | ${ }_{\text {¢0. }}$ | $¢_{\text {¢0. }}$ | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {¢0. }} 0$ | 0.0 | ${ }_{\text {fo. }}$ | ${ }^{\text {¢0.0 }}$ | ${ }_{\text {¢0. }}^{60}$ | ${ }^{\text {¢0. }} 0$ | ¢0.0 |  | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | 0.0 | ${ }_{\substack{\text { f0. } \\ 600}}$ | ¢0.0 | ¢0.0 | ¢0.0 | 0.0 |
| ( Spar, Parat Avenue ${ }_{\text {a }}$ Supenalu, Greenhaw Road | ¢ $\begin{gathered}\text { ¢0.0 } \\ \text { 1.3 }\end{gathered}$ | ${ }_{\substack{\text { fo. } \\ \text { ¢0. }}}$ | $\underset{\text { f0.0 }}{\text { f0. }}$ | ${ }_{\substack{\text { fo. } \\ \text { ¢0. }}}^{\text {¢ }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ |  | ${ }_{\substack{\text { ¢0.0 } \\ \text { ¢0.0 }}}$ | ${ }_{\text {f1.3 }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | $\underset{\substack{\text { f0.0 } \\ \text { f0. }}}{\text { con }}$ | ${ }_{\substack{\text { f0. } \\ \text { ¢0. }}}^{\text {cos }}$ | 0.0 0.0 |  |  | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ |  |  |  |  | 0.0 0.5 | ${ }_{\substack{\text { fo. } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0. } \\ \text { ¢0. }}}$ | ${ }_{\substack{\text { f0. } \\ \text { ¢0.0 }}}$ | ${ }_{\text {¢0.0 }}^{\text {¢0.0 }}$ | 0.0 0.0 |
| other | ¢0.6 | ¢0.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f1.0 | £0.0 | £0.0 | £.0 | £0.0 | 0.0 | 0.3 | ¢0.3 | £0.0 | £0.1 | £0.0 | £0.0 | f0.0 | 0.7 | £0.0 | £0.0 | ${ }_{\text {f0. }}$ | £0.0 | 0.0 |
| zone 1 Total | £48.9 | f6.8 | E3.2 | ${ }^{\text {f0. } 2}$ | f0.0 | ${ }^{\text {f1. }} 1$ | f0. 0 | 660.3 | f0.0 | ${ }_{\text {£4. }}$ | ¢2.3 | £0.0 | 6.5 | ${ }^{\text {¢17.4 }}$ | ¢2.6 | ${ }_{\text {f1. }} 4$ | ${ }^{\text {f0. }} 3$ | f0.0 | f0.3 | f0.1 | 22.1 | ${ }^{\text {¢0.0 }}$ | ${ }_{\text {f0. }}$ | ${ }^{\text {f1. }} 1$ | ¢0.0 | 1.3 |
| ZONE 2- DERRY - LoNDONDEREVEAST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| USNageivin districtcenire | ¢9.5 | f19.3 | ¢6. 1 | f0. 3 | £0.0 | ${ }^{114}$ | ¢0.4 | f37.0 | ¢0.0 | $\mathrm{fa}_{0} 0$ | ${ }^{\text {f0. }}$ | f0.0 | 0.0 | ${ }^{55.9}$ | ¢6.9 | ¢2.8 | ¢0.6 | £0.0 | ${ }^{1.2}$ | ${ }^{50.0}$ | 17.5 | ¢0.1 | f0.0 | f0.0 | ¢0.0 | 0.1 |
| Superalu (Lon's's), Lisnagelvin | ${ }^{\text {f1. }} 1$ | ${ }_{\text {f } 2.21}$ | £0.2 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {E }} 3.5$ | f0.0 | ${ }^{\text {£0. }}$ | £0.0 | £0.0 | 0.0 | ${ }^{60.5}$ | ${ }^{\text {f0. }} 8$ | £0.1 | £0.0 | £0.0 | ¢0.0 | £0.0 | 1.4 | £0.0 | £0.0 | £0.0 | ${ }^{\text {¢ }} 00$ | 0.0 |
| Tesco, Lisnagelvin | ${ }^{\text {¢ } 8.4}$ | ${ }_{\text {f17. }} 1$ | ¢5.9 | $\mathrm{fo}^{6}$ | ¢0.0 | f1.4 | ¢0.4 | ${ }^{533.5}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }_{65.5}$ | ¢6. 1 | f2. 7 | £0.6 | £0.0 | f1.2 | £0.0 | 16.1 | £0.1 | f0.0 | £0.0 | £0.0 | 0.1 |
| crescentunk localcentre | $\pm 4.7$ | ${ }^{\text {¢ }}$. 1 | £0.6 | ¢0.5 | £0.0 | £0.0 | ¢0.0 | ${ }^{9} 9.8$ | ¢0.0 | f0.0 | ${ }^{\text {f.0 }}$ | f0.0 | 0.0 | f3.4 | ¢2. 4 | f0.4 | £0.2 | £0.0 | ¢0.1 | ${ }^{\text {f0.0 }}$ | 6.5 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | 0.0 |
| M + S Simply Food | ${ }^{\text {f1.3 }}$ | £0.9 | £0.2 | f0.5 | f0.0 | £0.0 | £0.0 | f2.8 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ${ }_{\text {f1. }}$ | £0.8 | £0. 3 | f0. 2 | £0.0 | ¢0.1 | $\mathrm{fo}^{\text {¢ }} 0$ | 2.9 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Tesco Express | ${ }^{\text {£ } 3.4}$ | f3. $^{1}$ | f0.5 | £0.0 | f0.0 | £0.0 | ¢0.0 | ¢7.0 | f0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ${ }^{1} 1.9$ | ${ }^{61.6}$ | f0. 1 | £0.0 | £0.0 | ¢0.0 | £0.0 | 3.7 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| MAIN FOODSTORES (OUISIDE OF LONDONDERRY/DERRY CTTY | £0.0 | f1.2 | ¢0.2 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | f1.4 | ¢0.0 | f0.0 | £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 | f0.0 | 0.0 |
| Centa, Trench Road SC | £0.0 | f0.6 | f0. 2 | f0.0 | f0.0 | f0.0 | f0.0 | f0.8 | f0.0 | £0.0 | f0.0 | £0.0 | 0.0 | f0.0 | f0.4 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | 0.4 | f0.0 | £0.0 | £.0 | £0.0 | 0.0 |
| Cosscutter, Crescent Link | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | f0. 0 | f0.0 | £0.0 | 0.0 | ${ }_{\text {f0. }}$ | f0.1 | f0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | 0.1 | f0.0 | £0.0 | £.0 | £0.0 | 0.0 |
| Spar, Church Bre (Tullyally SC) | £0.0 | f0. 2 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | $\mathrm{f}_{0} \mathrm{O}^{2}$ | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | 0.0 | £0.0 | f0.0 | £0.0 | £0.0 | 0.0 |
| Spar, Rossdowney Park | £0.0 | f0.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0.0 }}$ | £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 | f0.3 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ${ }^{0.3}$ | £0.0 | £0.0 | £.0 | £0.0 | 0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | 0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 |
| Supenalu, Duncastle Rd | £0.0 | f0.3 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.3 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo}^{\text {0.0 }}$ | 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 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0.0 }}$ | £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 | £14.2 | £24.8 | £6.9 | ¢0.8 | £0.0 | ${ }_{\text {f1. }}$ | £0.4 | $\pm 48.5$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢9.4 | ¢9.9 | £3.2 | £0.8 | £0.0 | ${ }_{\text {f1. }}$ | £0.0 | 24.6 | £0.1 | £0.0 | £0.0 | £0.0 | 0.1 |

## TABLE 5b:

CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2022

| SIORECEENTRE | TOPUP FOODSHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | T0tal |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | $\begin{aligned} & \text { ZONEST1-7 } \\ & \text { TOTAL } \end{aligned}$ | remalindr of suor area |  |  |  | $\begin{gathered} \text { ZONES } 8.11 \\ \text { OTALL } \end{gathered}$ |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | . | 9 | 10 | 11 |  |  |
| (fm) | ${ }_{4}^{1369}$ | ${ }_{208}^{69.1}$ | ${ }^{35.5}$ | ${ }^{59.8}$ | ${ }_{5}^{18.6}$ | 29.4 | ${ }_{\text {4 }}^{43.7}$ | ${ }^{3930}$ | ${ }_{127} 5$ | ${ }_{274}^{97.3}$ | ${ }_{278}$ | $\stackrel{58.0}{17.0}$ | ${ }_{892}^{2941}$ |  |
| ZONE 1- DEREY - LONDONDERRY WEST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DERRY CENIRALAREA (as d Local Plan Proposals Map) | f11.8 | f2. 2 | ${ }^{\text {f0. }} 3$ | f0.0 | $\mathrm{fo.0}^{0}$ | £0.0 | ${ }^{\text {f0. }} 0$ | 14.3 | 0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | 589.5 |
| 'celand, Foyleside Shopping Centre | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f0.0}^{0}$ | 0.0 | E.3.4 |
| M + S Simply Food, Foyleside Shopping Centre | ${ }_{\text {f1. }}$ | £1.1 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | 2.3 | f0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | 0.0 | 65.9 |
| Sainsturs, Strand Road | ${ }^{\text {f5. }}$. 4 | f0.5 | f0. 1 | f0.0 | f0.0 | £0.0 | f0.0 | 6.0 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | $\mathrm{Es5.1}^{\text {c }}$ |
| Supenalu, Meadowbank Court, Strand Rd | ${ }^{\text {f1.1 }}$ | $\mathrm{f}^{\text {¢0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 1.1 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | ${ }^{53.8}$ |
| Superalu, Waterloo Place | ¢0.9 | £0.3 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {¢0. }} 0$ | 1.2 | $\mathrm{fo}^{\text {¢0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | ${ }_{5}^{625}$ |
| Tesco, Quayside Shopping Centre | ${ }^{10.6}$ | £0.0 | f0. 1 | f0.0 | f0.0 | £0.0 | f0.0 | 0.7 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{615.3}$ |
| Other | £2. 7 | £0.3 | £0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | 3.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{63.5}$ |
| NORTHIDE DISIRICTCENTIE | ¢0.0 | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | 0.0 | f0.0 | f0.0 | £0.0 | $\mathrm{f0.0}^{0}$ | 0.0 | f0.2 |
| Supenalu, Glengalligh 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 | ${ }^{6} 0.2$ |
| RATH MORDIITRICTCEENTIE | ${ }^{61.2}$ | f0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | 1.2 | f0.0 | f0.0 | £0.0 | f0.0 | 0.0 | ${ }^{\text {¢ }}$ 4.6 |
| Costcutter | ${ }^{\text {f1. }} 1$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 1.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {E4.6 }}$ |
| SRRNGTOUN DISTRCTCENTRE | ${ }^{61.1}$ | f0.3 | £0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | 1.3 | f0.0 | f0.0 | £0.0 | 50.0 | 0.0 | 99.3 |
| Dunnes | ${ }^{\text {f1. }} 1$ | $\mathrm{f}^{\text {¢ }} 3$ | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | 1.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢9.3 |
| MAIN FOODSTORES (OUISIDE OF LONDONDERRY/DERRY CITY | £15.6 | ${ }^{\text {e3, }} 3$ | ¢0.1 | £0.0 | ¢0.0 | ¢0.1 | £0.2 | 19.3 | £0. | ¢0.4 | £0.0 | f0.0 | 0.4 | ${ }^{\text {E51 }}$ |
| Costcutter, Beechwood Avenue | ${ }^{\text {f2. }} 1$ | £0.3 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 2.4 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | ${ }^{\text {¢ } 4.5}$ |
| Iceland, Buncrana Road | ${ }^{63.1}$ | £0.8 | f0. 1 | f0.0 | ¢0.0 | £0.0 | f0.2 | 4.2 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f13.6 |
| Lid, Buncrana Road | ${ }_{\text {f2. }}^{\text {f2 }}$ | ${ }^{\text {¢0. }} 3$ | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {f0. }}$ | ${ }^{\text {¢0. }}$ ¢ | ¢0. 1 | ${ }^{\text {¢0. }}$ | 2.4 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0.4 }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | 0.4 | ${ }_{50205}^{\text {¢20.5 }}$ |
| Mace, Bishop Street | f0.6 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{0.6}$ | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{50.6}$ |
| Mace, Clooney Terace | f0.0 | f0. 3 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | 0.3 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | 0.0 | f0.3 |
| Mace, Mesines Terace | £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 | ¢0.3 |
| Spar, Creggan Road | ${ }_{\text {f2. }} 5$ | ${ }_{\text {f1. }}^{61}$ | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {f0. }}$ | ${ }^{\text {£0. }}$ | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {£0. }}$ | ${ }^{3.3}$ | ${ }^{\text {f0. }} 0$ | ${ }^{\text {£0.0 }}$ | £0.0 | ${ }^{\text {¢0.0 }}$ | 0.0 | ${ }^{\text {f }}$ 8.3 |
| Spar, ParkAvenue | ¢0.9 | f0. 2 | f0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. } 0}$ | ${ }^{1.1}$ | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | ${ }^{\text {f1. }} 1$ |
| Supenalu, Greenhaw Road | ${ }^{\text {¢ } 4.7}$ | $\mathrm{fo}^{1} 3$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 5.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{6.4}$ |
| other | ¢7.4 | £0.6 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 8.0 | ¢0.0 | £0.0 | £0.0 | $\mathrm{f0.0}^{0}$ | 0.0 | f10.3 |
| zone 1 total | £29.7 | ${ }^{\text {¢5. }} 8$ | f0.4 | f0.0 | f0.0 | f0. 1 | f0.2 | 36.2 | £0.0 | f0.4 | £0.0 | ${ }^{\text {f0. }}$ | 0.4 | ${ }^{\text {f155. } 2}$ |
| ZONE 2- DERRY - LoNDONDERRY EAST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| usnagevin districtientre | ${ }^{\text {f1. }} 6$ | ${ }^{63.7}$ | £0.6 | f0. 3 | f0.0 | $\mathrm{fa.0}^{0}$ | ${ }^{\text {f0. }}$ | 6.3 | f0.0 | f0.0 | £0.0 | ${ }^{50.0}$ | 0.0 | £78.3 |
| Supenalu (Long's) Lisnagelvin | ${ }^{\text {f0.0 }}$ | ${ }^{61.1}$ | f0.0 | f0. 0 | £0.0 | f0.0 | £0.0 | 1.1 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | 0.0 | ${ }^{67.4}$ |
| Tesco, Lsinagelvin | ${ }^{\text {f1.6 }}$ | £2.6 | £0.6 | f0. 3 | £0.0 | £0.0 | f0.0 | 5.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | $\pm 70.9$ |
| Crescentunklocalcenire | ${ }^{61.1}$ | ¢4.9 | ¢0.9 | f0.4 | ¢0.0 | £0.3 | f0.0 | 7.6 | f0.0 | f0.0 | £0.0 | 50.0 | 0.0 | $\pm 30.5$ |
| M+S Simply food | ${ }^{\text {f1.1 }}$ | £2.7 | f0.4 | £0.4 | ¢0.0 | f0. 1 | £0.0 | 4.7 | f0. 2 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | 0.2 | f13.2 |
| Tesco Express | ${ }^{\text {f0.0 }}$ | £2. 2 | £0.6 | £0.0 | £0.0 | £0.2 | ¢0.0 | 2.9 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{517} 3$ |
|  | ¢0.0 | 63.3 | 60.7 | ¢0.0 | ¢0.0 | 60.1 | ¢0.0 | 4.1 | f0.0 | f0.0 | ¢0.0 | f0.0 | 0.0 | ¢5.5 |
| Centra, Tench Road SC | ${ }^{\text {f0. }}$ | f1.9 | £0.5 | £0.0 | £0.0 | f0.0 | £0.0 | 2.4 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | ¢4.0 |
| Costcutter, Crescent Link | ¢0.6 | £0.2 | f0.3 | f0.0 | f0.0 | f0.0 | f0.0 | 1.1 | f0.0 | £0.0 | f0.0 | $\mathrm{f}_{0} 0$ | 0.0 | f1.3 |
| Spar, Church Brae (Tullyaly SC) | ${ }^{\text {f0.0 }}$ | f0. 2 | f0.3 | f0.0 | f0.0 | f0. 1 | f0.0 | 0.6 | f0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | 0.0 | ${ }^{\text {f0. }} 8$ |
| Spar, Rossdowney Park | £0.0 | ${ }_{\text {f1. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 1.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f1. }}$ |
| OTHER | £0.0 | $\mathrm{fx}_{1.0}$ | £0.3 | f0.4 | £0.0 | £0.0 | £0.0 | 1.6 | £0.0 | £0.0 | £0.0 | $\mathrm{f0.0}^{0}$ | 0.0 | f2. 0 |
| Superalu, Duncastle Rd | ${ }^{60.0}$ | f0. 2 | $\mathrm{fo}^{1}$ | £0.0 | ¢0.0 | £0.0 | ¢0.0 | 0.4 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | 0.0 | ${ }^{60.7}$ |
| 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 | ${ }^{61.3}$ |
| ZONE 2 Ttal | ${ }_{\text {f3. }}$ | f13.2 | ${ }_{\text {f2. }}$ | f1.1 | £0.0 | f0. 4 | f0.0 | 20.8 | f0.2 | £0.0 | £0.0 | f0.0 | 0.2 | f118.5 |

TABLE 5b:
CONVENIENCE

## GOODS TURNOVER, BY

ZONE, 2022

| STORECENTE | HRSTCHOICE MAIN FOOD SHOPPNG |  |  |  |  |  |  |  |  |  |  |  |  | StCOND CHOICE MAIN FOOD SHOPPNG |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councliarea |  |  |  |  |  |  | $\text { ZONES } 1-7$TOTAL | remainder of study area |  |  |  | $\begin{aligned} & \text { ZONES8.11 } \\ & \text { TOTAL } \end{aligned}$ | councilarea |  |  |  |  |  |  | ZONES 1-7 TOTAL | remainderof study area |  |  |  | ZONES 8-11 TOTAL |
|  |  | 2 | 3 | 4 | 5 | $6 \quad 7$ |  |  |  | , | $10 \quad 11$ |  |  | $\underline{1}$ | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | $10 \quad 11$ |  |  |
| ${ }_{(\text {(fm) }}^{(\text {mm) }}$ | ${ }^{136.9}$ | ${ }_{34.1}^{69.5}$ | 35.9 17.6 | ${ }_{\text {cosen }} \mathbf{6 0 . 4}$ | ${ }_{9.2}^{18.7}$ | 29.7 14.6 | ${ }_{21.8}^{44.5}$ | 305.7 193.9 | 52.3 25.6 | 91.3 44.7 | ${ }_{45.3}^{92.5}$ | ${ }_{28.4}^{58.0}$ | ${ }_{144.1}^{204.1}$ | 136.9 28.8 | ${ }_{14.6} \mathbf{6 9 . 5}$ | 35.9 7.5 | ${ }_{12.7}^{60.4}$ | 18.9 <br> .9 | ${ }_{6.2}^{29.7}$ | ${ }_{9.3}^{44.5}$ | ${ }_{83.1}^{395.7}$ | 52.3 11.0 | ${ }_{19.2}^{91.3}$ | 92.5 19.4 | ${ }_{12.2}^{58.0}$ | ${ }_{6}^{29.1}$ |
| ZONE 3- EGUINTON |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops Dumahoe | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | 0.0 | ${ }^{\text {¢0.0 }}$ | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Superalu, Main Street | ${ }^{\text {f0. }} 0$ | £0.0 | f2. 4 | £0.0 | £0.0 | £0.1 | £0.0 | f2. 5 | £0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | £0.0 | £0.0 | £0.7 | f0.0 | £0.0 | £0.0 | f0.0 | 0.7 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 |
| other | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 |  | £0.0 | f0.0 | f0.0 | 0.0 | £0.0 | £0.0 | ${ }^{\text {f }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | ${ }^{\text {f }} 00$ | £0.0 | f0.0 | 0.0 |
| zone 3 total | £0.0 | £0.0 | £2.4 | £0.0 | £0.0 | £0.1 | f0.0 | f2. 5 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | ${ }^{\text {£ }} 0$ | £0.0 | £0.7 | f0.0 | £0.0 | £0.0 | £0.0 | 0.7 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| ZONE 4- STRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| STRABANE TOWN CENTRE (Strabane Area Plan 1986-2001 Policies Map) | ${ }^{\text {f1.7 }}$ | f1.1 | £0.9 | £23.0 | ${ }^{1} 1.1$ | £0.5 | £3.0 | ${ }^{631.2}$ | £0.0 | £0.0 | £0.0 | £2.2 | 2.2 | ${ }^{\text {f1.0 }}$ | £0.7 | ¢0.3 | ¢8.6 | ¢0.5 | ¢0.1 | £0.8 | 12.0 | f0.1 | £0.0 | £0.0 | ${ }^{\text {f1.0 }}$ | 1.1 |
| ASDA, Branch Road, Strabane | ${ }_{51.7}$ | ${ }^{1} 1.1$ | £0.9 | £21.4 | ${ }^{1} 1.1$ | f0.5 | £3.0 | £29.6 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{11.3}$ | 1.3 | f1.0 | £0.7 | f0.3 | ¢7.7 | £0.4 | f0. 1 | £0.8 | 11.1 | f0. 1 | £0.0 | £0.0 | ${ }^{\text {f0. }} 8$ | 0.9 |
| Iceland, Railway Street | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | f0.3 | ¢0.0 | £0.0 | ¢0.0 | f0.3 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f1. }} 0$ | 1.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | £0.0 | ${ }^{\text {f0. }} 3$ | $\mathrm{f}^{\mathrm{f}, 0}$ | £0.0 | ¢0.0 | 0.4 | f0.0 | ${ }^{\text {¢ }}$.0 | £0.0 | ${ }^{\text {f0. } 2}$ | 0.2 |
| Local Shops, Strabane TC | ${ }^{\text {f0. }} 0$ | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | f0.0 | ${ }^{\text {¢ }} 0.0$ | £0.0 | f0.0 | £0.0 | 0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 |
| Supevalu, Main Street | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | $\mathrm{f}_{1.3}$ | ¢0.0 | £0.0 | f0.0 | f1.3 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | £0.0 | ¢0.0 | £0.0 | f0.6 | £0.0 | £0.0 | £0.0 | 0.6 | f0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 |
| outofcenire | f0.0 | £0.0 | £0.0 | £4.4 | £0.1 | £0.0 | f0.2 | $\pm 4.7$ | £0.0 | ${ }^{\text {f }}$. 0 | $\mathrm{f}^{\text {¢ }}$. | f0.0 | 0.0 | £0.0 | £0.0 | f0.0 | £2.2 | £0.0 | f0.0 | f0.1 | 2.3 | f0.0 | £0.0 | £.0 | f0.0 | 0.0 |
| Costcutter, Ballycolman Avenue | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {¢0. }} 0$ | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | 0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | ¢0.0 | 0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0.0 }}$ | 0.0 |
| Lall, Bradley Way | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | $\mathrm{E}_{4.1}$ | f0.1 | £0.0 | f0.2 | E4.4 | £0.0 | f0.0 | f0.0 | £0.0 | 0.0 | ¢0.0 | £0.0 | £0.0 | £2.0 | £0.0 | £0.0 | f0.1 | 2.1 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Deny Road | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | 0.0 | £0.0 | ¢0.1 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.1 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | 0.0 |
| Spar, Fountain Street | ${ }^{\text {f0. }} 0$ | ¢0.0 | ${ }_{\text {f0. }}^{60}$ | ${ }_{\text {f0.0 }}^{60 .}$ | f0.0 | ¢0.0 | f0.0 | ${ }_{60.0}^{60 .}$ | $\stackrel{\text { £0.0 }}{ }$ | ¢0.0 | ${ }^{60.0}$ | f0.0 | 0.0 | ${ }_{\text {f0.0 }}$ | ¢0.0 | ${ }_{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0. }}$ | ${ }_{60.0}$ | 0.0 | ${ }^{\text {f0. }}$ | ${ }_{\text {fo. }}{ }^{\text {¢ }}$ | ${ }_{\text {f0. }}^{60}$ | ${ }_{\text {f0.0 }} 0$ | 0.0 |
| Spar, Umey Road | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.3 | £0.0 | £0.0 | £0.0 | f0.3 | £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 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Strabaneother | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | 0.0 | ${ }^{\text {¢ }} 00$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Bemhill Road, Atrigavan | ${ }^{80.0}$ | ¢0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {¢ }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | 0.0 |
| OTHER | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0, }} 3$ | £0.0 | £0.0 | £0.0 | f0.3 | f0.0 | E0.0 | f0.0 | £0.0 | 0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.1 | £0.0 | £0.0 | £0.0 | 0.1 | f0.0 | E0.0 | £0.0 | ¢0.0 | 0.0 |
| ZONE 4-TtTAL | ${ }^{\text {f1. }} 7$ | f1.1 | £0.9 | £27. | f1.2 | f0.5 | ${ }^{\text {e3. }}$ | ${ }^{63.3}$ | £0.0 | £0.0 | £0.0 | E2.2 | 2.2 | ${ }_{\text {f1.0 }}$ | £0.0 | ¢0.3 | £11.0 | ¢0.5 | £0. 1 | f0.9 | ${ }^{13.8}$ | f0. 1 | £0.0 | f0.0 | ¢1.0 | 1.1 |
| Zone 5- CAStIEDERG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CASTLEDERG TOWN CENIRE (as defined by Strabane Area Plan 1986-2001) | £0.0 | £0.0 | £0.0 | £0.0 | ¢7.2 | £0.0 | ¢0.5 | 67.8 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | ¢0.0 | £0.1 | £3.1 | £0.0 | ¢0.2 | 3.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Coop, High Street | £0.0 | £0.0 | £0.0 | £0.0 | f1.4 | £0.0 | f0.2 | 11.6 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.9 | £0.0 | £0.0 | 0.9 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Dergvalley Shopping Centre | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £2.5 | £0.0 | £0.2 | ${ }^{\text {2 } 2.6}$ | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ${ }^{\text {£ }} 00$ | £0.0 | £0.0 | £0.0 | ${ }^{1} 1.2$ | £0.0 | ¢0. 1 | 1.3 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Vivo Xtra, William Street | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £3.3 | £0.0 | f0.2 | ${ }^{6} 3.5$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.1 | ${ }^{11.0}$ | £0.0 | £0.1 | 1.2 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| castiderg outof cenire | ${ }_{\text {f0. }}$ | £.0 | £0.0 | £0.0 | £0.3 | £0.0 | £.0 | ${ }^{60.3}$ | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £.0 | 0.0 | £0.0 | £.0 | £0.0 | f0.0 | f0. 1 | £0.0 | £0.0 | 0.1 | f0.0 | £.0 | £0.0 | $\mathrm{f0.0}^{0}$ | 0.0 |
| Costcutter, Castlefin Road | f0.0 | £0.0 | £0.0 | f0.0 | £0.1 | £0.0 | £0.0 | f0.1 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | 0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | $\mathrm{fa}^{\text {f }} 0$ | 0.0 |
| Mace, Strabane Road | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ¢0.1 | £0.0 | £0.0 | f0.1 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | f0. 1 | £0.0 | £0.0 | 0.1 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| other | £.0 | £0.0 | £0.0 | £0.0 | £0.2 | £0.0 | £0.0 | f0.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £.0 | £.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £.0 | £0.0 | f0.0 | 0.0 |
| zone 5 total | £0.0 | £0.0 | £0. 0 | £0.0 | ${ }_{\text {¢7. }} 6$ | £0.0 | f0.5 | ${ }^{68.1}$ | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0. }}$ | f0.0 | ${ }^{\text {f0, }} 1$ | ¢3.2 | £0.0 | f0.2 | 3.5 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 |
| ZONE 6-CLAUOY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| claudr viluge ceinie | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{1.17}$ | £0.0 | ${ }^{1.17}$ | £.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £.0 | £0.0 | ${ }^{\text {f0. }}$ | £0. 0 | f0.4 | £0.0 | 0.4 | f0.0 | £.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 |
| Centra, Claudy | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | f1.2 | £0.0 | ${ }^{6} 1.2$ | £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 | ${ }_{\text {fo. }} 0$ | ¢0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | 0.0 |
| Costcutter, Main Street | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.3 | £0.0 | f0.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.1 | f0.0 | 0.1 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Main Street, Claudy | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.3 | £0.0 | ${ }^{60.3}$ | £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 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Spar, Main Street, Feeny | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0, }} 3$ | E0.0 | 60.3 | £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 | f0.0 | £0.0 | 0.0 |
| Spar, Main Street, Dungiven | f0.0 | £.0 | £0.0 | £0.0 | £.0 | £0.5 | £.0 | ${ }^{6} 0.5$ | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £.0 | 0.0 | £0.0 | £.0 | £0.0 | f0.0 | £0.0 | £0.5 | £0.0 | 0.5 | f0.0 | £.0 | £.0 | $\mathrm{f0.0}^{0}$ | 0.0 |
| Supervalu, Gavagh Rd, Dungiven | ${ }^{\text {f0. }} 0$ | £0.0 | f0. 3 | £0.0 | £0.0 | £2.8 | f0.0 | ${ }^{6} 3.1$ | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | £0.0 | f0.0 | f0.1 | f0.0 | £0.0 | f0.8 | f0.0 | 0.9 | f0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | 0.0 |
| Local Shops, Dungiven town centre | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.5 | £0.0 | f0.5 | £0.0 | £0.0 | f0.0 | £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 |
| Other Zone 6 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.1 | £0.0 | f0.1 | f0.0 | £0.0 | £0.0 | £0.0 | 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 |
| ZONE 6 Total | £0.0 | £0.0 | £0. 3 | £0.0 | £0.0 | f6.0 | £0.0 | 66.3 | £0.0 | E0.0 | ${ }^{\text {f0. }}$ | £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 | ${ }^{\text {f0.0 }}$ | 0.0 |

TABLE 5b:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2022

| STORECENTE | TOPUPFOODSHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | T0TAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | ZONES 1-7 TOTAL | remainderof stup area |  |  |  | ZONESE. 11TOTAL |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | $10 \quad 11$ |  |  |  |
|  | ${ }_{41.1}^{136.9}$ | ${ }_{20.8}^{69.1}$ | 35.5 10.8 |  | ${ }_{\text {18, }}^{18.6}$ | ${ }_{8.9}^{29.4}$ | ${ }_{13.4}^{43.7}$ | 393.0 118.7 | 52.3 15.7 | ${ }_{27.4}^{97.3}$ | ${ }_{27.8}^{92.5}$ | 58.0 17.4 | ${ }_{88.2}^{29.1}$ |  |
| ZONE 3-EGUNTON |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops Dumahoe | £0.0 | £0.0 | $\mathrm{f1.2}^{2}$ | £0.0 | £0.0 | £0.0 | £0.0 | 1.2 | 0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 51.2 |
| Supenalu, Main Street | f0.0 | £0.0 | ¢3.9 | £0.0 | £0.0 | £0.0 | £0.0 | 3.9 | f0.3 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.3 | ¢7.9 |
| Other | f0.0 | £0.0 | £0.9 | £0.0 | £0.0 | £0.0 | £0.0 | 0.9 | ¢0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢0.9 |
| ZOne 3 total | f0.0 | £0.0 | £3.9 | £0.0 | £0.0 | £0.0 | £0.0 | 3.9 | f0.3 | £0.0 | £0.0 | £0.0 | 0.3 | ${ }_{\square} 9.9$ |
| ZONE4- STRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| STRABANE TOWN CENIRE (Strabane Area Plan 1986-2001 Policies Map) | £0.0 | f0.0 | ${ }^{\text {¢0. }}$ | ${ }^{\text {¢6. }}$ | £0.2 | £0.1 | £0.0 | 6.5 | £0.0 | £0.0 | £0.0 | 0.0 | 0.0 | ${ }^{\text {f67.4 }}$ |
| ASDA, Branch Road, Strabane | f0.0 | £0.0 | £0.0 | £3.2 | f0.1 | £0.1 | £0.0 | 3.4 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }_{558.6}$ |
| 'celand, Railway Street | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{63.2}$ |
| Local Shops, Strabane TC | f0.0 | £0.0 | £0.0 | $\mathrm{fx}_{1.3}$ | £0.1 | £0.0 | £0.0 | 1.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 11.4 |
| Supenalu, Main Street | f0.0 | £0.0 | f0. 1 | ${ }_{\text {f1. }}$ | £0.0 | ¢0.0 | £0.0 | 1.7 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | E4.2 |
| outofcenire | £.0 | £0.3 | £0. 2 | £4.4 | £.0 | £.0 | £0.2 | 5.1 | £0.0 | £.0 | £.0 | ${ }^{\text {f0. }}$ | 0.0 | $\pm 14.4$ |
| Costcutter, Ballycolman Avenue | f0.0 | £0.0 | £0.0 | $\mathrm{fo.}^{\text {¢ }}$ | £0.0 | £0.0 | £0.0 | 0.5 | ¢0.0 | £0.0 | £0.0 | $\mathrm{fo}^{\text {f0 }}$ | 0.0 | $\mathrm{E}_{6} .5$ |
| Lidl, Bradley Way | f0.0 | £0.3 | f0. 2 | $\mathrm{fl}^{2}$ | £0.0 | £0.0 | ¢0.0 | 1.8 | £0.0 | £0.0 | ¢0.0 | f0.0 | 0.0 | f10.4 |
| Spar, Deny Road | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {¢0. }} 0$ | ${ }_{\text {f1.6 }}$ | £0.0 | £0.0 | £0.0 | 1.6 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | ${ }_{6} 1.8$ |
| Spar, Fountain Street | ${ }^{\text {¢0.0 }}$ | £0.0 | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {¢0. } 2}$ | £0.0 | £0.0 | ${ }^{\text {¢0.0 }}$ | 0.2 | £0.0 | £0.0 | ${ }^{\text {£0.0 }}$ | ${ }^{\text {f0.0 }}$ | 0.0 | ${ }_{60.2}^{60.2}$ |
| Spar, Umey Road | f0.0 | £0.0 | £0.0 | £0.9 | £0.0 | £0.0 | £0.2 | 1.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | $f 1.8$ |
| strabaneother | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | ¢0.0 |
| Spar, Beryhill Road, Atigarvan | f0.0 | £0.0 | £0.0 | $\mathrm{f}^{0.6}$ | £0.0 | £0.0 | £0.2 | 0.8 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{50.8}$ |
| 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 | f0.0 | £0.3 | £0. 3 | £14.7 | £0.2 | £0.1 | £0.4 | 16.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | 885.4 |
| ZONE 5-CASILDERG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CASILEDERG TOUN CENTRE (as defined by Strabane Area Plan 1986-2001) | £0.0 | £0.0 | f0. 0 | ${ }^{\text {f0. }} 4$ | ${ }^{\text {f3. }} 7$ | ${ }^{\text {¢ }}$. 0 | ${ }^{\text {f0. } 2}$ | 4.3 | £0.0 | ${ }^{\text {¢ }} 0$ | £0.0 | ${ }^{\text {f0. }} 0$ | 0.0 | 118.8 |
| Coop, High Street | f0.0 | £0.0 | £0.0 | f0. 2 | f0.8 | £.0 | £0.0 | 1.1 | £0.0 | £0.0 | £.0 | ${ }^{\text {f0.0 }}$ | 0.0 | E4.4 |
| Spar, Dergvalley Shopping Centre | ${ }^{\text {£0.0 }}$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {f1. }} 8$ | £0.0 | £0.2 | 2.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{0.0}$ | 57.2 |
| Vivo Xta, William Street | f0.0 | £0.0 | £0.0 | f0. 2 | ${ }_{61.1}$ | ¢0.0 | ¢0.0 | 1.3 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢7.2 |
| Castiderg outof centre | $\mathrm{f}^{\text {¢ }} 0$ | £0.0 | £0.0 | £0.0 | ${ }_{\text {f1. }} 6$ | £.0 | £0.0 | 1.6 | £0.0 | £0.0 | £.0 | ${ }^{\text {f0. }}$ | 0.0 | f2.3 |
| Costcuter, Castlefin Road | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {¢0. }} 0$ | ¢0.0 | ¢0.5 | £0.0 | £0.0 | 0.5 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{0.0}$ | ${ }^{80.6}$ |
| Mace, Strabane Road | f0.0 | £0.0 | £0.0 | £0.0 | f0.5 | £0.0 | £0.0 | 0.5 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.8 |
| 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 | f0.9 |
| ZOne 5 Total | f0.0 | £0.0 | £0.0 | f0.4 | $\mathrm{f5.3}$ | £0.0 | £0.2 | 5.9 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }_{521.1}$ |
| ZONE 6-CLAUDY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| claudr viluage cenire | $\mathrm{f}^{\text {0.0 }}$ | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{1} 1.1$ | £0.0 | 1.1 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | ${ }^{\text {E. }}$. 6 |
| Centra, Claudy | f0.0 | ${ }^{\text {¢ }} 00$ | £0.0 | £0.0 | £0.0 | f1.1 | £0.0 | 1.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f3.0 |
| Costcutter, Main Street | f0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | f0.4 |
| 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 | 52.1 |
| Spar, Main Street, Feeny | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.9 | 0.0 | 0.9 | £0.0 | £0.0 | f0.0 | 0.0 | 0.0 | 51.3 |
| Spar, Main Street, Dungiven | $\mathrm{f}^{\text {¢ }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.5 | £0.0 | 0.5 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f1.9 |
| Supervalu, Ganagh Rd, Dungiven | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £2.3 | £0.0 | 2.3 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {f0. }} 0$ | 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 | f0.0 | 0.0 | f2.0 |
| Other Zone 6 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.9 | £0.0 | 0.9 | £0.0 | £0.0 | 0.0 | f0.0 | 0.0 | 51.0 |
| zone 6 total | f0.0 | £0. 0 | £0.1 | ${ }^{\text {f0. }}$ | £0.0 | ¢7.7 | £0.0 | 8.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f19.0 |

## TABLE 5b:

CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2022

| STORECENTRE | HRSTCHOICE MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | SECOND CHOICE MAIN FOOD SHOPPANG |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  | $\begin{aligned} & \text { Zones 1-7 } \\ & \text { ToTAPL } \end{aligned}$ | remalindrof sudy area |  |  |  | ZONES 8.11 | councilarea |  |  |  |  |  |  | $\begin{gathered} \text { ZONES 1-7 } \\ \text { OOTAL } \end{gathered}$ | remainder of sudy area |  |  |  | $\begin{gathered} \text { 20Nes } 8.111 \\ \text { TOTAL } \end{gathered}$ |
|  | 1 | 2 | 3 | 4 | 5 | $6 \quad 7$ |  |  | 8 | 9 | $10 \quad 11$ |  |  | 12 |  | 3 | 4 | 5 | , |  |  | 8 | 9 | $10 \quad 11$ |  |  |
|  | 136.9 | 69.5 | 35.9 | 60.4 | 18.7 | 29.7 | 44.5 | 395.7 | 52.3 | ${ }^{91.3}$ | 92.5 | 58.0 | 294.1 | ${ }^{136}$ | 69.5 | 35.9 | 60.4 | 18.7 | 29.7 | 44.5 | 395.7 | 52.3 | 91.3 | 92.5 | 58.0 | 294.1 |
| (fm) | 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 | 28.8 | 14.6 | 7.5 | 12.7 | 3.9 | 6.2 | 9.3 | 83.1 | 11.0 | 19.2 | 19.4 | 12.2 | 61.8 |
| ZONE 7- NEWTOWNSTEWART |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| NEWTOUNSITEWARTTOWN Cenire | ¢0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | f0.0 | f0.9 | ${ }^{50.9}$ | f0.0 | ${ }^{50.0}$ | £0.0 | ¢0.0 | 0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.8 | 0.8 | £0.0 | f0.0 | f0.0 | £0.0 | 0.0 |
| Gallachers Nisa, Main Street | £0.0 | £0.0 | ${ }^{\text {£0. }} 0$ | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.1 | 0.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Spar, Strabane Road | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.9 | $\underline{6} .9$ | f0.0 | f0.0 | ¢0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.7 | 0.7 | £0.0 | f0.0 | f0.0 | ¢0.0 | 0.0 |
| Son mus | ¢0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | ¢0.0 | 0.0 | £0.0 | £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 | f0.0 | f0.0 | $\mathrm{fo.0}^{0}$ | ¢0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | 0.0 |
| Village Stores and senice station | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £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 |
| Other Zone 7 | £0.0 | £0.0 | £0.0 | £.0 | f0.2 | f0.0 | $\mathrm{f0.2}^{2}$ | f0.4 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £.0 | £.0 | 0.0 | £.0 | £0.0 | £.0 | £.0 | £0.0 | £.0 | f0.1 | 0.1 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 |
| Costcutter, Greencastle, Omagh | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0. 0 | f0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | $\mathrm{fo}^{\text {0.0 }}$ | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | f0.0 | 0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | 0.0 |
| Mace, Gotin Road, Omagh | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 | ¢0.0 | f0.0 | £0.0 | $\mathrm{fo}^{\text {¢ }} 0$ | f0.0 | £0.0 | f0.0 | 0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | 0.0 |
| Spar, Gortin Road, Omagh | £0.0 | £0.0 | $\mathrm{fo.0}^{\text {f }}$ | £0.0 | f0.0 | f0.0 | f0.2 | f0.2 | $\mathrm{f}^{\text {f }} 0$ | $\mathrm{fo.0}^{0}$ | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.1 | 0.1 | f0.0 | f0.0 | $\mathrm{fo}^{\text {¢ }} 0$ | £0.0 | 0.0 |
| Spar, Old Mountfield Road, Mullaghmore, Omagh | ${ }^{\text {¢0. } 0}$ | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.4 | f0.4 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢ }}$ ¢0 0 | ${ }^{\text {¢0.0 }}$ | 0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.1 | 0.1 | £0.0 | £0.0 | f0.0 | ${ }^{\text {¢ }} 00$ | 0.0 |
| Spar Plumbridge | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0. 0 | f0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | f0.0 | $\mathrm{f}^{\mathrm{f} .0}$ | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | f0.0 | £0.0 | £0.0 | 0.0 |
| ZONE 7 Total | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.2 | £0.0 | ${ }^{61.8}$ | f2.0 | f0.0 | £0.0 | €0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }_{61.1}$ | 1.1 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | 0.0 |
| ZONE 8 - IMAVADY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| umavadr |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Costcutter, Catherine St | £0.0 | £0.0 | £0.0 | £.0 | f0.0 | f0. 0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £.0 | 0.0 | £.0 | £0.0 | £.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 |
| Lid, Main St, Limavady | £0.0 | £0.0 | £0.2 | £0.0 | f0.0 | f0. 5 | £0.0 | f0.6 | ${ }^{\text {f1. }} 3$ | f0.0 | £0.0 | £0.0 | 1.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.3 | f0.0 | 0.3 | ${ }^{61.2}$ | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | 1.2 |
| Mace, Greystone Road | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ${ }^{60} 3$ | f0.0 | £0.0 | £0.0 | 0.3 | ¢0.0 | £0.0 | £0.0 | f0.0 | ¢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 | f0.0 | f0. 0 | f0.0 | f0.0 | ${ }^{\text {f }}$. 0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f0. 3 | f0.0 | £0.0 | £0.0 | 0.3 |
| Spar, listh Green Street | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | $\mathrm{fog}^{\text {¢ }}$ | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {¢ }} 00$ | 0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Superalu, Marke Street | $\ldots$f0. <br> f0. | fo. ${ }_{\text {f0. }}^{\text {for }}$ | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \text { ¢ }}}$ | f0.0 f0. | fo.4 $\begin{gathered}\text { f0. } \\ \text { for }\end{gathered}$ | fo. $\begin{gathered}\text { f0.0 } \\ \text { f0. }\end{gathered}$ | f0.4 | ${ }_{\text {f1.8 }}^{\text {f1.3 }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \text { ¢ }}}$ | f0.0 f0.0 | ¢0.0 f0.0 | ${ }_{1.3}^{1.8}$ | f0.0 f0.0 | f0.1 | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}^{\text {¢ }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \text { co }}}$ | fo. $\begin{gathered}\text { f0. } \\ \text { for }\end{gathered}$ | ¢0.1 | fo.f0. <br> f0. <br> 0 | 0.3 0.0 | ${ }_{\text {f1. }}^{\text {f0. }}$ | fo. ${ }_{\text {f0. }}^{\text {for }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \hline 0}}$ | f0.0 f0.0 | ${ }_{0.1}^{1.2}$ |
| Tesco Superstore, Main St, Limavady | ${ }_{\text {f0. }}$ | f0.0 | ${ }_{\text {f1 } 1.9}$ | f0.0 | ${ }_{\text {¢0. }}$ | ${ }_{\text {f3 }} \times 0$ | ${ }_{\text {fo. }}$ | ${ }_{\text {¢4. }}^{4}$ | ${ }_{\text {f15.7 }}{ }^{18}$ | ${ }_{\text {f0. }}$ | ¢0.0 | f0.0 | 15.7 | ${ }_{\text {f0.0 }}$ | $\mathrm{f}_{\text {f0. }}$ | $\mathrm{fo}_{\text {f0. }}$ | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f1.4 }}$ | ${ }_{\text {f0. }}$ | 2.1 | ${ }_{\text {f5 } 51}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | f0.0 | 5.1 |
| Local Shops, Limavady town centre | ${ }_{\text {f1. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f1. 0 | ¢0.3 | f0.0 | £0.0 | f0.0 | 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 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | £.0 | 0.0 | £.0 | £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 | $\mathrm{E}_{1.0}$ | £0.0 | f2.0 | f0.0 | f0.0 | ${ }_{\text {f3.8 }}$ | $\mathrm{f0}^{0} 0$ | ${ }^{66.8}$ | £20.6 | £0.0 | £0.0 | £0.0 | 20.6 | $\mathrm{f}_{0} 0$ | 0.0 | ¢0.9 | 0.0 | £0.0 | E1.7 | f0.0 | 2.7 | 8.6 | £0. | ${ }^{\text {f0. }}$ | f0.0 | 8.6 |
| Other | £0.6 | ${ }^{60.3}$ | ${ }^{\text {f1. }} 1$ | ¢0.6 | 50.2 | f1. 1 | f15.5 | f19.5 | £4.2 | $\pm 40.5$ | £42.4 | £26.2 | 113.4 | ¢0.8 | f0.0 | f0.4 | $\mathrm{f}_{6} 1$ | ¢0.1 | ¢0.4 | ${ }^{55.9}$ | 7.8 | 51.6 | ¢18.8 | f18.4 | f11.2 | 49.9 |
| Intemet | ${ }^{\text {f0. }}$ | £0.7 | £0.9 | ${ }^{\text {f0. }} 3$ | f0.1 | f0. 5 | f0. 4 | 52.8 | ${ }^{\text {f }}$. 8 | £0.0 | £0.5 | £0.0 | 1.3 | £0.0 | £0.4 | £0.4 | f0. 1 | £0.0 | £0.2 | f0.2 | 1.3 | ¢0.4 | ¢0. 1 | £0.0 | ¢0.0 | 0.6 |

Tumover calculated by applying market shares (Table 4) to
available expenditure (Table 3a)

## TABLE 5b:

CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2022

| ORE/CENTRE | TOPUPFOODSHOPPANG |  |  |  |  |  |  |  |  |  |  |  |  | T0tal |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  | $\begin{gathered} \text { ZONES 1-7 } \\ \text { TOTAL } \end{gathered}$ | remalindr of sudy area |  |  |  | $\begin{gathered} \text { ZONES } 8.11 \\ \text { TOTAL } \end{gathered}$ |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | $10 \quad 11$ |  |  |  |
|  | 136.9 | ${ }^{69.1}$ | ${ }^{35.5}$ | ${ }^{59.8}$ | ${ }^{18.6}$ | ${ }^{29.4}$ | ${ }^{43.7}$ | ${ }^{393.0}$ | 52.3 | ${ }^{91.3}$ | ${ }^{92,5}$ | ${ }^{58.0}$ | ${ }^{294.1}$ |  |
| (fm) | 4.1 |  | 10.8 | 18.1 | 5.6 | 8.9 | 13.4 | 118.7 |  | 27.4 | 27.8 | 17.4 | 88.2 |  |
| ZONE7- NEWIOWNSIEWART |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| NewTounstiwartioun Cenire | £0.0 | ¢0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | $\mathrm{fog}^{0}$ | $\mathrm{fo.0}^{0}$ | f2. 3 | 2.3 | f0.0 | f0.0 | £0.0 | f0.0 | 0.0 | ${ }^{\text {¢ }}$. 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 | f0.1 |
| Spar, Strabane Road | f0.0 | f0.0 | f0.0 | f0.0 | f0. 0 | f0.0 | f 2.3 | 2.3 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | ${ }^{\text {¢ }}$ 4.7 |
| Sonmiles | £0.0 | £0.0 | f0.0 | $f 1.7$ | f0.0 | $\mathrm{fa}_{0}$ | f0.0 | 1.7 | f0.0 | f0.0 | £0.0 | f0.0 | 0.0 | 51.7 |
| Spar, Mellmount Road | £0.0 | ¢0.0 | £0.0 | ${ }^{1} 1.5$ | £0.0 | ¢0.0 | ¢0.0 | 1.5 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | 0.0 | f1.5 |
| Village Stores and senice station | £0.0 | £0.0 | f0.0 | f0.2 | £0.0 | f0.0 | f0.0 | 0.2 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.2 |
| Other Zone 7 | f0.0 | £0.0 | f0. 0 | f0.0 | £0.0 | f0. 0 | ${ }_{\text {f1. }}$ | 1.8 | f0.0 | £0.0 | £.0 | £0.0 | 0.0 | f2.3 |
| Costcutter, Greencastl, Omagh | £0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.6 | 0.6 | f0.0 | £0.0 | ¢0.0 | f0.0 | 0.0 | f0.6 |
| Mace, Gotin Road, Omagh | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.3 | 0.3 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.3 |
| Spar, Gortin Road, Omagh | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | $f 1.2$ | 1.2 | f0.0 | f0.0 | £0.0 | f0.0 | 0.0 | f1.6 |
| Spar, Old Mountrield Road, Mullaghmore, Omagh | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {¢0. }}$ | £0.0 | ${ }_{\text {f1.4 }}$ | 1.4 | ${ }_{\text {¢0.0 }}$ | £0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0.0 }}$ | 0.0 | ${ }_{60.0}^{50.0}$ |
| Spar Plumbidge | £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 Ttal | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {f1. }} 7$ | £0.0 | £0.0 | ¢8.5 | 10.2 | ¢0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f14.3 |
| ZONE 8- UMAVADY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| umavadr |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Costcutter, Catherine St | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f0.8 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | 0.8 | £0.0 |
| Lod, Main St, Limavady | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f1.0 | f0. 3 | ¢0.0 | f0.0 | 1.2 | E4.9 |
| Mace, Greystone Road | £0.0 | £0.0 | £0.0 | £0.0 | £0. 0 | f0. 0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | $f 0.0$ | 0.0 | ¢0.7 |
| Spar, Anderson Park | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | £2.0 | £0.0 | £0.0 | $\mathrm{fa}_{0} 0$ | 2.0 | f0.3 |
| Spar, lish Green Street | £0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | ${ }^{1.6}$ | £0.0 | ¢0.0 | f0.0 | 1.6 | ¢0.0 |
| Supenalu, Market Street | £0.0 | ¢0.0 | f0. 1 | £0.0 | £0.0 | $\mathrm{fo}^{1}$ | ¢0.0 | 0.2 | £2.0 | £0.0 | £0.0 | £0.0 | 2.0 | f6.0 |
| Tesco Express, Limavady | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | 0.0 | ${ }^{11.7}$ | f0.0 | £0.0 | f0.0 | 1.7 | 52.7 |
| Tesco Superstore, Main St, Limavady | £0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{f0}^{2}$ | ¢0.0 | 0.2 | f1.9 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | 1.9 | £45.8 |
| Local Shops, Limavady town centre | £0.0 | £0.0 | f0. 2 | f0.0 | £0.0 | f0.0 | f0.3 | 0.5 | £2. 1 | £0.0 | ¢0.0 | f0.0 | 2.1 | 52.8 |
| Other Zone 8 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | ${ }^{\text {f1.0 }}$ | £0.0 | £0.0 | f0.0 | 1.0 | $f 0.0$ |
| ZOne 8 Ttat | ¢0.0 | £0.0 | £0.3 | £0.0 | £0.0 | £0.4 | £0.3 | 10 | ${ }^{\text {£14.1 }}$ | ¢0.3 | £0.0 | £0.0 | 14.3 | 563.0 |
| Other | £0.0 | ¢0.9 | ¢0.5 | £0.0 | $\mathrm{f}_{0} 0$ | £0.2 | f2.8 | 4.4 | 51.1 | f25.6 | 523.8 | £17.0 | 67.5 | ${ }^{\text {E36.0 }}$ |
| Intemet | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | 0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | f6.0 |

Tumover calculated by applying market shares (Table 4) to
availiable expenditure (Table 3a)

## TABLE 5c:

CONVENIENCE

## GOODS TURNOVER, BY

ZONE, 2027

| STORECENTIE ${ }_{\text {( }}$ | FRSTCHOICE MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | SECOND CHOIC MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | councilarea |  |  |  |  |  | ZONES 1-7 <br> TOTAL | remainder of study area |  |  |  | $\begin{array}{\|c\|} \hline \text { ZONES 8-11 } \\ \text { TOTAL } \end{array}$ | councilarea |  |  |  |  |  |  | ZONES 1-7 TOTAL | REMAINDER OF STUDY AREA |  |  |  |  |
|  |  | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |
|  | 137.7 | 69.7 | 36.2 | 60.6 | 18.8 | 30.0 | 45.5 | 398.4 | 52.9 | 92.5 | 93.7 | 58.8 | 2978 | 137.7 | 69.7 | 36.2 | 60.6 | 18.8 | 30.0 | 45.5 | 398.4 | 52.9 | 92.5 | 93.7 | 58.8 | 297.8 |
| (fm) | 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 |
| 2ONE 1- DEREY - Londonderry west |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DERRY CENIRALAREA (as defined by the adopted Dery Local Plan Proposals Map) | ${ }^{\text {¢31.1 }}$ | £4.7 | ${ }^{\text {f1.6 }}$ | ¢0.2 | f0.0 | ${ }^{60.7}$ | £0.0 | ${ }^{\text {f } 38.3}$ | £0.0 | £3.6 | £0.0 | £0.0 | 3.6 | $\pm 11.9$ | £2.0 | ¢0.7 | ¢0.3 | ¢0.0 | 60.1 | f0.1 | 15.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Iceland, Foyleside Shopping Centre | ${ }^{11.7}$ | £0.0 | f0.5 | £0.0 | £0.0 | £0.1 | f0.0 | £2.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{10.3}$ | £0.1 | £0.1 | £0.0 | £0.0 | £0.1 | £0.0 | 0.5 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| M + S Simply Food, Foyleside Shopping Centre | £0.6 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.6 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f1.2 | £0.3 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | 1.5 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Sainsburys, Strand Road | £23.0 | £4.4 | ${ }_{\text {f1. }} 1$ | £0.2 | £0.0 | £0.5 | f0.0 | f29.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £7.6 | f1.5 | £0.6 | £0.3 | f0.0 | £0.0 | £0.1 | 10.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Supervalu, Meadowbank Court, Strand Rd | f1.1 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f1.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.8 | £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 | ${ }^{\text {f1. }} 3$ | £0.3 | £0.0 | £0.0 | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {¢0. }} 0$ | £0.0 | ${ }^{\text {f1.3 }}$ | £0.0 | ${ }^{\text {¢0. }} 0$ | £0.0 | $\mathrm{f}^{\mathrm{f} .0}$ | 0.0 | ${ }^{\text {¢0. }} 0$ | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | 0.0 |
| Tesco, Quayside Shopping Centre | ${ }_{\text {f }} \times 1.7$ | ${ }_{\text {f0. }}$ | ${ }^{\text {f0. }} 0$ | ${ }_{\text {¢ }} \mathrm{f}^{0}$ | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {¢0. }} 1$ | ${ }^{\text {f0. }}$ | ${ }_{\text {f3. }}$ | £0.0 | ${ }_{\text {f3. }} 6$ | ${ }^{\text {£0.0 }}$ | f0.0 | 3.6 | ${ }_{\text {f1. }}$ | £0.0 | £0.0 | $\mathrm{fo}^{\text {f0. }}$ | $\mathrm{f}_{50.0}$ | £0. 1 | ${ }^{\text {¢0. }} 0$ | 1.8 | £0.0 | £0.0 | ${ }^{\text {¢0. }} 0$ | £0.0 | 0.0 |
| Other | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0. }} 3$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| nortiside disiricticente | f0.0 | ¢0.0 | f0. 2 | f0.0 | f0.0 | £0.0 | £0.0 | f0.2 | f0.0 | f0.0 | £0.0 | f0.0 | 0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | £0.0 | f0.0 | f0.0 | £0.0 | 0.0 |
| Supervalu, Glengalliagh Road | ${ }^{\text {¢ }} 0$ | £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 DISIRICTCENIRE | ${ }^{61.8}$ | ¢0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | $f 1.8$ | f0.0 | f0.0 | ¢0.0 | f0.0 | 0.0 | £0.8 | £0.0 | f0.1 | ¢0.0 | f0.0 | f0.0 | f0.0 | 0.8 | £0.0 | f0.0 | f0.0 | £0.0 | 0.0 |
| Costcutter | ${ }_{\text {f1. }} 1$ | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f1.8 | ¢0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢0.8 | £0.0 | ${ }^{\text {¢ }} 0.1$ | £0.0 | ${ }^{\text {¢ }} 00$ | £0.0 | £0.0 | 0.8 | £0.0 | ${ }^{\text {£ }} 00$ | £0.0 | £0.0 | 0.0 |
| SPRINGTOUN DISIRICTCENIRE | f1.0 | ¢0.6 | 50.2 | £0.0 | $\mathrm{f0.0}^{0}$ | f0.0 | £0.0 | 51.7 | f0.0 | ${ }^{\text {f0.0 }}$ | f1.8 | f0.0 | 1.8 | f0.5 | ¢0.4 | $\mathrm{fop}^{1}$ | ¢0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }_{50.0}$ | 1.0 | ${ }_{60.0}$ | ${ }_{50.0}$ | ${ }_{50.8}^{\text {f0. }}$ | ${ }_{50.0}$ | 0.8 |
| Dunnes | ${ }_{\text {f1.0 }}$ | ¢0.6 | f0.2 | £0.0 | ¢0.0 | £0.0 | £0.0 | f1.7 | £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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| LONDONDERRY/DERRY CTY CENTRE, DISTRICTCENIRES \& LOCALCENTRES | £15.4 | f1.6 | f1.3 | £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 | f0.3 | ¢0.3 | £0.0 | 0.6 |
| Costcutter, Beechwood Avenue | £0.7 | £.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.7 | £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 | f0.0 | £0.3 | £0.0 | 0.3 |
| Iceland, Buncrana Road | £4.3 | £0.2 | f0.0 | £0.0 | £0.0 | £0.4 | f0.0 | f5.0 | £0.0 | £0.7 | £0.0 | £0.0 | 0.7 | ${ }^{\text {f1.1 }}$ | £0.1 | £0.1 | £0.0 | $\mathrm{fo}^{\text {¢ }} 0$ | £0.1 | £0.0 | 1.4 | £0.0 | f0. 3 | £0.0 | £0.0 | 0.3 |
| Lidl, Buncrana Road | ¢9.1 | £1.3 | ${ }^{61.2}$ | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f11.6 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £2.6 | £0.1 | £0.4 | £0.0 | f0.0 | f0.1 | £0.0 | 3.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Mace, Bishop Street | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f}_{\mathrm{f} 0.0}$ | 0.0 | ${ }_{\text {f0. }}$ | $\mathrm{f}_{\mathrm{f} 0.0}$ | ${ }_{\text {f0. }} 0$ | ¢0.0 | 0.0 |
| Mace, Clooney Terrace | ${ }^{\text {¢0.0 }}$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | $\mathrm{f}^{0.0}$ | £0.0 | £0.0 | £0.0 | $\mathrm{f}^{\text {£ }} 00$ | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Mace, Messines Terace | ${ }^{\text {¢0.0 }}$ | £0.0 | f0. 2 | £0.0 | £0.0 | £0.0 | f0.0 | 50.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢0.0 | £0.0 | f0. 1 | f0.0 | $\mathrm{fo}^{\text {f0. }}$ | £0.0 | £0.0 | 0.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Spar, Creggan Road | ${ }^{\text {£ }} 00$ | £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 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Spar, Parat Avenue | ${ }^{\text {£ } 0.0}$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | $\mathrm{fa}^{0.0}$ | £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 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Supervalu, Greenhaw Road | ${ }_{\text {f1.3 }}$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{11.3}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }_{\text {¢ } 0.5}$ | £0.0 | ${ }^{\text {¢0. }} 0$ | £0.0 | £0.0 | ${ }^{\text {¢ }} 0$ | £0.0 | 0.5 | £0.0 | ${ }^{\text {¢0. }} 0$ | £0.0 | £0.0 | 0.0 |
| other | £0.6 | £0.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f1.0 | £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 | f1.1 | f0.0 | ¢60.6 | £0.0 | £4.3 | £2.4 | £0.0 | 6.6 | $\mathrm{f}^{17.5}$ | £2.6 | £1.4 | £0.3 | £0.0 | £0.3 | £0.1 | 22.3 | £0.0 | £0.3 | f1.1 | £0.0 | 1.4 |
| ZONE 2- DERRY - Londonderry east |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| USNAGEVIIN DIStictcentre | £9.6 | £19.3 | f6. 1 | £0.3 | £0.0 | f1.4 | £0.4 | ${ }_{\text {f } 37.1}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }_{\text {f6. }}$ | ¢6.9 | £2.8 | £0.6 | £0.0 | f1. 2 | £0.0 | 17.6 | £0. 1 | £0.0 | £0.0 | £0.0 | 0.1 |
| Supervalu (Long's), Lisnagelvin | ${ }^{\text {f1. }} 1$ | $\mathrm{fx}^{\text {2 } 2.2}$ | f0. 2 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f33.5 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢0.5 | £0.8 | f0.1 | f0.0 | $\mathrm{f}^{\text {f0. }} 0$ | £0.0 | £0.0 | 1.4 | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 |
| Tesco, Lisnagelvin | ¢8.4 | £17.1 | f6.0 | f0.3 | ¢0.0 | f1.4 | £0.4 | ¢33.6 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }_{65.5}$ | £6. 1 | £2.8 | £0.6 | £0.0 | f1. 2 | £0.0 | 16.2 | £0.1 | f0.0 | £0.0 | £0.0 | 0.1 |
| Crescentunk localcentre | £4.7 | £4.1 | £0.6 | f0.5 | £0.0 | £0.0 | £0.0 | f9.9 | £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 | ${ }^{\text {f1.3 }}$ | £0.9 | £0. 2 | £0.5 | £0.0 | £0.0 | £0.0 | f2.8 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f1. }}$ | £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 | ${ }^{\text {¢ } 3.4}$ | £3.2 | £0.5 | £0.0 | £0.0 | £0.0 | £0.0 | f7.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f1.9 }}$ | £1.6 | £0.1 | £0.0 | £0.0 | £0.0 | £0.0 | 3.7 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| LONDONDERRY/ DERRY CTTY CENTRE, DISIRICTCENIRES $\&$ LOCALCENTRES | $\mathrm{f}^{\text {¢ }} 0$ | ¢1.2 | £0.2 | £0.0 | £0.0 | £0.0 | f0.0 | 11.4 | £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 | ${ }^{\text {£ }}$. 0 | £0.6 | £0.2 | £0.0 | £.0 | £.0 | £0.0 | f0.8 | £0.0 | £.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.5 | £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 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.0 | £0.1 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 0.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Spar, Church Brae (Tullyally SC) | ${ }^{\text {f0.0 }}$ | £0.2 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 60.2 | £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 | f0.3 | £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 | £0.0 | £0.0 | £0.0 | 0.0 |
| OTHER | £0.0 | £0.3 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.3 | £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 | ${ }_{\text {¢0. }}$ | £0.3 | ${ }^{\text {¢0. }} 0$ | ${ }_{\text {¢ }}^{\text {¢0. }} 0$ | ${ }_{\text {¢0. }} \mathrm{f}^{0}$ | ${ }^{\text {¢0. }}$ ¢0 | ${ }_{\text {¢0.0 }}$ | ${ }_{60.3}$ | ${ }_{\text {¢0. }}$ | ${ }_{\text {¢0. }}$ | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {¢ }} \mathrm{f0.0}^{0}$ | 0.0 | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {¢0. }}$ | ${ }_{\text {¢ }}^{\text {¢0. }}$ | £0.0 | ${ }_{\text {¢ }} \mathrm{f}_{0} 0$ | $¢_{\text {¢0. }}$ | ${ }_{\text {¢0.0 }}$ | 0.0 | ${ }^{£ 0.0}$ | ${ }_{\text {¢ }}^{\text {¢0. }}$ | ${ }_{\text {¢0. }} \mathrm{f}^{0}$ | ${ }_{\text {¢0.0 }}$ | 0.0 |
| Other Zone 2 | £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 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| ZONE 2 total | £14.3 | £24.9 | £6.9 | £0.8 | £0.0 | f1. 4 | £0.4 | £48.7 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £9.4 | £9.9 | £3.2 | £0. 8 | £0.0 | ${ }_{\text {f1.3 }}$ | £0.0 | 24.7 | £0.1 | £0.0 | £0.0 | £0.0 | 0.1 |

TABLE 5C:
CONVENIENCE

## GOODS TURNOVER, BY

ZONE, 2027

| STORECEENTE | TOPUPFOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | TOTAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | ZONES 1-7 TOTAL | remainder of study area |  |  |  | ZONES 8-11 TOTAL |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |
|  | 137.7 | 69.1 | 35.5 | 59.8 | 18.6 | 29.4 | 43.7 | 393.8 | 52.9 | ${ }^{92} 2.5$ | 93.7 | 58.8 | 2978 |  |
| (fm) | 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 |  |
| ZONE 1- DEREY - LoNDONDERY WEST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DERRY CENTRALAREA (as defined by the adopted Demy Local Plan Proposals Map) | $\pm 11.9$ | £2. 2 | £0.3 | £0. 0 | £0.0 | £0.0 | £0.0 | 14.3 | £0.0 | E0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {¢00.0 }}$ |
| Iceland, Foyleside Shopping Centre | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f3. 4 |
| M + S Simply Food, Foyleside Shopping Centre | £1.2 | f1.1 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 2.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 65.9 |
| Sainsburys, Strand Road | ${ }^{5} 5.4$ | f0.5 | f0. 1 | f0. 0 | £0.0 | ¢0.0 | £0.0 | 6.0 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f55.4 |
| Supervalu, Meadowbank Cout, Strand Rd | ${ }^{\text {f1.1 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 1.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f3.8 |
| 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 | ${ }^{\text {f2 } 2.5}$ |
| Tesco, Quayside Shopping Centre | ${ }^{\text {f0. } 27}$ | f0.0 | £0.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.7 | £0.0 | £0.0 | £0.0 | f0.0 | 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 | f3.6 |
| NORIHSIE DISTRICTCENTRE | £0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | 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 | f0.2 |
| RATH MOR DISIIICTCENTRE | f1.2 | f0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 1.2 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 | £4.6 |
| Costcutter | f1.2 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 1.2 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £4.6 |
| SPRRNGTOWN DIITRICTCENTRE | f1.1 | f0.3 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | 1.4 | £0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 | ¢9.4 |
| Dunnes | ${ }^{\text {f1.1 }}$ | £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 (OUISIDE OF LONDONDERRY/DERRY CTIY CENTRE, DISTIICTCENTRES | £15.7 | ¢3.3 | f0. 1 | £0.0 | £0.0 | f0.1 | £0.2 | 19.4 | £0.0 | £0.4 | ¢0.0 | ¢0.0 | 0.4 | ${ }^{\text {f51.9 }}$ |
|  | f21 | ¢0. 3 | f0. 0 | f0. 0 | f0. 0 | £0.0 | £0.0 | 2.4 | f0. 0 | ¢0.0 | f0. 0 | f0.0 |  | f4.5 |
| Iceland, Buncrana Road | ${ }_{\text {f } 3.1}$ | ¢0.8 | ¢0. 1 | $\mathrm{f}^{\text {¢ }} 0$ | £0.0 | ¢0.0 | ¢0.2 | 4.2 | $\mathrm{f}_{6} 0$ | £0.0 | £0.0 | ¢0.0 | 0.0 | ¢13.7 |
| Lid, Buncrana Road | £2.1 | £0.3 | f0.0 | £0.0 | £0.0 | £0.1 | £0.0 | 2.4 | £0.0 | £0.4 | £0.0 | f0.0 | 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 | f0.0 | 0.0 | ¢0.6 |
| Mace, Clooney Terace | £0.0 | £0.3 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.3 | £0.0 | £0.0 | $\mathrm{f}_{\mathrm{f}} \mathrm{0} 0$ | ¢0.0 | 0.0 | f0.3 |
| Mace, Messines Terrace | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.3 |
| Spar, Creggan Road | $\mathrm{f}^{\text {2 } 2.2}$ | $\mathrm{fl}_{1.1}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 3.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f3.4 |
| 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 | f0.0 | 0.0 | f1.1 |
| Supervalu, Greenhaw Road | $\mathrm{£}_{4.7}$ | £0.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 5.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢7.4 |
| ther | ¢7.4 | £0.6 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | 8.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £10.3 |
| zone 1 total | £29.9 | f5.8 | £0. 4 | £0.0 | £0.0 | £0.1 | £0.2 | 36.4 | £0.0 | £0.4 | £0.0 | f0.0 | 0.4 | £156.1 |
| ZONE 2- DERR - LONDONDERRY EAST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| USNAGEVIN DIITITCTCENIRE | ${ }_{\text {f1. }} 7$ | £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 | ${ }^{\text {f0. }} 0$ | ${ }^{61.2}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 1.2 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢7.4 |
| Tesco, Lisnagelvin | ${ }_{\text {f1. }} 1$ | £2.6 | £0.6 | £0. 3 | £0.0 | ¢0.0 | £0.0 | 5.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £71.3 |
| crescentunk local centre | ${ }_{\text {f1. }} 1$ | £4.9 | £0.9 | £0.4 | £0.0 | £0.3 | £0.0 | 7.7 | £0.2 | £0.0 | £0.0 | f0.0 | 0.2 | £30.6 |
| M + S Simply Food | ${ }^{\text {f1.1 }}$ | $\mathrm{fx}^{2} .7$ | £0.4 | £0.4 | £0.0 | £0.1 | £0.0 | 4.7 | $\mathrm{f0}^{2} 2$ | £0.0 | £0.0 | £0.0 | 0.2 | ${ }^{\text {f13.3 }}$ |
| Tesco Express | £0.0 | £2.2 | £0.6 | £0.0 | £0.0 | ¢0.2 | £0.0 | 2.9 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £17.3 |
| MAIN FOODSTORES (OUISIDE OF LONDONDERRY/DERRY CTIY CENIRE, DISIRICTCENIRES |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{\text {¢ }} 0$ | £3.3 | £0.7 | £0.0 | £0.0 | £0.1 | £0.0 | 4.2 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{5} 5.5$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | f1.9 | f0.5 | £0.0 | £0.0 | £0.0 | £0.0 | 2.4 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £4.1 |
|  | £0.6 | £0.2 | f0. 3 | £0.0 | £0.0 | £0.0 | £0.0 | 1.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f1.3 |
|  | ${ }^{\text {¢ } 0.0}$ | £0. 2 | £0. 3 | £0.0 | £0.0 | £0. 1 | £0.0 | ${ }^{0.6}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.8 |
| Spar, Rossdowney Park | £0.0 | f1.2 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | 1.2 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | 51.5 |
| OTHER | £0.0 | f1.0 | £0.3 | £0.4 | £0.0 | £0.0 | £0.0 | 1.7 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f2. ${ }^{1}$ |
| Supervalu, Duncastle Rd OtherZone 2 | ${ }^{\text {¢ } 0.0}$ | £0. 2 | f0. 1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.4 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | ¢0.7 |
|  | £0.0 | £0.8 | £0.1 | £0. 4 | £0.0 | £0.0 | £0.0 | 1.3 | £0.0 | f0.0 | £0.0 | ¢0.0 | 0.0 | f1.3 |
| NE 2 total | £3. 3 | £13.2 | £2.8 | $\mathrm{fl}_{1.1}$ | £0.0 | £0.4 | £0.0 | 20.8 | £0. 2 | £0.0 | £0.0 | £0.0 | 0.2 | £119.0 |

TABLE 5c:
CONVENIENCE

## GOODS TURNOVER, BY

ZONE, 2027

| STORECECATRE (5m) | FRSTCHOICE MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | SECOND CHOIC MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | councilarea |  |  |  |  |  | ZONES 1-7 TOTAL | remainder of sudu area |  |  |  | $\left.\begin{array}{\|c\|} \hline \text { ZONES 8-11 } \\ \text { TOTAL } \end{array} \right\rvert\,$ | COUNCILAREA |  |  |  |  |  |  | ZONES 1-7 TOTAL | REMAINDER OF STUDY AREA |  |  |  | $\begin{gathered} \text { ZONES } 8.11 \\ \text { TOTAL } \end{gathered}$ |
|  |  | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |
|  | 137.7 | 69.7 | 36.2 | 60.6 | 18.8 | 30.0 | 45.5 | 398.4 | 52.9 | 92.5 | 93.7 | 58.8 | 297.8 | 137.7 | 69.7 | 36.2 | 60.6 | 18.8 | 30.0 | 45.5 | 398.4 | 52.9 | 92.5 | 93.7 | 58.8 | 2978 |
| (fm) | 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 |
| ZONE 3- EGUNTON |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops Drumahoe | £0.0 | £.0 | f0.0 | £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 | £0.0 | f0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £.0 | £0.0 | 0.0 |
| Supervalu, Main Street | $\mathrm{fo.0}^{\text {¢ }}$ | $\mathrm{fo}^{\text {f0. }}$ | £2.4 | £0.0 | $\mathrm{fo}^{\text {¢0. }}$ | ${ }^{\text {f0. }} 1$ | ${ }^{\text {f0. }}$ | f2. 5 | ${ }^{\text {f0. }} 0$ | $\mathrm{fog}^{\text {¢0, }}$ | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | $\mathrm{fop}^{\text {¢ }} 7$ | £0.0 | £0.0 | $\mathrm{f}_{\text {¢0. }}$ | $\mathrm{fog}_{60}$ | 0.7 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0.0 }}$ | 0.0 |
| Other | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | 0.0 | ${ }_{\text {f0. }}$ | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 |
| zone 3 total | £0.0 | £0.0 | £2. 4 | £0.0 | £0.0 | £0.1 | £0.0 | f2. 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 |
| ZONE 4- STRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Strabane town cenire (Strabane Area Plan 19862001 Policies Map) | ${ }^{\text {f1. }} 7$ | ${ }^{\text {f1. }} 1$ | £0.9 | f23.1 | ${ }^{\text {f1. }} 1$ | £0.5 | £3.0 | ${ }^{\text {f31.4 }}$ | £0.0 | £0.0 | £0.0 | £2.3 | 2.3 | ${ }^{\text {f1.0 }}$ | £0.7 | £0.3 | ${ }^{\text {¢ }} 7$ | £0.5 | £0.1 | £0.8 | 12.1 | f0. 1 | £0.0 | £0.0 | ${ }^{\text {f1.0 }}$ | 1.2 |
| ASDA, Branch Road, Strabane | £1.7 | $\mathrm{fl}_{1.1}$ | ¢0.9 | £21.5 | $\mathrm{fl}_{1.1}$ | £0.5 | £3.0 | £29.8 | £0.0 | £0.0 | £0.0 | £1.3 | 1.3 | £1.0 | £0.7 | £0.3 | ¢7.8 | £0.4 | £0.1 | £0.8 | 11.1 | £0.1 | £0.0 | £.0 | £0.8 | 0.9 |
| 1 Iceland, Railway Street | £0.0 | £0.0 | f0.0 | f0. 3 | £0.0 | £0.0 | £0.0 | ¢0.3 | £0.0 | £0.0 | £0.0 | f1.0 | 1.0 | £0.0 | £0.0 | £0.0 | £0.3 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | 0.4 | £0.0 | £0.0 | $\mathrm{f}_{\mathrm{f}} \mathrm{0} 0$ | £0.2 | 0.2 |
| Local Shops, Strabane TC | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Supervalu, Main Street | £0.0 | £0.0 | f0.0 | f1.3 | £0.0 | £0.0 | ¢0.0 | f1.3 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.6 | £0.0 | £0.0 | £0.0 | 0.6 | £0.0 | £0.0 | ¢0.0 | £0.0 | 0.0 |
| OUTOFCENRE | £0.0 | £0.0 | f0.0 | £4.4 | f0.1 | £0.0 | £0.2 | £4. 7 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £.0 | £0.0 | £0.0 | £2.2 | £.0 | £0.0 | f0. 1 | 2.3 | £0.0 | £.0 | £.0 | £0.0 | 0.0 |
| Costcutter, Ballycolman Avenue | ¢0.0 | ${ }_{\text {¢ }}^{60.0}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }_{\text {fo. }}$ | ${ }_{\text {¢0. }}$ | ${ }_{\text {f0. }}^{\text {for }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {¢0. }} \mathrm{f}^{0}$ | ${ }_{\text {¢ ¢ } 00}$ | ${ }_{\text {f0. }}$ | 0.0 | £0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {f0. }}$ | ¢0.0 | $\mathrm{f0.0}^{\text {¢ }}$ | $¢_{\text {¢0. }}$ | 0.0 | ${ }_{\substack{\text { f0. } \\ \text { ¢ }}}$ | £0.0 | £0.0 | ${ }_{\text {fo. }}$ | 0.0 |
| Lidl, Bradley Way | £0.0 | £0.0 | £0.0 | £4.1 | £0. 1 | £0.0 | £0.2 | £4.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £2.0 | £0.0 | £0.0 | £0. 1 | 2.1 | £0.0 | $\mathrm{E}_{0} 0$ | ${ }^{\text {¢ }} 00$ | £0.0 | 0.0 0.0 |
| Spar, Deny Road Spar, Fountain Street | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \hline 0.0}}$ | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | f0.0 f0. | ¢0.0 f0.0 | ${ }_{\text {f0. }}^{\text {f0. }}$ |  | f0.0 | f0.0 f0.0 | ¢f0.0 | ${ }_{\substack{\text { f0. } \\ \text { fo. } \\ \text { O }}}$ |  | $\ldots$ | 0.0 0.0 | ¢0.0 f0.0 | ${ }_{\text {f0. }}^{\text {f0. }}$ | ¢f0.0 | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {¢0.0 }}^{\text {¢0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | 0.1 0.0 | ¢0.0 | ${ }_{\text {¢0.0 }}^{\text {¢0. }}$ | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \text { O }}}$ | 0.0 0.0 |
| Spar, Umey Road | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {fo. }}$ | ¢0.3 | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | f0.3 | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | f0.0 | 0.0 | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {f0. }}$ | f0.0 | ${ }_{\text {f0. }}$ | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0. }}$ | 0.2 | f0.0 | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {¢0.0 }}$ | $\mathrm{f}_{\text {f0.0 }}$ | 0.0 |
| Strabaneother | £0.0 | £0.0 | f0.0 | £.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 | £.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £.0 | £0.0 | 0.0 |
| Spar, Bemyhill Road, Artigarvan | £0.0 | £0.0 | f0.0 | £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 | ¢0.0 | £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 | f0.3 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {f }} 0$ | 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 | $\mathrm{fl}^{1.7}$ | ¢1.1 | £0.9 | £27.9 | $\mathrm{fl}^{1} 2$ | £0.5 | £3.3 | ${ }_{6365}$ | £0.0 | ¢0.0 | £0.0 | ${ }_{\text {f2. }}$ | 2.3 | ${ }^{\text {f1.0 }}$ | £0.0 | £0.3 | ${ }^{\text {f11.0 }}$ | £0.5 | f0.1 | £0.9 | 13.8 | £0.1 | £0.0 | £0.0 | ${ }_{\text {f1.0 }}$ | 1.2 |
| ZONE 5-CASIIEDERG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CASIIEDERG TOUN CENTRE (as defined by Strabane Area Plan 1986-2001) | £0.0 | £0.0 | £0.0 | £0.0 | £7.2 | £0.0 | £0.5 | ¢7.8 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0. 1 | ¢3.1 | £0.0 | £0.2 | 3.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Coop, High Street | £0.0 | £0.0 | £0.0 | £0.0 | f1.4 | £0.0 | £0.2 | f1.6 | £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 | ${ }^{\text {£ }}$. 0 | £0.0 | £.0 | £0.0 | 0.0 |
| Spar, Dergvalley Shopping Centre | £0.0 | £0.0 | £0.0 | £0.0 | £2.5 | £0.0 | ${ }^{\text {f0. }} 2$ | £2.6 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f1.2 | £0.0 | ¢0. 1 | 1.3 | ${ }^{\text {£ }} 0.0$ | £0.0 | £0.0 | £0.0 | 0.0 |
| Vivo Xtra, William Street | £0.0 | £0.0 | £0.0 | £0.0 | £3.3 | £0.0 | £0.2 | f3.5 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.1 | f1.0 | £0.0 | £0. 1 | 1.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| CAStIederg outof cenire | £0.0 | £0.0 | f0.0 | £0.0 | f0. 3 | £0.0 | £0.0 | $f 0.3$ | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.2 | £0.0 | f0.0 | 0.2 | £0.0 | £0.0 | £.0 | £0.0 | 0.0 |
| Costcutter, Castlefin Road | £0.0 | $\mathrm{f}^{\text {¢0. }}$ | £0.0 | £0.0 | £0. 1 | £0.0 | £0.0 | ¢0.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f}^{50.0}$ | 0.0 | ${ }^{\text {£ } 0.0}$ | ${ }^{\text {£ } 0.0}$ | ${ }^{\text {¢0.0 }}$ | £0.0 | 0.0 |
| Mace, Strabane Road | £0.0 | £0.0 | £0.0 | £0.0 | £0.1 | £0.0 | £0.0 | f0.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.1 | £0.0 | £0.0 | 0.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Other | £0.0 | £0.0 | f0.0 | £0.0 | f0.2 | £0.0 | £0.0 | f0.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| ZONE 5 TTTAL | £0.0 | £0.0 | £0.0 | ¢0.0 | £7.6 | £0.0 | f0.5 | ${ }_{68.1}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | ¢0. 1 | £3.2 | £0.0 | f0.2 | 3.6 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| ZONE 6-CLAUDY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy viluge centre | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }_{\text {f1. }} 7$ | £0.0 | 51.7 | £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 |
| Centra, Claudy | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f1. 2 | £0.0 | f1. 2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.4 | $\mathrm{f}_{6} 0$ | 0.4 | ${ }^{\text {¢ }} 0.0$ | £0.0 | $\mathrm{f}^{\mathrm{f}, 0}$ | £0.0 | 0.0 |
| Costcutter, Main Street | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.3 | £0.0 | f0.3 | £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 |
| Spar, Main Street, Claudy | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f0}^{1} 3$ | £0.0 | 60.3 | £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 |
| Spar, Main Street, Feeny | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.3 | £0.0 | f0.3 | £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 | ${ }_{\text {£ } 00}$ | £0.0 | £0.0 | £0.0 | 0.0 |
| Spar, Main Street, Dungiven | £0.0 | £0.0 | £0.0 | £.0 | £0.0 | £0.6 | £0.0 | f0.6 | £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 |
| Supervalu, Garvagh Rd, Dungiven Local Shops, Dungiven town centre | $\begin{gathered} 90.0 \\ f 0.0 \\ f \end{gathered}$ | ${ }_{\substack{\text { ¢0. } \\ \text { ¢0. }}}^{\text {¢ }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {¢0.0 }}^{\text {¢0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \text { ¢ }}}$ | $\begin{gathered} \text { f2.9.9. } \\ 50.5 \end{gathered}$ | $\underset{\text { f0.0 }}{\text { f0. }}$ | ${ }_{\text {f }}^{68.5}$ | ${ }_{\substack{\text { f0. } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \text { ¢ }}}$ | ${ }_{\text {¢ }}^{\text {¢0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0.0 }}}$ | 0.0 0.0 | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { ¢0. } \\ \text { f0. }}}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | $\begin{aligned} & \text { fe0.0 } \\ & \text { f0. } \end{aligned}$ | ${ }_{\substack{\text { ¢0. } \\ \text { ¢0. } \\ \hline}}$ |  | 0.9 0.2 | ¢0.0 f0.0 | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}^{\text {¢ }}$ | ${ }_{\substack{\text { f0. } \\ \text { ¢0. }}}^{\text {¢ }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}^{\text {¢ }}$ | 0.0 0.0 |
| Other Zone 6 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | £0.1 | £0.0 | f0.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ғ0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| ZOne 6 total | £0.0 | £0.0 | f0. 3 | £0.0 | £0.0 | £6. 1 | £0.0 | ¢6.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £.0 | £0.0 | £0.1 | £0.0 | £0.0 | f2. 2 | £0.0 | 2.3 | £0.0 | £0.0 | £.0 | £0.0 | 0.0 |

TABLE 5c:
CONVENIENCE

## GOODS TURNOVER, BY

ZONE, 2027

| STORECENTE | TOPUPFOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | TOTAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | ZONES $1-7$TOTAL | remainder of stud area |  |  |  | $\left\lvert\, \begin{gathered} \text { ZONES 8-11 } \\ \text { OOTAL } \end{gathered}\right.$ |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |
|  | 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 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 61.3 |
| Supenalu, Main Street | £0.0 | f0.0 | £4.0 | £.0 | £0.0 | £0.0 | f0.0 | 4.0 | f0. 3 | £0.0 | £0.0 | f0.0 | 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 | f0.0 | 4.0 | £0. 3 | £0.0 | £0.0 | ¢0.0 | 0.3 | 67.9 |
| ZONE4- SIRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| STRABANE TOWN CENTRE (Stabane Area Plan 19862001 Policies Map) | £0.0 | $\mathrm{f}^{\text {¢ }} 0$ | £0.1 | £6. 1 | £0.2 | £0.1 | £0.0 | 6.5 | $\mathrm{f}^{\text {¢ }} 0$ | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | 0.0 | ¢67.8 |
| ASDA, Branch Road, Strabane | £0.0 | f0.0 | £0.0 | f3. 2 | £0.1 | £0.1 | f0.0 | 3.4 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f59.0 |
| Iceland, Railway Street | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {fo. }}$ | £0.0 | ${ }^{\text {£0. }} 0$ | ${ }^{\text {f0.0 }}$ | 0.0 | £0.0 | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {¢0. }} 0$ | ¢0.0 | 0.0 | ${ }^{53.2}$ |
| Local Shops, Strabane TC | ${ }^{\text {¢ } 0.0}$ | £0.0 | £0.0 | ${ }^{\text {f1. }} 3$ | £0. 1 | £0.0 | £0.0 | 1.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f1.4 |
| Supenalu, Ma in Street | £0.0 | £0.0 | £0.1 | f1.6 | £0.0 | £0.0 | £0.0 | 1.7 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢4.2 |
| outof Cenire | £0.0 | £0.3 | £0.2 | $\pm 4.4$ | £0.0 | £0.0 | f0.2 | 5.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f14.5 |
| Costcutter, Ballycolman Avenue | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | 0.5 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.5 |
| Lidl, Bradley Way | £0.0 | f0. 3 | £0.2 | $\mathrm{fx}^{1} 2$ | £0.0 | £0.0 | f0.0 | 1.8 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £10.4 |
| Spar, Deny Road | £0.0 | f0.0 | £0.0 | ${ }^{11.6}$ | £0.0 | £0.0 | f0.0 | 1.6 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | $\mathrm{fl}_{6} 8$ |
| Sspar, Fountain Street | ¢0.0 | ${ }_{\text {f0. }}^{\text {foo }}$ | £0.0 | ${ }_{\text {f0. }}^{\text {f0. }}$ |  | ${ }_{\text {¢0. }}$ | ${ }_{\text {f0.0 }} 0$ | ${ }^{0.2}$ | £0.0 | ${ }_{\text {¢0. }}{ }^{\circ}$ | £0.0 | ${ }^{\text {¢0. }} 0$ | 0.0 | ${ }_{50.2}$ |
| Spar, Umey 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 | f1.8 |
| Strabane other | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.0 |
| Spar, Benyhill Road, Artigarvan | £0.0 | f0.0 | £0.0 | ${ }^{\text {¢0.6 }}$ | £0.0 | £0.0 | £0.2 | 0.8 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢0.8 |
| OTHER | £0.0 | f0.0 | £0.0 | £3.6 | £0.0 | £0.0 | f0.0 | 3.6 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | $\pm 4.2$ |
| ZONE4-TOTAL | ¢0.0 | £0. 3 | £0.3 | £14.7 | £0.2 | ¢0.1 | £0.4 | 16.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £85.9 |
| ZONE 5-CASIEDERG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CASTIEDERG TOWN CENTRE (as defined by Stabane Area Plan 1986-2001 | £0.0 | £0.0 | £0.0 | £0.4 | £3.7 | £0.0 | f0.2 | 4.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £18.9 |
| 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 |  |
| Spar, Dergvalley Shopping Centre | ${ }^{\text {¢0. }} 0$ | £0.0 | £0.0 | $\mathrm{f}_{50.0}$ | ${ }_{\text {f1. }}$ | £0.0 | £0. 2 | 2.0 | £0.0 | ${ }^{\text {¢0. }} 0$ | £0.0 | f0.0 | 0.0 | f7.3 |
| Vivo Xtra, William Street | £0.0 | £0.0 | £0.0 | £0. 2 | ${ }^{\text {f1. }} 1$ | £0.0 | £0.0 | 1.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢7.2 |
| Castimerg outofcentre | £0.0 | $\mathrm{f}^{\text {f0.0 }}$ | £0.0 | f0.0 | ${ }^{\text {f1. }} 6$ | £0.0 | $\mathrm{f}^{\text {f0.0 }}$ | 1.6 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f2.3 |
| Costcutter, Castlefin Road | £0.0 | f0.0 | £0.0 | ${ }^{\text {£0. }} 0$ | £0.5 | £0.0 | f0.0 | 0.5 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.6 |
| 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 | £0.6 | £0.0 | f0.0 | 0.6 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢0.9 |
| zone 5 total | £0.0 | f0.0 | £0.0 | £0. 4 | ${ }_{55} 3$ | £0.0 | f0.2 | 6.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £21.2 |
| ZONE 6-CLAUDY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy vilage cenire | £0.0 | £0.0 | £.0 | £0.0 | £0.0 | f1.1 | f0.0 | 1.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £3.6 |
| Centra, Claudy | £0.0 | f0.0 | £0.0 | $\mathrm{f}^{\text {£ }} 0$ | £0.0 | f1.1 | f0.0 | 1.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f3.0 |
| Costcutter, Main Street | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.4 |
| Spar, Main Street, Claudy | £0.0 | £0.0 | £0.1 | $\mathrm{f}^{0} 2$ | £0.0 | f1.0 | £0.0 | 1.4 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | $\underline{52.1}$ |
| Spar, Main Street, Feeny | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.9 | f0.0 | 0.9 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 51.3 |
| Spar, Main Street, Dungiven | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.5 | f0.0 | 0.5 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f2.0 |
| Supervalu, Garvagh Rd, Dungiven Local Shops. Dungiven town centre | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {fo. }}^{\text {f0 }}$ | £0.0 | ${ }_{\text {¢0. }} \mathrm{f}^{0}$ | ${ }_{\text {¢0. }} \mathrm{f}^{0}$ | ${ }_{\text {f2. }} \times 1$ | $\mathrm{f}_{\text {f0.0 }}$ | 2.3 | ${ }_{\text {¢0. }}$ | ${ }_{\text {¢0. }}^{\text {f }}$ | $\mathrm{fo.0}^{\text {¢ }}$ | f0.0 | 0.0 | ${ }^{67} 7$ |
| Local Shops, Dungiven town centre | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f1.1 | £0.0 | 1.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f2.1 |
| OtherZone 6 | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.9 | f0.0 | 0.9 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f1.0 |
| 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 | f0.0 | 0.0 | £19.2 |

TABLE 5C:
CONVENIENCE

## GOODS TURNOVER, BY

ZONE, 2027

| Storeicenire | RRSTCHOICE MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | SECOND CHOICE MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | councilarea |  |  |  |  |  | ZONES 1-7 TOTAL | remainder of study area |  |  |  | $\begin{array}{\|c\|} \hline \text { ZONES 8-11 } \\ \text { TOTAL } \\ \hline \end{array}$ | COUNCILAREA |  |  |  |  |  |  | $\begin{aligned} & \text { ZONES 1-7 } \\ & \text { TOTTAL } \end{aligned}$ | remainder of study area |  |  |  | $\left\|\begin{array}{c} \text { ZONES } 8-11 \\ \text { TOTAL } \end{array}\right\|$ |
|  |  | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |
|  | 137.7 | 69.7 | 36.2 | 60.6 | 18.8 | 30.0 | 45.5 | 398.4 | 52.9 | 92.5 | 93.7 | 58.8 | 2978 | 137.7 | 69.7 | 36.2 | 60.6 | 18.8 | 30.0 | 45.5 | 398.4 | 52.9 | 92.5 | 93.7 | 58.8 | 2978 |
| (fm) | 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 |
| ZONE 7- NEWIOWNSIEWART |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| NEWIOUNSIEWARTTOUN CENTRE | $\mathrm{f0.0}^{0}$ | f0.0 | ¢0.0 | $\mathrm{fo.0}^{0}$ | ¢0.0 | £0.0 | f10 | ${ }^{1.0}$ | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {¢0.0 }}$ | 0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{0.0}$ | ${ }^{0.0}$ | £0.0 | ¢0.8 | 0.8 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | 0.0 |
| Galla hers Nisa, Main Street | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | 0.0 | £0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | f0. 1 | 0.1 | ${ }^{\text {f0. }} 0$ | £0.0 | ${ }_{\text {f0. }}$ | £0.0 | 0.0 |
| Spar, Strabane Road | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £1.0 | f1.0 | £0.0 | £0.0 | f0.0 | ¢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 mus | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | $f 0.0$ | f0.0 | ¢0.0 | f0.0 | f0.0 | 0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ¢0.0 | f0.0 | £0.0 | f0.0 | 0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | 0.0 |
| Spar, Mellmount Road | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | ${ }^{\text {£0.0 }}$ | £0.0 | ${ }^{\text {¢ }} 0.0$ | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | £0.0 | 0.0 |
| village Stores and service station | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Other Zone 7 | f0.0 | £0.0 | £0.0 | f0.0 | £0.2 | £0.0 | £0.2 | $\underline{50.4}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0. 1 | 0.1 | £0.0 | £0.0 | £.0 | £0.0 | 0.0 |
| Costcutter, Greencastle, Omagh | $\mathrm{f}^{\text {¢0. }} 0$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Mace, Gortin Road, Omagh | $\mathrm{f}^{\text {¢0. }} 0$ | £0.0 | $\mathrm{fo.0}^{0}$ | £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 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Spar, Gortin Road, Omagh | $\mathrm{fo}^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.2 | 50.2 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | ${ }^{\text {£ } 0.0}$ | £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 | ${ }^{\text {¢0. }} 0$ | £0.0 | $¢_{\text {¢0. }}$ | £0.0 | $¢_{\text {¢0. }}$ | $¢_{\text {¢0. }}$ | ${ }^{\text {¢0.4 }}$ | ${ }^{\text {f0.4 }}$ | £0.0 | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {¢0. }} 0$ | $\mathrm{f0.0}^{\text {f }}$ | 0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f0.0}^{\text {¢ }}$ | £0.0 | £0.0 | $\mathrm{fog}^{60}$ | 0.1 | ${ }^{\text {f0. }}$ | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0. }} 0$ | ¢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 | f0.0 | £0.2 | £0.0 | $\mathrm{fl}_{1.8}$ | £2. | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | €0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £1.1 | 1.1 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| ZONE 8- UMAVADY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| umavadr |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Costcutter, Catherine St | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | 0.0 | £0.0 | ${ }^{\text {£0.0 }}$ | £0.0 | $\mathrm{f}^{\text {0. }} 0$ | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Lid, Main St, Lima vady | $\mathrm{f}^{50.0}$ | £0.0 | f0. 2 | £0.0 | £0.0 | £0.5 | £0.0 | ¢0.6 | $\mathrm{fl}^{1.3}$ | £0.0 | £0.0 | £0.0 | 1.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.3 | £0.0 | 0.3 | $\mathrm{fl}^{1} 2$ | £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 | f0.0 | £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 | f0. 2 | £0.0 | £0.0 | £0.0 | 0.2 |
| Spar, Anderson Park | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | $\mathrm{f}_{0} 0$ | 0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f}^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | 0.0 | $\mathrm{fo}^{\text {f0. }}$ | £0.0 | f0.0 | £0.0 | 0.3 |
| Spar, lish 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 | ${ }^{\text {¢0. }} 0$ | £0.0 | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {f0.0 }}$ | $¢^{\text {¢0. }} 0$ | ¢0.4 | ${ }^{\text {£0.0 }}$ | ${ }^{\text {f0.4 }}$ | ${ }_{\text {f1. }}^{1.8}$ | ${ }^{\text {£0. }} 0$ | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0.0 }}$ | 1.8 | ${ }^{\text {£0.0 }}$ | ${ }^{\text {¢0.1 }}$ | £0.1 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0. }} 0$ | ¢0.1 | $¢^{¢ 0.0}$ | 0.3 | ${ }^{\text {f1. }} 1$ | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0. }} 0$ | ${ }^{\text {£0.0 }}$ | 1.2 |
| Tesco Express, Limavady | f0.0 | £0.0 | $\mathrm{f}^{0} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{11.3}$ | £0.0 | f0.0 | £0.0 | 1.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0. 1 | £0.0 | f0.0 | £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 | £15.8 | £0.0 | £0.0 | £0.0 | 15.8 | £0.0 | £0.0 | £0.7 | £0.0 | £0.0 | f1.4 | £0.0 | 2.2 | f5. 2 | £0.0 | £0.0 | £0.0 | 5.2 |
| Local Shops, Limavady town centre | ${ }^{\text {f1. }} 1$ | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f1.1 | £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 |
| OtherZone 8 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ¢0.0 | £0.0 | 0.0 | ${ }^{\text {£ } 0} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {¢0. }}$ | £0.0 | £0.0 | £0.0 | 0.0 |
| zone 8 Total | $\mathrm{fl}^{1.1}$ | £0.0 | £2.0 | £0.0 | £0.0 | £3.8 | £0.0 | f6.9 | £20.9 | £0.0 | £0.0 | £0.0 | 20.9 | ${ }^{\text {¢ }} 0$ | £0.0 | £0.9 | £0.0 | £0.0 | ${ }^{1} .8$ | £0.0 | 2.7 | ${ }_{\text {¢ }} 8.7$ | £0.0 | £0.0 | £0.0 | 8.7 |
| Other | £0.6 | ¢0.3 | E1.1 | f0.6 | f0.2 | f1. 1 | £15.9 | ¢19.8 | £4.3 | £41.0 | £43.0 | $\pm 26.5$ | 114.9 | £0.8 | $\mathrm{fo.0}^{0}$ | ¢0.4 | ¢0.1 | ¢0.1 | £0.4 | f6.0 | 7.9 | f1.6 | £19.0 | £18.6 | £11.3 | 50.5 |
| Intemet | £0.0 | £0.7 | £0.9 | f0. 3 | £0.1 | £0.5 | £0.4 | f2.9 | €0.8 | £0.0 | £0.6 | f0.0 | 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 |

Tumover calculated by applying market shares
(Table 4) to availa ble expenditure (Table
ai)

DERRY CITY AND STRABANE DIIRIICTCOUNCIL
TABLE 5c:
CONVENIENCE

## GOODS TURNOVER, BY

ZONE, 2027

| STORECECATRE (5m) | TOP UP FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | TtTAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | ZONES 1-7 TOTAL | remainder of study area |  |  |  | $\left\|\begin{array}{c} \text { ZONES } 8-11 \\ \text { TOTAL } \end{array}\right\|$ |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |
|  | 137.7 | 69.1 | 35.5 | 59.8 | 18.6 | 29.4 | 43.7 | 393.8 | 52.9 | 92.5 | 93.7 | 58.8 | 2978 |  |
| (Em) | 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 |  |
| ZONE 7- NEWTOWNSIEWART |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| NEMIOUNSIEWARTTOUN CENIRE | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {0.0 }}$ | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 | £0.0 | f2.3 | 2.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £4.9 |
| Gallachers Nisa, Main Street | ${ }^{20.0}$ | ${ }_{\text {¢ }} 0.0$ | ${ }_{\text {¢0. }} 0$ | £0.0 | ¢0.0 | £0.0 | f0.0 | ${ }_{0}^{2} 0$ | ${ }_{\text {f0. }}$ | ¢0.0 | ${ }_{\text {f0. }}$ | £0.0 | 0.0 | f0.1 |
| Spar, Strabane Road | f0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f2. 3 | 2.3 | f0.0 | f0.0 | ¢0.0 | £0.0 | 0.0 | E4.8 |
| SION Mus | £0.0 | f0.0 | f0.0 | 51.7 | £0.0 | f0.0 | f0.0 | 1.7 | £0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 | 11.7 |
| Spar, Mellmount Road | ${ }^{\text {f0. }} 0$ | f0.0 | f0.0 | £1.5 | £0.0 | £0.0 | f0.0 | 1.5 | $\mathrm{fo}^{\text {¢0. }}$ | f0.0 | f0.0 | £0.0 | 0.0 | f1.5 |
| village Stores and service station | £0.0 | £0.0 | £0.0 | £0.2 | £0.0 | £0.0 | £0.0 | 0.2 | £0.0 | f0.0 | ¢0.0 | £0.0 | 0.0 | f0.2 |
| Other Zone 7 | f0.0 | £.0 | f0.0 | £.0 | £0.0 | £0.0 | $\mathrm{fx}_{1.8}$ | 1.8 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | E2. 4 |
| Costcutter, Greencastle, Omagh | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.7 | 0.7 | f0.0 | £0.0 | ¢0.0 | £0.0 | 0.0 | f0.7 |
| Mace, Gortin Road, Omagh | $\mathrm{f}^{6} 0$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f}_{6} .3$ | 0.3 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.3 |
| Spar, Gortin Road, Omagh | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | $f 1.2$ | 1.2 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f1.6 |
| Spar, Old Mountfield Road, Mullaghmore, Omagh | ${ }^{\text {¢ }} 0.0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{11.4}$ | 1.4 | £0.0 | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | ¢0.0 | 0.0 | ${ }_{\text {f } 2.0}$ |
| 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 | f0.9 |
| zone 7 total | £0.0 | £0.0 | £0.0 | ${ }_{\text {f1.7 }}$ | £0.0 | £0.0 | £8.6 | 10.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢14.6 |
| ZONE - UMAVADY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lid, Main St, Limavady | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | $\mathrm{fl}_{1.0}$ | ¢0.3 | £0.0 | £0.0 | 1.2 | f5.0 |
| Mace, Greystone Road | £0.0 | £0.0 | f0.0 | £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 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £2.0 | £0.0 | £0.0 | £0.0 | 2.0 | f0.3 |
| Spar, lish Green Street | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f1. }} 6$ | £0.0 | £0.0 | £0.0 | 1.6 | f0.0 |
| 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 | f6.1 |
| Tesco Express, Limavady | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{\text {f1. }} 8$ | £0.0 | £0.0 | £0.0 | 1.8 | f2.8 |
| Tesco Superstore, Main St, Limavady | ${ }^{\text {¢ }} 00$ | ¢0.0 | ¢0.0 | £0.0 | £0.0 | £0.2 | £0.0 | 0.2 | ${ }_{\text {f } 2.0}$ | ${ }_{\text {f0. }}$ | ¢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 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | $\mathrm{fl}_{1.0}$ | £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 | f63.7 |
| Other | ¢0.0 | ¢0.9 | ¢0.5 | £0.0 | £0.0 | £0.2 | £2.9 | 4.5 | f1. 1 | £25.9 | £24.1 | f17.2 | 68.4 | E 320.3 |
| Intemet | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | ¢6.11 |

Tumover calculated by applying market shares

DERRY CITY AND STRABANE DISTRICTCOUNCIL
REAAIL STUDY
TABLE 5d： CONVENIENCE GOODS TURNOVER，BY ZONE， 2032

|  | mana |  |  |  |  |  |  |  | ¢enamoro 5 sr |  |  |  |  | counclanea |  |  |  |  |  |  | SHOPPING | remamorof storanea |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| emme |  | 22． |  |  | $\underbrace{\substack{\text { a }}}_{\substack{\text { a，} \\ \text { a，}}}$ | ${ }_{\substack{302 \\ 4.8}}$ |  | cos |  | ¢ | ¢ |  | $\substack{30,9 \\ \text { ang }}$ |  | ${ }_{\text {me }}^{\substack{\text { ma }}}$ |  | （ine | ${ }_{\substack{\text { ras } \\ 40}}$ | ${ }_{\substack{302 \\ 603}}$ | ${ }_{9}^{463}$ | ¢090 | ${ }_{\substack{8 \\ 512}}^{\substack{123}}$ |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\mathrm{sil}_{\substack{\text { mid }}}$ | 50 | fos | ${ }_{\substack{502 \\ 600}}$ | 500 | 51 | coo | ces |  | cis | mo <br> coi |  | 36 | 503 |  | ${ }_{\text {gor }}^{\text {gor }}$ | ¢03 |  | 50 |  | ${ }_{\substack{152 \\ 0.5}}$ | 500 s00 20， | coo | m00 <br> coi |  |  |
|  | coile | （tiog |  | coi | $\substack{800 \\ 500 \\ 500}$ | cos | coit | ¢ | （tion |  |  |  | ¢ |  |  | $\underbrace{}_{\substack{\text { f01 } \\ \text { f06 }}}$ | $\begin{gathered} \text { fe00 } \\ \text { en } \\ 603 \end{gathered}$ | （ta0 | （tan |  | ¢ |  |  |  | $\begin{gathered} \text { 500 } \\ 5000 \\ 500 \end{gathered}$ | － |
| 隹 | ¢ | ¢ | ¢00 | ¢00 | ¢00 | $\begin{gathered} \text { cese } \\ \substack{600 \\ 500} \end{gathered}$ | coit | 告12 |  |  |  |  | ¢ |  |  |  |  |  |  |  |  |  | $\substack{\text { E00 } \\ \text { ¢0，}}$ |  | ¢00 | － |
| 何 | （tay |  |  |  |  |  |  | ¢ |  |  |  |  |  |  |  |  | $\underset{\substack{\text { feo } \\ \text { foo }}}{ }$ |  |  |  | ${ }_{\substack{18 \\ 03}}^{28}$ |  |  |  | ¢00 | －o |
|  | ¢00 | ¢00 | ${ }_{\text {moz }}^{\text {f02 }}$ | ¢00 | ¢00 | sio |  |  |  | ¢00 |  | ceo | ${ }_{0}^{0.0}$ | seo | ¢00 | ${ }_{\substack{80 \\ \text { f00 }}}$ | ¢00 |  | s． |  | 0 | ¢00 | cio |  |  | － |
|  | ¢188 | cois | ${ }_{\substack{\text { 200 } \\ \text { foi }}}$ | com | ¢00 | $\underbrace{}_{\substack{\text { moo } \\ \text { eno }}}$ |  |  | coio | cion | ¢00 | 500 | 0 | ${ }_{\substack{808 \\ 080}}$ | s．a | ${ }_{\text {cid }}^{601}$ | coio | com | ciso | 500 | ¢ | cis | ¢ | ¢00 | c．a | 0 |
|  |  |  |  |  |  |  |  | ${ }^{\text {an }}$ |  |  |  |  |  |  | gas | ${ }_{0} 1$ |  | ma | 500 |  | ${ }^{20}$ |  | £00 |  |  |  |
| ncra |  | ${ }_{0}^{20.6}$ | ${ }_{602}^{102}$ | ${ }_{\text {c00 }}^{500}$ | 500 |  |  | ${ }_{\text {nir }}$ |  | ${ }_{\text {coo }}^{\substack{200}}$ |  |  | 边18 |  | ${ }_{\text {cos }}^{\text {cos }}$ | ${ }_{\text {coid }}^{201}$ | ${ }_{5}^{500}$ | eoo |  |  | ${ }_{10}^{10}$ |  |  |  |  | ${ }_{\text {as }}^{\substack{08}}$ |
|  | 155 | ${ }^{2.6}$ | ${ }^{\text {¢13 }}$ | ¢00 | s00 | soa |  |  |  | 807 | 50.6 |  |  | ${ }_{\text {ca }}$ | ${ }^{\text {cas }}$ |  |  | m0． |  |  |  | ${ }^{20}$ | ${ }^{63}$ |  |  |  |
|  | ¢07 | ¢00 |  | ¢00 |  | ¢00 |  | ${ }_{\substack{\text { ciob } \\ 560}}$ |  | ¢00 |  |  | ${ }_{\substack{0 . \\ 0.7}}$ | ¢00 |  |  |  |  |  |  | ${ }_{\substack{\text { aid } \\ \text { is }}}$ | ¢00 | coo |  |  | ${ }_{0,3}^{0.3}$ |
|  |  |  |  | $\underset{\substack{800 \\ 500}}{ }$ | $£ 0.0$ $£ 0.0$ | $\underset{\substack{\text { te0 } \\ \text { foo }}}{ }$ | $\underset{\substack{800 \\ \text { foin }}}{ }$ |  | 800 <br> 500 <br> 100 | coit | $\underset{\substack{\text { fico } \\ \text { foi }}}{ }$ | $\substack{\begin{subarray}{c}{\text { cen } \\ t 00} }} \\ {\hline} \end{subarray}$ | －0， | $\underset{\substack{256 \\ 500}}{500}$ | ¢01 | cos |  | $\underset{\substack{\text { fon } \\ \text { E00 }}}{ }$ | $\substack{501 \\ 5 \\ 500}$ |  | 建 | $\underset{\substack{500 \\ \text { E00 }}}{ }$ | 500 | $\substack{\text { ceon } \\ \text { E000}}$ | $\underset{\substack{800 \\ 500}}{ }$ | － |
|  | $\begin{gathered} \text { coico } \\ \substack{600 \\ 5000} \\ \hline \end{gathered}$ | ¢00 | $\stackrel{\substack{\text { E00 } \\ \text { ¢02 }}}{ }$ | $\underset{\substack{800 \\ 500}}{ }$ | $\stackrel{\substack{\text { fico } \\ 5 \\ 500}}{ }$ | $\underset{\substack{\text { E00 } \\ \text { ¢0 }}}{ }$ | $\underset{\substack{\text { fen } \\ \text { foo }}}{ }$ | $\begin{gathered} 2000 \\ 5000 \\ 5000 \\ 500 \end{gathered}$ | $\underset{\substack{500 \\ 500}}{\substack{1 \\ \hline}}$ | coo |  | $\underset{\substack{\text { Ef00 } \\ 500}}{ }$ | － | $\begin{gathered} \text { col } \\ 5600 \\ 500 \\ 500 \end{gathered}$ | $\underset{\substack{500 \\ 500}}{ }$ |  | $\underset{\substack{500 \\ 500}}{\substack{1 \\ \hline}}$ | $\underset{\substack{500 \\ 5 \\ 500}}{ }$ | $\begin{aligned} & \substack{500 \\ 500 \\ 500 \\ 500} \\ & \hline \end{aligned}$ |  | $\begin{aligned} & a_{0} \\ & 0.0 \\ & 0.0 \end{aligned}$ | 800 <br> 600 <br> 600 <br> 0 |  | $\begin{gathered} \substack{1000 \\ 5000 \\ 500} \\ \hline \end{gathered}$ | 800 | －0． |
| coicley | $\begin{gathered} \text { foiog } \\ 6000 \\ 613 \end{gathered}$ | ¢00 | $\begin{gathered} \text { coiog } \\ 0.00 \\ 0.0 \\ \hline \end{gathered}$ | $\begin{gathered} \text { Eno } \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} \text { coiog } \\ \substack{000} \\ \hline \end{gathered}$ | $\begin{gathered} \text { coion } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { feno } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { cion } \\ \text { nis } \\ \hline 10 \end{gathered}$ | $\begin{array}{\|l\|l\|} \substack{800 \\ \hline \\ 5000} \\ \hline 000 \end{array}$ | $\begin{gathered} \text { seon } \\ 500 \\ 500 \end{gathered}$ |  |  | ， |  | $\begin{aligned} & 500 \\ & 5000 \\ & 500 \end{aligned}$ | $\begin{gathered} \text { En0 } \\ \substack{600 \\ 6 \\ 0} \end{gathered}$ | $\begin{gathered} \text { enoo } \\ \substack{600} \\ \hline \end{gathered}$ | 8.80 <br> 800 <br> 800 | $\begin{gathered} \text { seon } \\ 5000 \\ 500 \end{gathered}$ |  | ${ }_{\substack{0.0 \\ 0.6}}^{0 .}$ | 800 |  | （tion | $\substack{\text { cion } \\ \text { f00 }}$ | － |
| oner |  | ${ }_{503}$ | £00 | ¢00 | ${ }_{\text {¢0 }}$ | 500 | ¢00 | ${ }^{\text {nio }}$ | 500 | ${ }^{50}$ | ${ }^{\text {¢ }} 0$ | 500 | ${ }_{0}$ | ${ }_{0} 03$ | ${ }^{\text {603 }}$ | ¢00 | ${ }_{601}$ | 500 | 50 | ¢00 | ${ }_{0}$ | 500 | ¢00 | \＆00 | ¢00 | －0 |
| Dne 1 mom | 493 | ${ }_{68} 8$ | ${ }^{33}$ | 502 | 500 | f11 | 500 | ${ }_{5007}$ | 500 | ${ }^{843}$ | ${ }^{24}$ | 800 | ${ }_{67}$ | 175 | 826 | E14 | ${ }^{60}$ | ${ }_{50}$ | ${ }^{503}$ | ${ }^{601}$ | ${ }^{23}$ | 500 | 803 | ${ }^{6} 1$ | \％00 | ${ }^{14}$ |
| 2－bear |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Seww | ¢0\％ |  | ${ }_{\text {ck }}^{662}$ | ${ }_{\substack{803 \\ \text { ¢0，}}}$ | ${ }_{\substack{\text { f00 } \\ \text { f0 }}}$ | ¢， |  | ${ }_{85}^{8872}$ | ¢00 | se0 | ${ }_{\substack{800 \\ \text { f00 }}}$ |  |  | ¢ | $\underbrace{}_{\substack{\text { c98 } \\ \text { ¢08 }}}$ | ${ }_{\substack{28 \\ 801}}^{\text {cor }}$ |  | se0 |  |  |  | ${ }_{\substack{201 \\ 600}}^{\text {col }}$ | ¢00 |  |  |  |
| 速 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ${ }_{0.1}^{0 .}$ |
| crescermuxkocal | ${ }_{\substack{64 \\ 64}}^{4}$ | ${ }_{\substack{41 \\ 809}}$ |  | ${ }_{\text {c005 }}^{605}$ | ${ }_{5}^{200}$ | ¢00 | ¢00 | ${ }_{\substack{989 \\ 808}}^{18}$ |  | cen |  | coo | ${ }_{\substack{0.0 \\ 0.0}}$ | ${ }_{\text {cis }}^{\text {cis }}$ | ${ }_{\substack{04 \\ 908}}^{\text {a }}$ | ${ }_{\text {cos }}^{604}$ | ${ }_{602}^{602}$ | ¢000 |  |  | ${ }_{\substack{66 \\ 26}}$ | coi |  | ¢00 |  |  |
| des |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 0 |
|  | ¢00 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cosatuer creer tik | $\underset{\substack{\text { E00 } \\ \text { E00 }}}{ }$ | $\begin{gathered} \text { fion } \\ \substack{\text { fon }} \end{gathered}$ | $\begin{gathered} \text { cion } \\ \substack{500} \\ \hline 60 \end{gathered}$ |  | ${ }_{\substack{\text { fen } \\ \text { en }}}$ |  |  | $\underset{\substack{200 \\ \text { en }}}{\substack{20}}$ |  |  |  |  | $\stackrel{00}{00}$ | $\underset{\substack{500 \\ 500}}{ }$ | ${ }^{8001}$ | 线 | $\begin{gathered} \substack{800 \\ 500 \\ 500} \\ \hline \end{gathered}$ | E00 |  | ceo | $\stackrel{0}{0.1}$ | $\underset{\substack{800 \\ 900}}{ }$ | $\underset{\substack{ \pm 00 \\ 500}}{\substack{20}}$ | $\underset{\substack{800 \\ \text { E00 }}}{ }$ | 500 | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\substack{\text { E00 } \\ \text { E0，}}}$ | ${ }_{\substack{603 \\ 003}}^{1}$ | ${ }_{\text {coo }}^{\substack{\text { foo }}}$ | ${ }_{\substack{\text { f00 } \\ \text { ¢0．}}}$ | ${ }_{\substack{\text { fico } \\ \text { ¢0，}}}$ | ¢00 |  | ${ }_{\substack{80,3 \\ 60.3}}$ |  |  | ${ }^{60}$ |  |  | $£ 0.0$ | $£ 0.0$ $£ 0.0$ |  | $£ 0.0$ $£ 0.0$ $£ 0.0$ |  |  |  |  |  |  |  | $£ 0.0$ $£ 0.0$ |  |
|  | 800 | 80 | 500 | 800 | 500 | 500 |  |  |  |  |  |  |  | 000 |  | 500 | 500 |  |  |  |  |  |  |  |  |  |
| \％oma |  | ${ }^{\text {E24 }}$ | 570 | ¢08 | 500 | ${ }^{514}$ |  | ${ }_{\text {ceat }}$ |  | 500 | ¢00 |  | a． |  | 99 | ${ }^{63}$ | E08 | 500 | E13 | E00 |  |  |  |  |  |  |

TABLE 5d:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2032

| STORE/CENTE |  |  |  |  |  |  |  |  |  |  |  |  |  | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | ZONEE 1.7TOTAL | remainder of sudy area |  |  |  | ZONES 8-11 TOTAL |  |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |
|  | 138.0 | 69.1 | 35.5 | 59.8 | 18.6 | 29.4 | 43.7 | 334.1 | 53.3 | 93.9 | 95.2 | ${ }^{59.6}$ | 301.9 |  |
| (fm) | 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 1- DERRY - Londonderer west |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DERRY CENIRALAREA (as defined by the adopted Demy Local Plan Proposals Map) | f119 | £2.2 | ¢0.3 | f0.0 | £0.0 | £0.0 | £0.0 | 14.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £90.3 |
| Iceland, Foyleside Shopping Centre | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | 0.0 | f0.0 | f0. 0 | f0.0 | f0.0 | 0.0 | E3.4 |
| M + S Simply Food, Foyleside Shopping Centre | $\mathrm{fl}_{1.2}$ | f1.1 | f0. 0 | £0.0 | f0.0 | f0.0 | f0.0 | 2.3 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | E5.9 |
| Sainsurys, Stand Road | f5.4 | £0.5 | f0. 1 | £0.0 | f0.0 | f0.0 | f0.0 | 6.0 | £0.0 | f0.0 | f0.0 | f0.0 | 0.0 | 655.5 |
| Supenalu, Meadowbank Cout, Strand Rd | ${ }^{\text {f1. }} 1$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | 1.1 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | f3.8 |
| Supenalu, Waterloo Place | £0.9 | £0.3 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | 1.2 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | 52.5 |
| Tesco, Quayside Shopping Centre | £0.6 | £0.0 | f0.1 | £0.0 | £0.0 | f0.0 | £0.0 | 0.7 | £0.0 | f0.0 | f0.0 | £0.0 | 0.0 | f15.5 |
| Other | £2. 7 | $\mathrm{f}^{6} 3$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 3.0 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ¢3.6 |
| NORIHSDE DISTITCTCEAITE | £0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | f0.0 | 0.0 | £0.0 | £0.0 | f0.0 | f0.0 | 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 | f0.0 | £0.0 | 0.0 | ¢0.2 |
| RATH MOR DIITIICTCENITE | ${ }^{61.2}$ | £0.0 | f0.0 | f0.0 | $\mathrm{f0.0}^{0}$ | f0.0 | f0.0 | 1.2 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | 0.0 | £4.6 |
| Costcutter | $\mathrm{fl}^{1} 2$ | £0.0 | £0.0 | £0.0 | £0.0 | £0. 0 | ¢0.0 | 1.2 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | E4.6 |
| SpRnctoun distictcente | ${ }^{61.1}$ | ¢0.3 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | 1.4 | £0.0 | f0.0 | f0.0 | f0.0 | 0.0 | f9.5 |
| Dunnes | ${ }^{\text {f1. }} 1$ | ¢0.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 1.4 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 59.5 |
| MAIN FOODSTORES (OUISIDE OF LONDONDERRY/ DERRY CITY CENTRE, DISTICTCENTRES \& LOCALCENIRES | f15.8 | ${ }^{\text {f } 3} 3$ | 60.1 | f0.0 | f0.0 | 60.1 | ¢0.2 | 19.5 | £0.0 | ¢0.4 | f0.0 | £0.0 | 0.4 | 652.1 |
| Costcutter, Bechwood Avenue | $\mathrm{f}_{\mathrm{f} 2.1}$ | ¢0.3 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 2.4 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | E4.5 |
| Iceland, Buncrina Road | £3.1 | £0.8 | f0. 1 | £0.0 | f0.0 | f0.0 | f0.2 | 4.2 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f13.7 |
| Lial, Buncrana Road | £2.1 | ¢0.3 | £0.0 | £0.0 | £0.0 | f0.1 | ¢0.0 | 2.4 | £0.0 | £0.4 | f0.0 | £0.0 | 0.4 | f20.7 |
| Mace, Bishop Street | £0.6 | ¢0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | 0.6 | f0.0 | ¢0.0 | f0.0 | f0.0 | 0.0 | f0.6 |
| Mace, Clooney Terace | £0.0 | $\mathrm{f}^{\text {f }}$. 3 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | 0.3 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | f0.3 |
| Mace, Messines Terace | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | 0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0.0 }}$ | 0.0 | ${ }^{\text {f0.3 }}$ |
| Spar, Creggan Road | ${ }^{\text {¢ } 2.2}$ | ${ }^{\text {f1. } 1}$ | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | 3.4 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f3.4 |
| Spar, Park Avenue | £0.9 | £0.2 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | 1.1 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | f1.1 |
| Supenalu, Greenhaw Road | £4.7 | $\mathrm{fo}^{1} 3$ | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 5.0 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ¢7.4 |
| other | ¢7.4 | £0.6 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | 8.1 | £0.0 | E0.0 | ¢0.0 | £0.0 | 0.0 | f10.3 |
| ZONE 1 TTAL | ${ }^{\text {f30.0 }}$ | ${ }^{65.8}$ | f0.4 | ${ }^{\text {¢ }}$. | ¢0.0 | ¢0.1 | £0.2 | 36.4 | f0.0 | ${ }^{\text {f0. }} 4$ | f0.0 | f0.0 | 0.4 | ${ }_{\text {f156.6 }}$ |
| ZONE 2- DERRY - LONDONDERYY EAST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| USNAGEivin distrctcentre | f1.7 | £3.7 | f0.6 | f0. 3 | ${ }^{\text {f0. }}$ | f0.0 | $\mathrm{f}_{0} 0$ | 6.3 | £0.0 | £0.0 | ${ }^{\text {f. }} 0$ | ${ }^{\text {f0.0 }}$ | 0.0 | ¢78.8 |
| Supervalu (Long'st) Lssagelvin | £0.0 | ${ }_{61.1}$ | f0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | $\mathrm{fo}^{0} 0$ | 1.1 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | 0.0 | 67.4 |
| Tesco, Lissagelvin | ${ }^{\text {f1.7 }}$ | fx 2.6 | £0.6 | f0. 3 | £0.0 | £0.0 | £0.0 | 5.1 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | ${ }^{671.3}$ |
| Crescentunk localcente | f1.1 | £4.9 | ¢0.9 | f0.4 | ${ }^{\text {¢0, }}$ | f0. 3 | f0.0 | 7.7 | ¢0.2 | ¢0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | 0.2 | ${ }^{630.6}$ |
| M + S Simply Food | ${ }^{\text {f1.1 }}$ | £2.7 | f0. 4 | f0.4 | f0.0 | f0.1 | £0.0 | 4.7 | f0. 2 | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | 0.2 | ${ }^{613.3}$ |
| Tesco Express | £0.0 | f2. 2 | f0.6 | £0.0 | f0.0 | f0. 2 | £0.0 | 2.9 | £0.0 | f0.0 | f0.0 | f0.0 | 0.0 | f17.3 |
| Cente, ilitcticentes \& Local cenires | £0.0 | ¢3.3 | £0.7 | £0.0 | £0.0 | f0.1 | £0.0 | 4.2 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | ${ }_{5} 5.5$ |
| Centra, Trench Road SC | £0.0 | ¢1.9 | £0.5 | £0.0 | f0.0 | f0. 0 | £0.0 | 2.4 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | E4.1 |
| Costcutter, Crescent Link | £0.6 | £0.2 | f0. 3 | £0.0 | f0.0 | f0. 0 | £0.0 | 1.1 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f1.3 |
| ${ }^{\text {Spar, Church Brae (Tullyally SC) }}$ | ${ }^{\text {£0.0 }}$ | ${ }^{\text {¢0. }}$ ¢ | ${ }^{\text {¢0. }}$ ¢ | ${ }^{\text {¢0. }} 0$ | £0.0 | £0.1 | $\mathrm{f}^{\mathrm{f}, 0}$ | ${ }^{0.6}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0.0 }}$ | 0.0 | ${ }^{\text {f0. }} 5$ |
| Spar, Rossdowney Park | £0.0 | ${ }^{6} 1.2$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 1.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 51.5 |
| OTHER | £0.0 | f1.0 | f0. 3 | £0.4 | f0.0 | f0.0 | £0.0 | 1.7 | f0.0 | f0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | 0.0 | f2.0 |
| Supenalu, Duncastle Rd | £0.0 | ¢0.2 | f0. 1 | £0.0 | f0.0 | f0.0 | $\mathrm{fo}^{0} 0$ | 0.4 | f0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | 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 | f0.0 | £0.0 | 0.0 | f13 |
| zonez Total | £3.3 | ${ }_{\text {f13.2 }}$ | f 2.8 | ${ }_{\text {f1. }} 1$ | f0.0 | f0.4 | £0.0 | 20.8 | £0.2 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | 0.2 | f119.1 |

TABLE 5d:
CONVENIENCE

## GOODS TURNOVER, BY

ZONE, 2032

| STRE/CENTRE |  | CHOIC E MAIN FOOD SHOPPING |  |  |  |  |  |  |  |  |  |  |  |  | StCOND CHOICE MAIN FOODSHOPPMG |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 1 | COUNCILAREA |  |  |  |  |  | ZONES 1-7 total | remalindr of sudy area |  |  |  | $\begin{gathered} \text { ZONES 8-11 } \\ \text { TOTAL } \end{gathered}$ | councilarea |  |  |  |  |  |  | $\begin{gathered} \text { ZONES } 1-7 \\ \text { TOTAL } \end{gathered}$ | remainderof stud area |  |  |  | $\begin{array}{\|l\|} \hline \text { ZONES } 8 \\ 11 \text { TOTAL } \end{array}$ |
|  |  | 2 | 3 | 4 | 5 | 6 | 7 | 8 |  | 9 | 10 | 11 | 1 |  | 2 | 3 | 4 | 5 | 6 | 7 | 8 |  | 9 | 10 | 11 |  |
|  | $\underset{(\substack{(f m) \\(\mathrm{fm})}}{ }$ |  | $\begin{aligned} & 138.0 \\ & 67.6 \\ & \hline \end{aligned}$ | 69.5 34.0 | 36.3 17.8 | 60.8 29.8 | ${ }^{18.8}{ }_{9}$ | 30.2 14.8 | 46.3 22.7 | 399.9 196.0 | 53.3 26.1 | 93.9 46.0 | 95.2 46.6 | ${ }_{29.2}^{59.6}$ | ${ }_{3}^{301.9}$ | 138.0 29.0 | ${ }_{6}^{69.5}$ | 36.3 76 | ${ }_{\substack{60.8 \\ 128}}$ | ${ }_{4.0}^{18.8}$ | ${ }_{3}^{30.2}$ | ${ }_{9}^{4.7}$ | ${ }^{3999}$ | ${ }_{112}^{53.3}$ | ${ }_{19,9} 9$ | $\xrightarrow{95.2}$ | ${ }_{129}^{59.6}$ | ${ }^{3019}$ |
| ZONE 3-EGUNTON |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops Dumahoe |  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £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 |  | ${ }^{\text {f0. }}$ | £0.0 | £2.4 | £.0 | £0.0 | £0.1 | £0.0 | ${ }_{\text {f2 }} 5$ | £0.0 | £.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {£ }} 0$ | £0.0 | f0. 7 | £0.0 | £0.0 | £.0 | £0.0 | 0.7 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Other |  | £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 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 |
| zone 3 total |  | f0.0 | £0.0 | £2. 4 | £0.0 | £0.0 | £0.1 | £0.0 | f2. 5 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | ${ }^{\text {¢ }} 0$ | £0.0 | £0.7 | £0.0 | £0.0 | £0.0 | £0.0 | 0.7 | £0.0 | £0. 0 | £0.0 | f0.0 | 0.0 |
| ZONE 4- Strabane |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Policies Map) |  | $\mathrm{fx}^{1.7}$ | $\mathrm{fl}^{1.1}$ | £0.9 | £23.2 | ${ }_{\text {f1. }} 1$ | £0.5 | f3.1 | 531.5 | £0.0 | £0.0 | £0.0 | £2.3 | 2.3 | ${ }_{\text {f1.0 }}$ | £0.7 | f0. 3 | ¢8.7 | £0.5 | £0.1 | £0.8 | 12.1 | £0. 1 | £0.0 | £0.0 | ${ }_{\text {f1. }} 1$ | 1.2 |
| ASDA, Branch Road, Strabane |  | ${ }_{\text {f1. }} 1$ | ${ }_{\text {f1. } 11}$ | £0.9 | f21.6 | ${ }_{\text {f1. }} 1$ | £0.5 | ¢3.1 | ¢29.9 | ¢0.0 | ¢0.0 | ¢0.0 | f1.3 | 1.3 | ${ }_{\text {f1.0 }}$ | ¢0.7 | f0. 3 | ¢7.8 | ¢0.4 | £0.1 | ¢0.8 | 11.2 | f0. 1 | f0.0 | £0.0 | $\mathrm{fo}^{10.8}$ | 0.9 |
| 'celand, Railway Street |  | f0.0 | £0.0 | f0.0 | ¢0.3 | £0.0 | £0.0 | £0.0 | ¢0.3 | £0.0 | £0.0 | £0.0 | f1.0 | 1.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | $\mathrm{f}_{6} .3$ | £0.0 | £0.0 | f0.0 | 0.4 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.2 | 0.2 |
| Local Shops, Strabane TC |  | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {¢ }} 00$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | £0.0 | 0.0 | £0.0 | $\mathrm{fo}^{\text {¢ }} 0$ | f0.0 | f0.0 | 0.0 |
| Supevalu, Main Street |  | £0.0 | £0.0 | £0.0 | f1.3 | £0.0 | £0.0 | £0.0 | ${ }_{61.3}$ | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | ${ }^{\text {¢ }} 0$ | £0.0 | £0.0 | £0.6 | £0.0 | £0.0 | £0.0 | 0.6 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| outof centre |  | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | £4.4 | f0. 1 | f0.0 | f0. 2 | $\pm 4.7$ | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | £2.2 | f0.0 | f0.0 | f0.1 | 2.3 | f0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | 0.0 |
| Costcutter, Ballycolman Avenue |  | f0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | 0.0 |
| Lad, Bradley Way |  | £0.0 | £0.0 | £0.0 | ${ }^{\text {¢ } 4.1}$ | £0. 1 | £0.0 | £0. 2 | E4.5 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | f0.0 | f2.0 | £0.0 | £0.0 | f0.1 | 2.1 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 |
| Spar, Deny 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 | ${ }^{\text {¢ }} 00$ | f0.1 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | 0.1 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 |
| Spar, Fountain Street |  | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo}^{50}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {¢ }} 00$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | 0.0 |
| Spar, Umey Road |  | f0.0 | £0.0 | £0.0 | ¢0.3 | f0.0 | £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 | f0.0 | 0.2 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Strabaneother |  | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Bermhill Road, Atigarvan |  | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 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 |
| OTHER |  | $\mathrm{fo}^{\text {f }} 0$ | £0.0 | ¢0.0 | ¢0.3 | f0.0 | f0.0 | £0.0 | E0.3 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{\text {£ }} 0$ | f0.0 | f0.0 | ¢0.1 | £0.0 | f0.0 | f0.0 | 0.1 | f0.0 | £0.0 | f0.0 | £0.0 | 0.0 |
| ZONE 4- TOTAL |  | $\mathrm{fl}^{1.7}$ | ${ }_{61.1}$ | ¢0.9 | f27.9 | ${ }_{\text {f1. }}{ }^{2}$ | f0.5 | f3. 3 | ${ }_{536.6}$ | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {f2. }} 3$ | 2.3 | ${ }_{\text {f1.0 }}$ | £0.0 | f0. 3 | f11.0 | f0.5 | ${ }^{\text {f0. }} 1$ | f0.9 | 13.9 | f0.1 | ¢0.0 | f0.0 | ${ }^{61.1}$ | 1.2 |
| 20NE 5-CASTIEDRG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Pan 1986-2001) |  | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £.0 | £7.3 | £.0 | ${ }_{\text {f0. }}$ | ${ }^{\text {f7. }} 8$ | £0.0 | £.0 | £.0 | £0.0 | 0.0 | ${ }^{\text {¢ }}$.0 | £0.0 | f0.0 | £0.1 | £3.1 | £.0 | $\mathrm{f}^{0} 2$ | 3.4 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | 0.0 |
| Coop, High Street |  | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{17.4}$ | £0.0 | $\mathrm{f0}_{0} 2$ | f1.6 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.9 | £0.0 | £0.0 | 0.9 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 |
| Spar, Dergvalley Shopping Centre |  | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | ${ }_{\text {f } 2.5}$ | £0.0 | £0.2 | E2.6 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ${ }_{\text {f1. } 2}$ | £0.0 | f0.1 | 1.3 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Vivo Xtra, william Street |  | f0.0 | £0.0 | £0.0 | f0.0 | f3.3 | f0.0 | f0.2 | ${ }^{63.5}$ | £0.0 | f0.0 | ¢0.0 | ¢0.0 | 0.0 | £0.0 | £0.0 | f0.0 | f0. 1 | f1.0 | £0.0 | f0.1 | 1.2 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| CAstederg outof centre |  | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.3 | £0.0 | £0.0 | f0.3 | £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 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 |
| Costcuter, Castefin Road |  | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | f0.1 | £0.0 | £0.0 | ¢0.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | f0. 0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | 0.0 |
| Mace, Strabane Road |  | f0.0 | £0.0 | £0.0 | £0.0 | f0. 1 | £0.0 | £0.0 | $\underline{6.1}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.1 | £0.0 | f0.0 | 0.1 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Other |  | f0.0 | £0.0 | £0.0 | £0.0 | f0.2 | £0.0 | £0.0 | 60.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 |
| zone 5 Total |  | f0.0 | £0.0 | f0.0 | £0.0 | ${ }_{\text {¢7. }} 6$ | ${ }^{\text {f0. }}$ | $\mathrm{f}^{6} .6$ | E8. 1 | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | £0.0 | 0.0 | £0.0 | £0.0 | €0.0 | £0.1 | ¢3.2 | €0.0 | f0.2 | 3.6 | £0.0 | 0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 |
| ZONE 6- CIAUDO |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| claudr viluge centre |  | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }_{\text {f1. }}$ | $\mathrm{f}_{0} 0$ | ${ }_{61.8}$ | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {£ }} 0$ | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.4 | ${ }^{\text {f0. }}$ | 0.4 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | 0.0 |
| Centra, Claudy |  | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f1. 2 | £0.0 | ${ }^{6} 1.2$ | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | f0. 0 | £0.0 | £0.0 | £0.4 | f0.0 | 0.4 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Costcutter, Main Street |  | $\mathrm{fo}^{\text {f0 }}$ | £0.0 | £0.0 | £0.0 | f0.0 | £0.3 | £0.0 | ¢0.3 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.1 | f0.0 | 0.1 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Main Street, Claudy |  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 3$ | £0.0 | 60.3 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.2 | f0.0 | 0.2 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Spar, Main Street, Feeny |  | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.3 | £0.0 | f0.3 | £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 | f0.0 | £0.0 | 0.0 |
| Spar, Main Street, Dungiven |  | $\mathrm{f}^{\text {f.0 }}$ | £0.0 | f0.0 | £0.0 | f0.0 | f0.6 | £0.0 | f0.6 | f0.0 | £0.0 | £.0 | £0.0 | 0.0 | £.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.5 | f0.0 | 0.5 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | 0.0 |
| Supervalu, Gavagh Rd, Dungiven |  | f0.0 | £0.0 | f0.3 | f0.0 | f0.0 | £2.9 | f0.0 | f3.2 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | f0.0 | f0. 1 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.8 | f0.0 | 0.9 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 |
| Local Shops, Dungiven town centre |  | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.5 | £0.0 | ¢0.5 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f.0 }}$ | £0.0 | f0.2 | £0.0 | 0.2 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Other Zone 6 |  | f0.0 | £0.0 | £0.0 | £0.0 | £.0 | f0.1 | £0.0 | f0.1 | £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 | ${ }^{\text {f0. }}$ | f0.0 | 0.0 |
| ZONE 6TOTAL |  | £0.0 | £0.0 | £0.3 | £0.0 | £0.0 | f6. 1 | £0.0 | f6.4 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 | £0.0 | £0.0 | £0.1 | £0.0 | £0.0 | f2. 2 | £0.0 | 2.3 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 |

TABLE 5d:
CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2032

| SIORECEATRE |  | TOP UPFOOD SHOPPNG |  |  |  |  |  |  |  |  |  |  |  |  | T0tal |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | COUNCILAREA TOPUPFOOD SHO |  |  |  |  |  |  | $\begin{aligned} & \text { ZONES 1-7 } \\ & \text { TOTALL } \end{aligned}$ | REMAINDER OF S SUDY AREA |  |  |  | $\begin{aligned} & \text { ZONES 8-11 } \\ & \text { TOTAL } \end{aligned}$ |  |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | $10 \quad 11$ |  |  |  |
|  | (5m) | 138.0 | ${ }^{69.1}$ | ${ }^{35.5}$ | ${ }^{59.8}$ | 18.6 | 29.4 | 43.7 | 394.1 | 53.3 | 93.9 | 95.2 | ${ }^{59.6}$ | 3019 |  |
|  | (fm) | 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 3- EGUNTON |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops Dumahoe |  | $\mathrm{f}^{\text {¢ }} 0$ | ${ }^{\text {¢ }} 0$ | ${ }_{\text {f1. }}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | 1.3 | ¢0.0 | £0.0 | £0.0 | f0.0 | 0.0 | $f 1.3$ |
| Supenalu, Main Street |  | £0.0 | ${ }^{\text {f0. }} 0$ | £4.0 | ${ }^{\text {f0. }}$ | f0. 0 | £0.0 | £0.0 | 4.0 | ${ }^{\text {f0. }} 3$ | ¢0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | 0.3 | ¢7.9 |
| Other |  | ${ }^{\text {f0. }} 0$ | £0.0 | £0.9 | f0.0 | £0. 0 | £0.0 | £0.0 | 0.9 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢0.9 |
| zone 3 total |  | £0.0 | £0.0 | £4.0 | f0.0 | f0.0 | £0.0 | £0.0 | 4.0 | $\mathrm{f}^{6} 3$ | £0.0 | ¢0.0 | £0.0 | 0.3 | ¢7.9 |
| ZONE 4- STRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Policies Map) |  | £0.0 | ${ }^{\text {f }}$. 0 | ${ }^{\text {f0, }} 1$ | ${ }^{6.1}$ | f0.2 | ¢0.1 | £0.0 | 6.6 | f0.0 | £0.0 | £0.0 | ${ }^{80.0}$ | 0.0 | ${ }_{668.1}$ |
| AsDA, Branch Road, Strabane |  | £0.0 | ${ }^{\text {f }}$. 0 | f0.0 | ¢3.2 | f0. 1 | f0. 1 | £0.0 | 3.4 | f0.0 | £0.0 | f0.0 | $\mathrm{f}_{0} 0$ | 0.0 | ¢59.2 |
| celand, Railway Street |  | $\mathrm{fo}^{\text {¢ }} 0$ | $\mathrm{fo}^{\text {¢ }} 0$ | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | ${ }^{\text {£0. }} 0$ | f0.0 | $\mathrm{fa}_{0} 0$ | 0.0 | f3.2 |
| Local Shops, Strabane TC |  | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | ${ }^{\text {f1.3 }}$ | f0. 1 | £0.0 | f0.0 | 1.4 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | 0.0 | f14 |
| Supervalu, Main Street |  | ${ }^{\text {f0. }} 0$ | £0.0 | f0.1 | f1.6 | £0.0 | £0.0 | £0.0 | 1.7 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | $\pm 4.2$ |
| outof centre |  | £0.0 | ${ }^{\text {f0. }} 3$ | ${ }^{\text {f0. } 2}$ | ${ }_{\text {¢4,4 }}$ | f0.0 | £0.0 | £0.2 | 5.1 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | f14.6 |
| Costcutter, Ballycolman Avenue |  | £0.0 | ${ }^{\text {f0. }}$ ¢ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | f0.0 | 0.5 | $\mathrm{fo}^{0} 0$ | £0.0 | f0.0 | $\mathrm{f}_{6} 0.0$ | 0.0 | f0.5 |
| Lid, Bradey Way |  | $\mathrm{fo}^{0.0}$ | £0.3 | f0.2 | ${ }^{61.2}$ | f0.0 | £0.0 | f0.0 | 1.8 | f0.0 | ${ }^{\text {£0. }} 0$ | f0.0 | f0.0 | 0.0 | f10.4 |
| Spar, Deny Road |  | $\mathrm{fo}^{\text {f0. }}$ | f0.0 | f0.0 | ${ }^{61.6}$ | £0.0 | £0.0 | £0.0 | 1.6 | f0.0 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | 0.0 | f1.8 |
| Spar, Fountain Street |  | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | ${ }^{\text {£0. } 2}$ | £0.0 | £0.0 | £0.0 | 0.2 | $\mathrm{fo}^{\text {¢0. }}$ | ${ }^{\text {£0. }} 0$ | £0.0 | £0.0 | ${ }^{0.0}$ | ¢0.2 |
| Spar, Umey Road |  | £0.0 | f0.0 | f0.0 | f0.9 | £0.0 | £0.0 | f0.2 | 1.1 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f1.8 |
| Strabane other |  | f0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ¢0.0 | 0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | ¢0.0 |
| Spar, Bemhhill Road, Attigavan |  | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | f0. 0 | £0.0 | £0.2 | 0.8 | ${ }^{\text {f0. }}$ | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {¢0. }} 0$ | f0.0 | 0.0 | ¢0. 8 |
| OTHER |  | ${ }^{\text {¢0. }}$ | £0.0 | f0.0 | £3.6 | £0. 0 | £0.0 | $\mathrm{E}_{0} 0$ | 3.6 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{\text {4 }}$. 2 |
| Zone ${ }^{\text {- Total }}$ |  | £0.0 | ¢0.3 | ${ }^{60.3}$ | ${ }_{\text {f14.8 }}$ | f0. 2 | £0. 1 | f0.4 | 16.1 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | 886.3 |
| 20NE 5-CASTIEDRG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Plan 1986-2001) |  | $\mathrm{f}^{0} 0$ | £0.0 | f0.0 | £0.4 | f3.7 | £0.0 | 60.2 | 4.3 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f19.0 |
| Coop, High Street |  | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | ${ }^{\text {f0. } 2}$ | ${ }^{\text {¢0. }} 8$ | £0.0 | £0.0 | 1.1 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £4.5 |
| Spar, Dergvalley Shopping Centre |  | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{151.8}$ | £0.0 | f0. 2 | 2.0 | f0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | ¢7.3 |
| Vivo Xtra, William Street |  | £0.0 | £0.0 | f0.0 | f0.2 | ${ }^{61.1}$ | £0.0 | £0.0 | 1.3 | f0.0 | £0.0 | f0.0 | £0.0 | 0.0 | 57.2 |
| castiedrg outof centre |  | £0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }_{\text {f1. }} 6$ | £0.0 | f0.0 | 1.6 | f0.0 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | 0.0 | 52.3 |
| Costcutter, Castlefin Road |  | ${ }^{\text {f0. }} 0$ | f0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{60.5}$ | £0.0 | ¢0.0 | 0.5 | f0.0 | ${ }^{\text {£0. }} 0$ | £0.0 | $\mathrm{f}_{0} 0$ | 0.0 | ¢0.6 |
| Mace, Strabane Road |  | £0.0 | £0.0 | f0.0 | f0.0 | f0.5 | £0.0 | £0.0 | 0.5 | f0.0 | $\mathrm{f}^{\text {¢0. }} 0$ | £0.0 | £0.0 | 0.0 | ¢0.8 |
| Other |  | £0.0 | f0.0 | f0.0 | f0.0 | £0.6 | £0.0 | £0.0 | 0.6 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ¢0.9 |
| ZOne 5 Total |  | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | f0.4 | ${ }^{55.3}$ | £0.0 | f0.2 | 6.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f21.2 |
| 20NE 6-CLAUDY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| claudr viluage cenire |  | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.0 | ${ }^{1} 1.1$ | £0.0 | 1.1 | ${ }^{\text {f0. }} 0$ | £.0 | £0.0 | ${ }^{\text {f0. }}$ | 0.0 | ¢3.6 |
| Centra, Claudy |  | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | ${ }^{61.1}$ | ¢0.0 | 1.1 | f0.0 | $\mathrm{fo.0}^{0}$ | £0.0 | f0.0 | 0.0 | ¢3.0 |
| Costcutter, Main Street |  | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {£0. }}$ | £0.0 | £0.0 | 0.0 | £0.0 | ${ }^{\text {£0. }} 0$ | £0.0 | £0.0 | ${ }^{0.0}$ | E0.4 |
| Spar, Main Street, Claudy |  | £0.0 | f0.0 | £0.1 | f0.2 | £0.0 | ${ }_{\text {f1. }}$ | £0.0 | 1.4 | £0.0 | £0.0 | f0.0 | f0.0 | 0.0 | f2. 1 |
| Spar, Main Street, Feeny |  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.9 | ${ }^{\text {f0. }}$ | 0.9 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{61.3}$ |
| Spar, Main Street, Dungiven |  | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0. 0 | f0.5 | £0.0 | 0.5 | f0.0 | £.0 | £.0 | $\mathrm{f}_{0} 0$ | 0.0 | f2.0 |
| Supenalu, Gavagh Rd, Dungiven |  | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0. }} 0$ | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £2. ${ }^{\text {¢ }}$ | £0.0 | 2.3 | ${ }_{\text {f0. }} 0$ | £0.0 | ${ }_{\text {f0. }} 0$ | ${ }^{\text {f0.0 }}$ | 0.0 | ¢7.3 |
| Local Shops, Dungiven town centre |  | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{61.1}$ | £0.0 | 1.1 | ${ }^{\text {f0. }}$ | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {¢0. }} 0$ | ${ }^{\text {f0.0 }}$ | 0.0 | 52.1 |
| Other Zone 6 |  | ${ }^{\text {¢ }} 0$ | £0.0 | f0.0 | f0.0 | £0.0 | £0.9 | £0.0 | 0.9 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{1.0}$ |
| ZONE 6T0TAL |  | £0.0 | £0.0 | f0.1 | £0.2 | £0. 0 | £7.9 | £0.0 | 8.2 | £0. 0 | £0.0 | ¢0.0 | f0.0 | 0.0 | $f 19.3$ |

TABLE 5d:
CONVENIENCE

## GOODS TURNOVER, BY

ZONE, 2032

| STORECCENRE |  | Frichiolc main food shopping |  |  |  |  |  |  |  |  |  |  |  |  | SCCOND CHOICE MAIN FOODSHOPPING |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 1 | councllarea |  |  |  |  |  | ZONES 1-7 TOTAL | remainder of stur area |  |  |  | $\begin{aligned} & \text { ZONES 8-11 } \\ & \text { TOTAL } \end{aligned}$ | councilarea |  |  |  |  |  |  | ZONES 1-7 TOTAL | remalindr of sudy area |  |  |  | $\begin{array}{\|l\|} \hline \text { ZONES } 8 \\ 11 \text { TOTAL } \end{array}$ |
|  |  | 2 | 3 | 4 | 5 | 6 | 7 | 8 |  | 9 | 10 | 11 | 1 |  | 2 | 3 | 4 | 5 | 6 | 7 | 8 |  | 9 | 10 | 11 |  |
|  |  | 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 |
|  | (fm) |  |  | 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 |
| 20NE 7- NeWIOWNSIEWART |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| newtounstewartoun Cenire |  | £0.0 | £0.0 | f0.0 | f0.0 | ${ }^{0.0}$ | £0.0 | f1.0 | f1.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | 0.0 | £0.0 | f0.0 | £0.0 | ${ }^{6} 0$ | f0.0 | £0.0 | ¢0.8 | 0.8 | f0.0 | f0.0 | £0.0 | ¢0.0 | 0.0 |
| Gallachers Nisa, Main Street |  | f0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0. 0 | £0.0 | f0.1 | 0.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Spar, Stabane Road |  | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f1.0 | ${ }^{\text {f1. }}$ | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.8 | 0.8 | f0.0 | f0.0 | £0.0 | ¢0.0 | 0.0 |
| Son mus |  | ¢0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | $\mathrm{fa}_{0} 0$ | £0.0 | 0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | 0.0 |
| Spar, Mellmount Road |  | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | f0.0 | 0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 |
| Village Stores and senice station |  | £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 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | 0.0 |
| Otherzone 7 |  | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.2 | £0.0 | £0.2 | f0.4 | £0.0 | £0.0 | ${ }^{\text {f }}$. 0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.1 | 0.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| Costcutter, Greencastle, Omagh |  | £0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{f}_{0} 0$ | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | $\mathrm{fo}^{0} 0$ | ¢0.0 | £0.0 | 0.0 |
| Mace, Gottin Road, Omagh |  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo.0}^{\text {¢ }}$ | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | $\mathrm{fo}^{\mathrm{f}, 0}$ | £0.0 | £0.0 | 0.0 | $\mathrm{fo}^{\text {f0. }}$ | $\mathrm{f}^{\mathrm{f}, 0}$ | £0.0 | ${ }^{\text {£ } 0.0}$ | 0.0 |
| Spar, Gotin Road, Omagh |  | f0.0 | £0.0 | f0.0 | f0. 0 | $\mathrm{f}_{0} 0$ | £0.0 | £0.2 | f0.2 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.1 | 0.1 | f0.0 | £0.0 | f0.0 | £0.0 | 0.0 |
| Spar, Old Mountield Road, Mullaghmore, Omagh |  | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f}_{0.0}$ | £0.0 | £0.4 | f0.4 | £0.0 | £0.0 | ${ }^{\text {f }}$. 0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | f0. 1 | 0.1 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | 0.0 |
| Spar Plumbridge |  | £0.0 | £0.0 | f0.0 | £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 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 |
| zone 7 total |  | ${ }^{\text {¢ }} 0$ | £0.0 | f0.0 | £0.0 | ¢0.2 | £0.0 | f1.9 | ¢2.0 | £0.0 | £0.0 | £.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{fl}_{1} 1$ | 1.1 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 |
| ZONE 8 - UMAVADY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Costutter, Catherine St |  | ${ }^{\text {¢ }}$.0 | £0.0 | £0.0 | £0.0 | £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 | $\mathrm{fo}^{0} 0$ | 0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 |
| Lud, Main St, Limavady |  | ${ }^{\text {£ } 0.0}$ | £0.0 | £0.2 | $\mathrm{f}^{\text {¢0. }}$ | £0.0 | £0.5 | £0.0 | ¢0.6 | ${ }^{\text {f1.3 }}$ | £0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | 1.3 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0. }} 0$ | £0.3 | £0.0 | ${ }^{0.3}$ | ${ }^{51.2}$ | £0.0 | £0.0 | ${ }^{\text {¢ } 0.0}$ | 1.2 |
| Mace, Greystone Road |  | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.3 | £0.0 | f0.0 | £0.0 | 0.3 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 | f0.2 | £0.0 | £0.0 | £0.0 | 0.2 |
| Spar, Anderson Park |  | ¢0.0 | £0.0 | f0. 0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | $\mathrm{f}^{\text {f }} 0$ | £0.0 | 0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }^{\text {f0. }} 3$ | £0.0 | f0.0 | £0.0 | 0.3 |
| Spar, lish Green Street |  | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | 0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | 0.0 |
| Supenalu, Market Street |  | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | £0.4 | ${ }^{\text {£0.0 }}$ | ${ }^{\text {¢0.4 }}$ | ${ }_{\text {f1.9 }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | 19 | ${ }^{\text {f0.0 }}$ | £0.1 | £0.1 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }} 0$ | £0.1 | £0.0 | ${ }^{0.3}$ | ${ }^{17.2}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | 1.2 |
| Tesco Express, Limavady |  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{11.3}$ | £0.0 | $\mathrm{f}^{\text {f }} 0$ | £0.0 | 1.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.1 | £0.0 | £0.0 | £0.0 |  |
| Tesco Superstore, Main St, Limavady |  | ${ }^{\text {£ } 0.0}$ | £0.0 | ${ }^{\text {f1. }} 9$ | £0.0 | ${ }^{\text {f0. }} 0$ | ${ }_{\text {f3.0 }}$ | £0.0 | ¢4.9 | f15.9 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | 15.9 | £0.0 | £0.0 | £0.7 | £0.0 | f0.0 | f1.4 | £0.0 | 2.2 | f5.2 | ${ }_{\text {f0. }} 0$ | £0.0 | £0.0 | 5.2 |
| Local Shops, Limavady town centre |  | ${ }^{\text {f1.1 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {fi. }} 1$ | £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 |  | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 0.0 | f0.0 | £0.0 | 0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | 0.0 | £0.0 | f0.0 | f0.0 | £0.0 | 0.0 |
| Zone 8 total |  | ${ }_{\text {f1.1 }}$ | £0.0 | £2.0 | £0.0 | ¢0.0 | f3.8 | ¢0.0 | ¢6.9 | £21.0 | £0.0 | ¢0.0 | £0.0 | 21.0 | £0.0 | f0.0 | ¢0.9 | £.0 | £0.0 | £1.8 | £0.0 | 2.7 | £8.7 | £0.0 | £.0 | £0.0 | 8.7 |
| Other |  | ${ }^{\text {f0. }} 6$ | ${ }^{60.3}$ | E1.1 | ${ }^{0.6}$ | f0.2 | ${ }_{\text {f1. }} 1$ | ${ }_{\text {f16. }} 1$ | 20.1 | ${ }^{\text {¢ }} 4.3$ | E417 | E43.7 | ¢26.9 | 16.6 | ${ }^{\text {e. }} 8$ | ¢0.0 | ${ }^{60.4}$ | ${ }^{50.1}$ | f0.1 | ¢0.4 | ¢6. 1 | 8.0 | ${ }^{11.6}$ | ${ }^{19} 9$ | f18.9 | $\pm 11.5$ | 51.3 |
| Intemet |  | £0.0 | ¢0.7 | £0.9 | ${ }^{60.3}$ | f0.1 | £0.5 | £0.4 | $\pm 2.9$ | £0.8 | £0.0 | ${ }^{\text {f0. }} 6$ | £0.0 | 1.3 | £0.0 | f0.4 | £0.4 | f0. 1 | $\mathrm{fo}^{\text {¢ }} 0$ | £0.2 | £0.2 | 1.3 | £0.4 | £0.1 | £0.0 | £0.0 | 0.6 |

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

## TABLE 5d:

CONVENIENCE
GOODS TURNOVER, BY
ZONE, 2032

| STORECENIRE |  | TOP UPFOOD SHOPPNG |  |  |  |  |  |  |  |  |  |  |  |  | T0TAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | councilarea |  |  |  |  |  |  | $\begin{gathered} \text { ZONEES } 1-7 \\ \text { TOTAL } \end{gathered}$ | Remainder of sudy area |  |  |  | $\underset{\substack{\text { ZONESE. } \\ \text { TOTAL }}}{ }$ |  |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |
|  | $\begin{aligned} & \substack{(\mathrm{Em} \\ (\mathrm{~mm})} \end{aligned}$ | $\begin{aligned} & 138.0 \\ & \hline 1 \end{aligned}$ | 69.1 20.8 | 35.5 10.9 | 59.8 18.2 | 18.6 5.6 | $\underset{9.1}{29.4}$ | $\begin{aligned} & \begin{array}{l} 33.7 \\ 13.9 \end{array} \end{aligned}$ | $\begin{aligned} & 3941 \\ & 120.0 \end{aligned}$ | 53.3 16.0 | $\begin{aligned} & 98.9 \\ & \hline 28.2 \end{aligned}$ | 95.2 28.5 | 59.6 17.9 | 301.9 90.6 |  |
| ZONE 7- NEWTOWNSIEWART |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Newtownstewartiown centre |  | ${ }^{\text {f0. }}$ | ¢0.0 | ${ }^{0.0}$ | ¢0.0 | f0.0 | £0.0 | £2.4 | 2.4 | ${ }^{\text {f0. }}$ | ¢0.0 | ¢0.0 | ${ }^{0} 0$ | 0.0 | f5.0 |
| Gallachers Nisa, Main Street |  | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }_{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | 0.0 | f0.1 |
| Spar, Strabane Road |  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £2. 4 | 2.4 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | $\pm 4.9$ |
| son mus |  | £0.0 | ¢0.0 | f0.0 | 51.7 | £0.0 | £0.0 | ¢0.0 | 1.7 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | 0.0 | 51.7 |
| Spar, Mellmount Road |  | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }_{\text {f1. }} 5$ | £0.0 | £0.0 | £0.0 | 1.5 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f1.5 |
| Village Stores and senice sation |  | f0.0 | f0.0 | f0.0 | f0. 2 | £0.0 | £0.0 | £0.0 | 0.2 | f0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 | ¢0.2 |
| Other Zone 7 |  | f0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fl}_{1.8}$ | 1.8 | f0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 | f2.4 |
| Costcutter, Greencastle, Omagh |  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.7 | 0.7 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢0.7 |
| Mace, Gotin Road, Omagh |  | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{0} 0.3$ | 0.3 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ¢0.3 |
| Spar, Gotin Road, Omagh |  | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | $\mathrm{fl}_{1.2}$ | 1.2 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 51.6 |
| Spar, Old Mountield Road, Mullaghmore, Omagh |  | ${ }^{\text {f0.0 }}$ | £0.0 | ¢0.0 | ${ }^{\text {¢0. }} 0$ | £0.0 | £0.0 | ${ }_{61.5}$ | 1.5 | ${ }^{\text {¢0. }} 0$ | £0.0 | £0.0 | £0.0 | 0.0 | ${ }_{529} 52.1$ |
| 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 |  | f0.0 | £0.0 | f0.0 | ${ }_{\text {f1. }}$ | £0.0 | £0.0 | £8.8 | 10.5 | ¢0.0 | f0.0 | ¢0.0 | £0.0 | 0.0 | ${ }_{614.8}$ |
| ZONE 8 - UMAVADY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| umavadr |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Costcutter, Catherine St |  | f0.0 | £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 |
| Lal, Main St, Limavady |  | f0.0 | £0.0 | £0.0 | f0. 0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{\text {f1. }} 0$ | £0.3 | £0.0 | £0.0 | 1.3 | ¢5.0 |
| Mace, Greystone Road |  | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f0.0 | £0.0 | f0.0 | £0.0 | 0.0 | £0.7 |
| Spar, Anderson Park |  | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f2.1 | £0.0 | £0.0 | £0.0 | 2.1 | f0.3 |
| Spar, lish Green Street |  | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{11.6}$ | £0.0 | £0.0 | £0.0 | 1.6 | f0.0 |
| Supervalu, Market Street |  | ${ }^{6} 0.0$ | £0.0 | f0.1 | f0.0 | £0.0 | f0. 1 | £0.0 | 0.2 | ${ }_{\text {f2 } 2.0}$ | £0.0 | £0.0 | £0.0 | 2.0 | f6. 1 |
| Tesco Express, Limavady |  | f0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | ${ }^{1} 1.8$ | £0.0 | f0.0 | £0.0 | 1.8 | f2.8 |
| Tesco Superstore, Main St, Limavady |  | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | f0.0 | £0.0 | £0. 2 | f0.0 | 0.2 | f2.0 | ${ }^{\text {¢ }}$.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 | f2.2 | £0.0 | £0.0 | £0.0 | 2.2 | f2.9 |
| Otherzone 8 |  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | f1.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 1.0 | f0.0 |
| ZOne 8 tital |  | £0.0 | f0.0 | f0. 3 | f0.0 | £0.0 | £0.4 | f0. 3 | 1.0 | £14.3 | £0.3 | £0.0 | f0.0 | 14.6 | f64.1 |
| Other |  | ${ }^{60.0}$ | ¢0.9 | ¢0.5 | f0.0 | f0.0 | £0.2 | ${ }^{\text {¢ }} 30$ | 4.5 | ${ }^{\text {f1. } 1}$ | £26.3 | £24.5 | f17.5 | 69.4 | ${ }^{635.0}$ |
| Intemet |  | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | $\mathrm{f6.1}^{1}$ |

Note.
Tumever calculated by ypplying market shares (Table 4) to
availiable expenditure (Table 3a).

TABIE 6: COMPARISON
GOODS MARKET

## SHARES, BY ZONE

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | 6.15\% |  | 50\% | 5287\% | 4.79\% | 333\%\% | 2086 |  | 228\% |  | \% 56 | 5677\% |  | 40.47\% |  |  |  | 275\% | 7, 435\% | 6.82\% | $0.00 \%$ |  | ${ }^{28}$ |  | 3129\% |  |  |  |  |  |  |  | 12.189 |
| Foyleside Shopping Centren Debenha ms, Dunnes, Riv M\&S, Topman, Topshop) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 0.00\% | 377\% |  |  |  |  |  |  |  |  |
| Richmond Shopping Centre, Feryquay Street (Argos, Card Factory, Fosters, Game, Holland \& Ba rett, JD Sports, New Look, Sports Direct) |  |  |  |  |  |  |  |  |  | 00\%\% | 0.0008 |  |  |  |  |  |  |  |  |  |  | 0.0\%\% | $0.00 \%$ |  |  | 0.0\%\% | 0.0\% |  | 0.0\%\% | 0.0\%\% | 0.0\%\% | 0.00\% | 000\% |  | 000\% |
| Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists) |  | 1.00\% | $109 \%$ | 0006 | 0.0\%\% | 000\% | 0.0\%\% | $0.77 \%$ |  | $0.00 \%$ | 0.00\% |  |  | 1.09\% | 109\% | $0.00 \%$ | 0.0\%\% | 0.00\% | 0.0\%\% | 10\%\% | 0.00\% | 0.00\% | 0.0\%\% |  |  | $2.45 \%$ | 0.0\%\% | 0.00\% | 0.0\% | 1.05\% | 0.0\%\% | 0.00\% | 0.00\% | 0.008 | 000\% |
| Sodorder | $2179 \%$ | $20.68 \%$ | 3613\% | 2107\% | 0.00\% | 27.95\% | 357\% | 25418 | 687\% | 0.0\%\% | 0.006 |  | 20206\% 26 | $260 \%$ | 3350\% | 297\% | 3.18\% | 3438\% | 251\% | $27.33^{3}$ | $67.48 \%$ | 0.00\% | 0.00\% |  | ${ }^{26}$ | 2623\% | 2759\% | 299\%\% | $0.00 \%$ | $26.10 \%$ | 102\% | 1427\% | 3295\% |  | ${ }^{1218 \%}$ |
| Noots | 0.00 | oome | ${ }^{10098}$ | 0.00\% | O.00\% | 0,735 | ${ }^{\text {ouosm }}$ | ${ }^{\text {oumbem }}$ | ${ }^{\text {oumem }}$ | 0.00\% | 0.00\% |  | 0 | ${ }^{0.000 \%}$ | ${ }^{1000 \%}$ | ${ }^{0.0 .0 \%}$ | 0.00\% | $0.76 \%$ | oove | o.ame | 0.00\% | 0.00\% | 0 |  |  | 0.006 | $0.00 \%$ | $0$ | $0.00 \%$ | 0.00\% | cooer | 000\% | o.0\%\% | ${ }^{\text {aneme }}$ | somem |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 000\% |  | 0.0.\% |  |  |  |  | coom | 0.0.0 |
| Silumetical entie | Oomes |  | comb | ) |  | comb | - | ${ }_{\text {cosem }}^{1080}$ | ${ }_{\text {onem }}^{0.000}$ | como | come |  |  | ${ }_{\substack{\text { ancos\% } \\ 1050}}$ | , omen |  | , oome | ,ome |  | come | oomm |  |  |  |  |  |  | oome | $0.00 \%$ | domb | oom |  | omo | comb | comm |
|  | Some |  |  |  | cose |  |  | come |  |  |  |  |  |  |  |  |  | 0.00\% |  |  |  |  |  |  |  |  | ${ }^{102006}$ |  |  | coin | coicle |  | (ex | come | cosm |
| Tustan Reall Papk Auncana Poad (The eange, Ounem) | $0.00 \%$ | $0.00 \%$ | 0.00\% | 0.00\% | $0.00 \%$ | 0.00\% | 0.008 | 0.00\% |  | 0.00\% | 0.00\% |  |  | 0.00\% | 000\% | 0.0\%\% | 000\% | 0.0\%\% | 0.0\%\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |  |  | ${ }^{19778}$ | 0.0\%\% | 0.008 | ${ }^{1.0 \% \%}$ | 0.0\%\% | 0.008 | 0.00\% | 0.0\%\% |  | $0.00 \%$ |
|  | $0.00 \%$ | 0.0\%\% | 000\% | 000\% | 0.0\%\% | 0.00\% | 000\% | 0.00\% | 0.00\% | 0.00\% | 000\% |  | 00\% 0.00 | 000\% | 0.00\% | 0.0\%\% | 0.00\% | 0.00\% | 0.0\%\% | 000\% | 0008 | 0.0\%\% | $000 \%$ |  |  | 000\% | 0.00\% | 0000 | 0.008 | 000\% | ${ }^{0.008 \%}$ | 0.00er | 000\% | 000\% | \% |
|  | 107\% | 0.00\% | 000\% | 000\% | 0.0\%\% | 000\% | 000\% | 0.0\%\% | 000\% | 0.00\% | $0000 \%$ |  |  | 0.0\%\% | 0.00\% | 0.09\% | 0.00\% | 0.00\% | 000\% | 0.00\% | 0.00\% | 0.00\% | $0.00 \%$ |  |  | 0.00\% | 0.0\%\% | 0.00\% | 0.0\%\% | 0.0\%\% | 0.0\%\% | 000\% | 0.0\%\% | 000\% | 500\% |
| Soile | O.an\% |  | ooom | oomm |  | coomb |  | 0.00\% | come | O.owe |  |  |  | come | Oiome |  |  | a |  | O.own | O.ame |  |  |  |  | O.0\%\% | oomb | o.aw | o.0.0\% | ${ }_{\text {comb }}^{\text {domp }}$ | $0.00 \%$ | $0.00 \%$ | and | $\begin{aligned} & \text { oomo } \\ & \text { nop } \end{aligned}$ | come |
| Pempum noiz | 0 | (ome | $\begin{gathered} \text { oope } \\ \text { one } \\ \text { one } \end{gathered}$ | $0.00 \%$ $0.000 \%$ 0 | O.ant |  |  | $0.00 \%$ $0.00 \%$ | come | come |  |  | 0 | $0.00 \%$ $0.00 \%$ | $0.00 \%$ $0.00 \%$ | come | come | $0.00 \%$ $0.00 \%$ | coione | coione |  |  | come |  |  | ${ }^{3.395 \%}$ | 0.008 | $0.00 \%$ | 0008 | $0.00 \%$ | $0.00 \%$ | $0.00 \%$ | $0.00 \%$ |  | comb |
| Other 2 ne 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | $0.00 \%$ |  |  |  |  | 0.008 | 200\% |
| ONE 1 100LL | 6858\%\% | baar\% | 6.53\% | 372\%\% | 935\% | 53.006 | 4.79\% | souve | 8028\% | $7.68 \%$ | ${ }_{4}^{426 \%}$ |  | 2.97\% | 5.7\%\% | 6,79\% | sa.7\% | 15,40\% | 6027\% | 13.55\% | 3,73\% | reg\% | 6.82\% | 0.00\% | ${ }_{5681}$ |  | 37.18\% | $3499 \%$ | 29989 | 3488\% | 2721\% | 1027\% | 1535\% | 32956/ | 5.48 | 8.80\% |
| Dine - daid |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | $207 \%$ | 0,008 |  | ${ }^{0.000}$ |  |  |  |  |  |  |
|  | ${ }^{85 \%}$ | 44196 | 0.77\% | $0.00 \%$ | 118\% | 271\% | 09\% | 0.00\% |  | 00\%\% | 0.006 |  |  | 50\% | ${ }^{60 \%}$ |  | ${ }^{237 \%}$ | ${ }^{23 \%}$ | (00\% | 00\% | 0.09\% | 00\%\% | $0.00 \%$ |  |  | 561\% | 0.00\% |  |  | 0006 | 162\% | 0008 | 135\%\% |  | \%ow |
|  | 129\% | 4.1\%\% |  | 00\% |  | 95\% | 00\% | \% |  | 00\% | 0.00\% |  |  |  | 20\% | 0.0\%\% | 00\%\% | 00088 | 0.00\% | 0.006 | 0.00\% | $0.0 \%$ | 0.008 |  |  | 20.10\% | $24.55 \%$ | $33^{3}$ | $5.55 \%$ | 270\%\% | 3389 | 4.88 | 0.00\% |  | 0.0\% |
| Steneen fumisings Gendemot foa, waeest | $0.00 \%$ | 0.0\%\% | 0.00\% | 0.00\% | $0.00 \%$ | 0.0\%\% | 0.00\% | 0.00\% | 0.0\%\% | 0.0\%\% | 0.006 |  |  | 0.0\%\% | 0.0\%\% | 0.0\%\% | $0.00 \%$ | $0.00 \%$ | 0.0\%\% | 0.0\%\% | 0.0\%\% | $0.00 \%$ | $000 \%$ |  |  | 733\% | 4.65\% | 0.008 | 0.00\% | 200\% | 0.0\%\% | $0.00 \%$ | 0.0\%\% | 0.008 | $0.00 \%$ |
|  | Oom |  | 000\% | 000\% |  |  | 000\% |  |  | $0.00 \%$ |  |  |  | 0.00\% | 0.00\% |  | 0.00\% |  |  |  |  |  |  |  |  |  | 0.00\% |  | 0.0\%\% |  |  |  |  | 000\% |  |
|  | O,004 | O.0.00 | 0.00\% | ${ }^{\text {O.ow6 }}$ | 0.0\% | 0,006 | Oome | 0.0\%\% | ${ }^{\text {oopem }}$ | 0.00\% | oum |  | \%o\% | O.0060 | 0.00\% | Oow | ${ }^{\text {oung }}$ | 0.0\%\% | 0.00\% | Oope | ,oome | 0.00\% | \%own |  |  | 301\% | ${ }^{279 \%}$ | oome | ${ }^{\text {Oomen }}$ | ${ }^{105 \%}$ | 0.0\% | ${ }^{1214 \%}$ | oomo | Oom | \%ow |
| (Maydouv Vilia | (oumb |  | O.006\% |  |  |  | 年迆\% | ${ }_{\text {a }}^{0.000 \%}$ |  |  | ${ }_{\substack{0 \\ 0.00 \% \%}}^{\substack{0.00 \%}}$ |  |  |  |  |  | coion |  |  | O.006\% |  |  |  |  |  |  | come |  | ${ }_{\text {a }}^{0.000 \% \%}$ | coins | come |  |  |  | come |
| 2ne 2 TOLL | 13,48\% | 1327\% | $888 \%$ | 0.00\% | 128\% | 7.92\% | 109\% | 0.0\%\% | $0.00 \%$ | $0.00 \%$ | 0.00\% |  | 24\% 15 | 1548\% | 7.52\% | 208\% | 123\% | $6.95 \%$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.0er | 2600 |  | 477\% | 33,4\% | 825\% | 5.55\% | 3373\% | 551\% | 687\% | 0.35\% | 0.00\% |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | O, |  |  | coin |  |  |  |  |  |  | coiome |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Ond | come | oneme | O.00\% | o.ow |  | Onome |  | come | ${ }^{0.009 \%}$ | ${ }_{\substack{0.0 .0 \% \%}}^{\substack{0.00 \%}}$ |  |  | $\substack{0.000 \\ 0.008}$ |  | (0.00\% |  | $0.00 \%$ $0.00 \%$ | 200\% | enome | coion | ${ }_{\text {a }}^{0.000 \%}$ |  |  |  | come | O.006 | $\underset{\substack{0.000 \% \\ 0.005}}{ }$ | on | noome | 000\% | O.omb | 0.0\% |  | comm |
| ONE 3 T ma | 0.00\% | 0.0\%\% | 100\% | 0.0er | 0.00\% | o.oro | 0.00\% | 0.0\%\% |  | .os. | 0.00\% |  |  |  | 0.00\% | 0.00\% | 0.0.0 |  | aom |  |  |  | D.0er |  |  |  | come |  | ${ }_{0}^{0.00 \% \%}$ |  |  |  |  |  | O, |
| 2neat-stabues |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| a, banch foaa, sabane | ${ }_{\text {L178\% }}^{128 \%}$ |  | ${ }_{\text {lone }}^{\text {Lowe }}$ |  | ${ }_{\substack{2210 \%}}^{208 \%}$ | ${ }^{1000 \%}$ | ${ }_{\text {cose }}^{2080}$ | ${ }_{\text {a }}^{0.000 \%}$ |  | ${ }_{\substack{1210 \% \\ 0.008}}^{\text {and }}$ |  |  |  |  |  |  |  | cose |  | coione |  |  |  |  |  | oum | ${ }_{\text {a }}^{0.000 \%}$ | ${ }_{\text {a }}^{0.00 \%}$ | ${ }_{0}^{0.00 \% \%}$ | coumb | ${ }_{\substack{\text { ouer } \\ \text { Ou0\% }}}$ | coind | (oum\% | $\underbrace{}_{\substack{0.008 \\ 0.00}}$ | come |
| Pa vilion Retail Park, Railway Street, SIRABANE (Argen Cilento Designer Wear, Gallaghers Fresh Food Centr Mas | $0.00 \%$ | 0.00\% | 0.00\% | 0.00\% | 0.0\%\% | 0.95\% | 208\% | 0.00\% | 0.00\% | 0.008 | 0.000 |  | come 0.008 | 0.00\% | 0.00\% | 0.0\%\% | 0.9\%\% | $0.00 \%$ | 0.0\%\% | 0.0\%\% | $0.00 \%$ | 0.00\% | 0.008 |  |  | 0.0\%\% | 0.00\% | 113\% | 0.0\%\% | 0.0\%\% | $0.0 \%$ | 0.00\% | 0.00\% | 0.008 | $0.00 \%$ |
| bane Tow Cente | 0.00\% | $1.99 \%$ | 1.0\% | ${ }^{32296}$ | 1054\% | $0.00 \%$ | 0.0\%\% | 0.0\%\% | 0.0\%\% | 0.0\%\% | $1.84 \%$ |  | Come 0.0 .0 | 0.00\% | 0.00\% | 32438 | 722\% | 1.9\%\% | 35\%\% | 0.0\%\% | 000\% | 0.00\% | 3 399\% |  |  | ooper | $1.02 \%$ | 37.3\% | 7238 | 0.0\%\% | $687 \%$ | 0.00\% | 0.00\% | 0,008 | 59008 |
| (SportsDirect, Poundland, Pound stretcher, Argos | 000\% | 000\% | 0.0\%\% | 74\%8 | 0,79\% | 099\% | 209\% | 0.0\%\% | 0.008 | 221\% | ${ }^{425 \%}$ |  | \%o\% | 0.00\% | 20\%\% | 0000 | 735\% | 1695\% | 299\% | $0.00 \%$ |  | 0.00\% |  |  |  | 000\% | 0.0\%\% | 0.00\% | 0.0\%\% | 0.00\% | $0.05 \%$ | 0.008 |  |  |  |
| Musvilue cea | 000\% | 000\% | 0.00\% | oomer | 000\% | 000\% | 0.00\% | 0.00\% | 0.000 | 0000 | 000en |  | come 0.000 | 000\% | 0.00\% | oove | 000\% | 0.00\% | 0.006 | o.omer | 0.00\% | 000\% | 0.0008 |  |  | 000\% | oover | 000\% | 0.00\% | 0.008 | 0.008 | 0.00\% | 0.00\% | 0.008 | ${ }^{\text {ooper }}$ |
| Sterz ${ }^{\text {a }} 4$ | ${ }^{0.000 \%}$ | 0.00\% | 50\% | 0.00\% | $0.0 \%$ | $0.00 \%$ | $0.00 \%$ | 0.00\% | $0.00 \%$ | 0.0\%\% | $0.00 \%$ |  | come 0.0en | 0.00\% | 0.00\% | $0.00 \%$ | $0.00 \%$ | 0.0\%\% | $0.00 \%$ | 0.0\%\% | 0.0\%\% | 0.00\% | 0.008 |  |  | 0.0\%\% | 0.00\% | $0.00 \%$ | $0.00 \%$ | 0.00\% | $0.0 \%$ | 0.00\% | 0.0\%\% | 0.008\% | $0.000 \%$ |
| Dnve momi | 178\% | $199 \%$ | 20\%\% | 417\%\% | 228 | 120\% | 288\% | 0.0\%\% | 0.00\% | 122\% | 6098 |  |  | 0.00\% | .avo | 3347\% | 17,48\% | 200\% | 7.5\%\% | 0.00\% | 0.00\% | 0.0\%\% |  |  |  | 000\% | 000\% | 0.0\%\% | 0.0\%\% | 0.0\%\% | 000\% | 0.00\% | 0.0\%\% | 000\% |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Com\% |  |  |  | 1.59\% | 0.0\%\% | 4.3\% | 4935\% | 0.0\%\% | 30\%\% | 311\% | 0.0\%\% | 0,008 | .00\% |
| ONE 5 Tomi | 0.00\% | $0.00 \%$ | 0.00\% | 0.75\% | $1566 \%$ | 0.0wo | 0.00\% | 0.0\%\% | 0.00\% |  |  |  | core o.om | $0.00 \%$ | 0.0\%\% | 0.0\%\% | 134\% | 0.00\% | 0.0\%\% | 0.0\%\% | 0.0\%\% | 0.00\% | $0.00 \%$ |  |  | 0.0\%\% | 0.0\% | 0.008 | 0.00\% | 0.00\% | 0.008 | 0.00\% | 0.0\%\% | 0.00\% |  |

TABIE 6：COMPARISON
GOODS MARKET

## SHARES，BY ZONE

| STORE／Cente |  |  |  |  | ${ }_{5}^{\text {Hou }}$ | ${ }_{6}^{\text {app }}$ |  | 8 | 9 | 10 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ZONE 1 －DERRY－LONDONDERRY WEST ONDONDERRY／DERRY CITY CENIRE（as of the Demy Area Plan 2011 Proposals Map） | 18．16\％ |  |  | 12．72\％ | 0．0\％\％ | 18．31\％ | 2．40\％ | 8．7\％\％ |  | 0．00\％ | 0．00\％ |
| Foyleside Shopping Centre，Orchard Street（Boots，Clarks， River Island，Next，The Body Shop M\＆S，Topman，Topshop） | 0．00\％ | 1．18\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| Richmond Shopping Centre Femqquay Street（Argos，C ard Factory，Fosters，Game，Holland \＆Barrett，J D Sports，New ook Sports Direct | 0.008 | 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，Sa vers， 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\％ | \％ |
| Deny－Iondondery CIIT CeNTE | 18．6\％ | 1147\％ | 16．06\％ | 1272\％ | 0．0\％\％ | 1831\％ | 240\％ | 8．76\％ | 4．83\％ | 0．00\％ | 0．00\％ |
| Northside Rath Mor | （0．0\％\％ | ${ }_{\text {a }}^{0.00 \%}$ | （0．00\％ | ${ }^{0.00 \%}$ | （0．00\％ | ${ }_{\text {a }}^{0.00 \%}$ | 0．0．0\％ | a | 0 | a | （0．00\％ |
| Sopingown Distict Centre | 1．17\％ |  | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| Bally | 0．00\％ | 0．00\％ | 0．00\％ | 1．30\％ | 1．24\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| Bunc | 2007 | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | ${ }^{0.000}$ | ${ }^{0.000}$ | 0．00\％ | 0．00\％ | 0．00\％ |
|  | 200\％ | ${ }^{0.00 \% \%}$ | － | ${ }^{0.00 \%}$ | － | ${ }_{\text {a }}^{\substack{0.00 \% \% \\ 0.00 \%}}$ | －0．00\％ | －0．00\％ | $\underset{\substack{0.00 \% \% \\ 0.00 \%}}{0.0}$ | －0．00\％ | － |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Fuusina Retail Park，uncrana 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\％ |
| Iceland，Runcrana Road | 0．00\％ | ．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| $\left.\right\|_{\substack{\text { Lesey } \\ \text { Lec）}}} ^{\text {Retail Pak，Stand }}$ | 0．00\％ | 0．0\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0.008 | 0.00 | 0．00\％ | 0．00\％ | 0．00\％ |
| Lul，Buncrana Road | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0.00 | 0．00\％ | 0.000 | 0.00 | 0.00 | 0．00\％ | 20\％ |
| ${ }^{\text {Paparv }}$ | 0．00\％ | 0．00\％ | 0．00\％ | ${ }^{0.000 \%}$ | 0．00\％ | 0．00\％ | ${ }^{0.000}$ | ${ }^{0.000}$ | ${ }^{0.000}$ | ${ }^{0.000}$ | 0．00\％ |
|  | － | ${ }^{0.00 \% \%}$ | ${ }^{0.000 \%}$ | ${ }^{0.000 \%}$ | ${ }^{0.000 \%}$ | ${ }^{\text {0．0．18\％}}$ | 0．00\％ | 0．00\％ | ${ }^{0.000 \%}$ | 0．00\％ | 0．00\％ |
| Otherzone 1 | 1．17\％ | 0．00\％ | 1．10\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| ZONE | 3216\％ | 13．55\％ | 18．31\％ | 14．02\％ | 124\％ | 19．99\％ | 2．40\％ | 8．7\％\％ | 44．83\％ | 0．00\％ | 0．00\％ |
| ZONE 2－Derry－Lond |  |  |  |  |  |  |  |  |  |  |  |
| Lisna gelvin District Centre，Lisna gelvin Road（Tesco，Card Semichem） | 0．90\％ | 0．90\％ | 1．9\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| Lisnagelvin Retail Park，Dungiven Road（TK Maxx，Matalan， <br> $\begin{array}{l}\text { Next）}\end{array}$ | 0．90\％ | 1\％ | 195\％ | 0．00\％ | 0．00\％ | 0．88\％ | 0．00\％ | 0.008 | 0.00 | 0．00\％ | \％ |
| Crescent Link Retail Park，Crescent Link Road（Argos，Boots， Next Home，Halfords，Maplin，Mothercare，Toys R Us， | 4971\％ | 6332\％ | 42．65\％ | 20．5\％ | 7．00\％ | 28．73\％ | 4．50\％ | 3．61\％ | 0．00\％ | 0．00\％ |  |
| Glenkeen fumisings 5 Gendemott Road，Waterside | 0．00\％ | 0．00\％ | 0．00\％ | 00\％ | 0．00\％ | ．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| Tench Road Shopping Center；Hollymount Paik | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| CFF Interios Clooney Road，Ca | 0.008 | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 00\％ |
| Maydown Village \＆Retal Area | 0．00\％ | 3．9\％ | 2．80\％ | 2．65\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | －0．00\％ | －0．00\％ |
| Zone 2 Total | 51．51\％ | 6．22\％ | 936\％ | 22．90\％ | 7．00\％ | 29．59\％ | 5．99\％ | 3．61\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| （ente |  |  |  |  |  |  | 0．0\％ |  |  |  |  |
| Campse usiness Parke Eginton | 0．00\％ |  |  |  | 0．000\％ | $0.00 \%$ | 0．00\％ | 0．00\％ | 0．000\％ | 0．00\％ | －0．00\％ |
| Dumahoe vilige Centre | 0．00\％ | ${ }^{0.00 \% \%}$ | ${ }^{\text {a }}$ | ${ }^{0.00 \%}$ | ${ }_{\text {a }}^{\substack{0.00 \% \%}}$ | ${ }_{\text {a }}^{\substack{0.00 \% \% \\ 0.00 \%}}$ | －0．0\％\％ | 0．00\％ | 0 | 0．0．0\％ |  |
| ZONE 3 Total | 0．00\％ | 0．00\％ | 7．45\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0.00 |
| Zone 4 －stabane |  |  |  |  |  |  |  |  |  |  |  |
| STABANE TOUN Centie | 0．00\％ | 0．00\％ | 0．00\％ | 45．3\％ | 10．76\％ | 1．13\％ | 0．83\％ | 0．00\％ | 0．00\％ | 0．00\％ | 3．10\％ |
| Branch Road，Srabane | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| （e） | 0．00\％ | 0．00\％ | 0．00\％ | 1．35\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| Stabane Town Centre | 0．00\％ | 0．00\％ | 0．00\％ | 38．7\％ | 3．78\％ | 0．00\％ | 0．83\％ | 0.008 | 0.008 | 0.00 |  |
| Strabane Shopping／Retail Park，Branch Road，STRABANE （SportsDirect，Poundland，Poundstretcher，Argos， | 0．00\％ | 0．00\％ | 0．00\％ | 5．24\％ | 6．98\％ | 1．33\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| vilage Ce | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0.00 | 0．00\％ | 0．00\％ | 0．00\％ |
| Othe | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| ZONE 4 TTTLL | 0．00\％ | 0．00\％ | 0．00\％ | 45．3\％ | 10．7\％ | 1．13\％ | 0．83\％ | 0．00\％ | 0．00\％ | 0.00 | 3．10\％ |
|  |  | 000 |  |  |  |  |  |  |  |  |  |
| 20NE 5 TTTAL | 0．00\％ | 0．00\％ | 0．00\％ | 3．0\％ | 45．57\％ | 0．00\％ | 1．09\％ | 0．00\％ | 0．00\％ | 0.00 | 0．00\％ |


|  |  |  |  | ${ }_{5}^{\text {audio }}$ | ${ }_{6}{ }^{\text {lequif }}$ |  | 8 | 9 | 10 | 11 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 26．16\％ | 10．45\％ | 17．51\％ | 13．99\％ | 0．00\％ | 19．29\％ | 4．89\％ | 11．5\％\％ | ${ }^{53.41 \%}$ | 0．00\％ | 6．43\％ |
| 7．92\％ | 2．5\％ | 0．00\％ | 2．9\％ | ．00\％ | 226\％ | 1．19\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| 3．44\％ | 0．00\％ | 0．0\％\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| 14．80\％ | 8．40\％ | 17．51\％ | 11．75\％ | 0．00\％ | 16．98\％ | 3．7\％ | 11．56\％ | 5341\％ | 0．00\％ | 6．43\％ |
| 0.000 | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | ${ }^{0.000 \%}$ |
| － | － | （0．14\％ | ${ }^{0} 0$ | ${ }^{0.000 \%}$ | 0．000\％ | （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\％ | 0．0\％\％ | 0．00\％ |
| 2．00\％ | － | 0．00\％ | － 0 | －0．0\％\％ | 0．00\％ | 0．0．0\％ | ${ }^{1.89 \%}$ | 0．00\％ | 0．00\％ | 0．00\％ |
| 边 | ${ }^{0} 0$ | ${ }^{0.000 \%}$ | ${ }^{0}$ | ${ }^{0.000 \%}$ | 0．0．00\％ | ${ }^{0.000 \%}$ | 年0．00\％ | 0．00\％ | ${ }^{0.000 \%}$ | 0．00\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 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\％ | 0．00\％ |
| 1．8\％ | 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\％ | 0．00\％ | 0．00\％ |
| 0．00\％ | －0．0\％\％ | 0．00\％ | －0．0\％\％ | 0．0．0\％ | 0．00\％ | 0．0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| － | －0．00\％ | ${ }^{0.000 \%}$ | －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\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| 29．34\％ | 11．63\％ | 18．65\％ | 15．18\％ | 0．00\％ | 19．24\％ | 4．9\％ | 13．40\％ | 53．41\％ | 0．00\％ | 6．43\％ |
| 200\％ | 1．3\％ | 1．9\％\％ | 0．00\％ | 0．00\％ | 1．84\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0.00 | 0．00\％ |
| 3．8\％\％ | 0．87\％ | 3．04\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ |
| \％ | 6．69\％ | 4．8．69\％ | 13．70\％ | 68\％ | 3829\％ | 10．76\％ | 9．91\％ | 0．00\％ | 1．7\％ | 0．00\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 00\％ | 0．00\％ | 0．00\％ | 50\％ | 0.00 | 0.00 | 0．00\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| 0．00\％ | ${ }^{\text {1．88\％}}$ | 2．77\％ | ${ }^{\text {0．00\％}}$ | ${ }^{0.00 \%}$ | 0．00\％ | －0．00\％ | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | 或0．0\％\％ | 0．00\％ |
| 63．93\％ | 70．57\％ | 56．39\％ | 13．7\％ | 14．68\％ | 40．3\％ | 10．76\％ | 9．91\％ | 0．00\％ | 1．76\％ | 000 |
|  |  |  |  |  |  |  |  |  |  |  |
| 0．0．00\％ | 0．0．00\％ | ${ }^{1.1 .00 \%}$ | 0．0．00\％ | ${ }^{0.00 \%}$ | 0．0．0\％ | ${ }^{0.000 \%}$ | 0．0．00\％ | ${ }_{0}^{0.00 \% \%}$ | ${ }^{0.00 \%}$ | ${ }^{0.000 \%} 0$ |
| － | ${ }^{\text {a }}$ | － | － | ${ }_{\text {a }}^{0.000 \%}$ | 0．0．0\％ | 0 | － |  | 0．00\％ | 0．000\％ |
| 0．00\％ | 0．00\％ | 220\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| 0．00\％ | 0．00\％ | 0．89\％ | 57．23\％ | 23．6\％ | 1．11\％ | 2．93\％ | 0．00\％ | 0．00\％ | 0．00\％ | 8．63\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 1．29\％ | 1．25\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| 0．00\％ | 0．00\％ | 0．0\％\％ | 53．46\％ | 7．02\％ | 11\％ | 206\％ | 0．00\％ | 0．00\％ | 0．00\％ | 6．78\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 248\％ | 1333\％ | 00\％ | 0．87\％ | 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\％ | 0．00\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |
| 0．0\％\％ | 00\％ | 84\％ | 23\％ | 23．6\％ | 1．11\％ | 2．93\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 8．63\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 6．04\％ | 0．00\％ | 0．00\％ |  |  |  | 0．0\％ |
| 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 6．09\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |


|  | 1 | 2 | $\mathbf{3}$ | 4 | $\mathbf{5}$ | 0.0 | 0 | 0 | 8 | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

TABIE 6: COMPARISON
GOODS MARKET

## SHARES, BY ZONE



## 

TABIE 6：COMPARISON
GOODS MARKET
SHARES，BY ZONE

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ady vilece cente | 000\％ | 000\％ | O00\％ | 000\％ | 000\％ | $0.00 \%$ | 000\％ | 000\％ | oove | 000\％ | $0.0 \%$ | 0．00\％ | 000\％ | oove | 0．0\％\％ | 0.005 | 0．00\％ | now\％ | 0．0\％ | oove | 000\％ | 0．0\％\％ | $0.00 \%$ | $0.00 \%$ | O00\％ | 000\％ | 000\％ | $0.00 \%$ | 000\％ | 0．00\％ | 000\％ | 000\％ | 0．006 |
|  | O． |  | 0．0．0\％ | come | ${ }^{\text {O．OM6 }}$ |  |  |  | ${ }_{\text {a }}^{0.000 \%}$ |  | come | O，00 |  | coion | O．0e\％ | come | come |  | coin |  | ${ }_{\text {a }}^{0.00 \% \%}$ | ${ }_{\substack{0.00 \% \\ 0.00 \%}}^{\substack{\text { a }}}$ | ${ }_{\text {a }}^{0.000 \%}$ | 0．00\％ | 年0．00\％ | 200\％ | ${ }^{0.00 \%}$ | 0．00\％ | 200\％ | 0．09\％ | 0．00\％ | ${ }^{\text {a }}$ | ${ }_{\substack{0.00 \% \\ 0.00 \%}}^{\substack{\text { a }}}$ |
| DNE 6 Tom | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | $0.00 \%$ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0．0\％ | 0．00\％ | 0．00\％ | eorm | 0．00\％ | n．aro | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 2 2afo | 0．00\％ | 0．00\％ | 0．0．0\％ | 0．0er | 0．0\％\％ |
| Newn | 000\％ | 000\％ | 000\％ |  |  | Oome |  |  | Oome |  |  | 0008 | oove | 000\％ | 0088 | 0．00\％ | 000\％ | 1998 | 000\％ | 000\％ | Ooma | 0008 |  | 000\％ |  | 7008 |  |  |  | Oase |  |  |  |
| Showgrounds Retail Park，Sedan Avenue，OMAG M\＆S，Next，Pea cocks，River Island，Sports Direct， | 0．00\％ |  | 0．0\％\％ |  |  |  |  | 0.008 |  |  | 0006 |  | W0\％ | 0．00\％ | 20\％ | 22248 | ${ }^{0.000}$ |  |  | 0．00\％ | 000\％ | $0.00 \%$ | 0.000 | 0．00\％ | 0000 | 1.39 | 1.998 |  | 0.008 | 000\％ | 0.008 | 0.000 | 0．0\％\％ |
| ¢ 7 ¢oma |  | $0.00 \%$ | 0．00\％ | 1．9\％\％ | 14．38\％ | 0．0\％\％ | 10．7\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | $0.00 \%$ | 0．00\％ | 109\％ | 222\％\％ | 0．00\％ | 897\％ | 0．00\％ | $0.00 \%$ | 0．00\％ | 0.008 | 0.008 | $0.00 \%$ | $0.00 \%$ | 8.19 | 1007\％ | $0.00 \%$ | 1326 | 0．00\％ | 0．00\％ | 0．00\％ | $0.0 \%$ |
| Nis 8 unavar |  | 1048 |  | 000\％ | Oower | 1050\％ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| W | 0.000 | 0．00\％ | 0．00\％ | 000\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0776 | 000\％ | 000\％ | 0．00\％ | 0．00\％ | 000\％ | 0．0\％\％ | 0．0\％\％ | 000\％ | 000\％ | 000\％ | 0．00\％ | 000\％ | 0．00\％ | 0．00\％ | 0.008 | ooom | 0．00\％ | 000\％ | 0．00\％ | ${ }_{\text {105\％}}$ | 000\％ | 0．00\％ | 0．0\％\％ | 000\％ | 000\％ |
| onerzone | 000\％ | 0．00\％ | 000\％ | 0．00\％ | 0．00\％ | $0.00 \%$ | 0．0\％\％ | $0.00 \%$ | 0.008 | 0．00\％ | 0．0\％\％ |  | 000\％ | 0．0\％\％ | 1.89 | 0．0\％\％ | 000\％ | 0．0\％\％ | 008\％ | 0.0080 | 0．09\％ | 0.008 | 0.00 | 000\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0.008 | 0．00\％ | 0，0\％\％ |
| DNE 8 тom | 0．00\％ | 109\％ | 355\％ | 39\％\％ | 29．76\％ | 10．50\％ | $2192 \%$ | 2．9\％\％ | 0．00\％ | 0．00\％ | $0.000 \%$ | 0．00\％ | 0．00\％ | 4．73\％ | 392\％ | maser | 6．82\％ | 1729\％\％ | 2193\％／ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 102\％ | 1638 | 23.004 | $1637 \%$ | 30．52\％ | 34．60\％ | 0．00\％ | 0．00\％ | $0.00 \%$ |
| NStur |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | O．OOW\％ | 0 |  | $\begin{gathered} \text { oono } \\ \text { ono } \\ \text { one } \end{gathered}$ | ，ound | O．0．0\％ |  | $\begin{gathered} \text { oove } \\ \substack{0 \\ 0} \\ 0.00 \end{gathered}$ | 4．996 <br> anco <br> 0.0 | ．o．00\％ | $\substack{0.006 \\ \text { ancen }}$ |  |  |  | ond | O．00\％ |  | ouch ancors | ， |  |  | $0.00 \%$ <br> 0.0086 |  | ${ }_{c}^{\text {oune }}$ |  | 0 | ond |  | $0.00 \%$ 0.008 0 |  |  | coiol |  |
|  |  |  | 0．00\％ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 0．00\％ | 0．00\％ |  | 0．00\％ |  |
| DNE9 90at | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | S90\％\％ | 0．0\％\％ | 0.000 | 0．00\％ | $0.00 \%$ | 0．0．0 | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 4avo | $0.00 \%$ | 0.008 | $0.00 \%$ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 1978\％ | 0．00\％ |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| comy | $\begin{gathered} \text { onoco } \\ 0.000 \end{gathered}$ | $\begin{gathered} \text { onoon } \\ \text { ono } \\ 0.005 \end{gathered}$ | $\begin{gathered} \text { onoon } \\ \text { ono } \\ 0.00 \% \end{gathered}$ |  |  | $\begin{gathered} \text { onoon } \\ 0.000 \end{gathered}$ | $\begin{gathered} \text { onoon } \\ \text { ono } \\ \hline 005 \end{gathered}$ |  |  |  | $\begin{gathered} 8,200 \% \\ 0.0005 \\ 0 \end{gathered} 0$ | $\begin{gathered} \text { onoon } \\ \text { ono } \\ 0.005 \end{gathered}$ | $\begin{gathered} 0.0000 \\ 0.0005 \\ 0.005 \end{gathered}$ | $\begin{gathered} \text { onoon } \\ 0.000 \end{gathered}$ |  |  | $\begin{gathered} \text { onope } \\ 0.0000 \end{gathered}$ | $\begin{gathered} \text { ancoos } \\ 0.000 \end{gathered}$ | $\begin{gathered} \text { onow } \\ 0.000 \\ 0 \end{gathered}$ | $\begin{gathered} 20.00 \% \\ 0.0005 \\ 0 \end{gathered}$ | $\begin{gathered} 30906 \\ 0.0005 \\ 0.005 \end{gathered}$ | $\begin{gathered} 12000 \% \\ 0.000 \% \end{gathered}$ | $\begin{gathered} \text { anse } \\ 0.0 .0 \end{gathered}$ | $\begin{gathered} \text { onow } \\ 0.000 \end{gathered}$ | $\begin{gathered} \text { onow } \\ 0.000 \% \end{gathered}$ |  | $\begin{gathered} \text { onoon } \\ 0.0000 \end{gathered}$ | $\begin{gathered} \text { oneone } \\ 0.0000 \end{gathered}$ | $\begin{gathered} \text { onow } \\ \text { onem } \\ 0.000 \end{gathered}$ | $\begin{aligned} & 1.74 \% \\ & 0.00 \% \\ & 0.00 \% \end{aligned}$ |  | $\begin{gathered} 2500 \% \\ 0.050 \\ 0.005 \end{gathered}$ |  |
| Shophi centenereiraney pod | 000\％ |  |  |  |  | $0.00 \%$ | $000 \%$ | 000\％ | $1.47 \%$ |  | 0.0008 |  | 0．006 | 000\％\％ | Somen | 000\％ | 0．000\％ | Somen | 0.008 | 12977 | 2680 | 26878 | 0.008 | 00\％ | 0.008 | ooor |  | 0.008 |  | 000\％ |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．0\％\％ | 000\％ | 000\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0.008 | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | $0.00 \%$ | 0．00\％ | 0．00\％ | 0．00\％ | 0.008 | 0.008 | 0．00\％ | 0．00\％ | 1．13\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0.008 | 0．00\％ |
| So otiown，eteteemy | 0．00\％ | 0．0\％\％ | 0．0\％\％ | 0．0\％\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | $0.00 \%$ | $0.00 \%$ | $0.00 \%$ | 0.0008 | 0.008 | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 0.000 | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．0\％\％ | 0．0\％\％ | 0．00\％ | Oexic |
|  | O．00\％ | 0．09\％ | $1.77 \%$ | 000\％ | 0．00\％ | 20\％\％ | 0．00\％ | $0.00 \%$ | Same | 659\％\％ | 1452\％ |  | 0．00\％ | 0．00\％ | 0.008 | 0．00\％ | 0．00\％ | 0．00\％ | 000\％ | 694\％ | 553\％\％ | 981\％ | 000\％ | 1．2\％ | 0．008 | 0.008 | 0.008 | $0.00 \%$ | 0，00\％ | 0．00\％ | 1.958 | 32708 | 00008 |
|  | 0．00\％ | 000\％ | 0．00\％ | 0．0\％\％ | 0．0\％\％ | 0．00\％ | 000\％ | 0．0\％\％ | 22\％\％ | ${ }^{1261 \%}$ | 861\％ | 0.008 | 0．09\％ | 0．0\％\％ | $0.00 \%$ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ |  | 13478 | ${ }^{631 \%}$ | 0．00\％ | 0.008 | 237\％ | 0．00\％ | 0．00\％ | $0.00 \%$ | $0.00 \%$ | 0．00\％ | $0.00 \%$ | 2748 | 0.008 |
|  | 0000 | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．0\％\％ | 0．00\％ | 000\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | $0.00 \%$ | 0.008 | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | $0.00 \%$ | 0．00\％ | 0.008 |
| The Courtyard Shopping Centre，Lower Main Street， LEIERKENNY（Iceland，Eurogiant，Heatons Sportsworld Easons，La Touche） | 000\％ |  |  |  |  |  |  |  |  |  | ${ }_{0}^{0.0088}$ |  | 0.00 | ${ }^{0.008}$ |  |  |  |  |  |  |  | 0.008 |  | 0．00\％ |  | 0．00\％ |  |  | 0.00 | 0．00\％ | 0.00 | 2748 |  |
| DNEL 10 Tomi | 0．00\％ | $0.00 \%$ | 17\％\％ | 0．00\％ | ．00\％ | 0．00\％ | 0．003 |  |  |  |  |  |  |  | 184\％ |  |  | 0．00\％ |  |  | 75．55\％ | 30.75 | 155\％ | 177\％ | 223\％ | 113\％ | o．00 | $0.00 \%$ | 0．00\％ | 174\％ | 37．58\％ | ${ }^{8227 \%}$ |  |
| EII－Smanomar |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| （e） |  | 0．00\％ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 000\％ |  |  |  |  |  |  |
| Town certe | Ond | $0.00 \%$ $0.00 \%$ | 0．00\％ | Ond | ons | 0 | cose | come | come | come |  |  |  |  |  |  | come |  |  |  |  |  |  | come | 0．00\％ |  | $\substack { \text { lase } \\ \begin{subarray}{c}{1035{ \text { lase } \\ \begin{subarray} { c } { 1 0 3 5 } } \end{subarray}$ |  |  |  | － | and |  |
|  |  | $0.00 \%$ $0.00 \%$ | 0．00\％ | comb |  | $0.00 \%$ $0.00 \%$ | $\substack{\text { onem } \\ \text { now }}$ | comb | $0.00 \%$ $0.00 \%$ |  |  | O． |  | comb | O．00\％ | coion | 0．0．0\％ | $0.00 \%$ $0.00 \%$ | coiom | come |  | ${ }_{\substack{0.00 \% \\ 0.00 \%}}^{\substack{\text { a }}}$ | $0.000 \%$ 0.008 0.0 |  | $\substack{0.000 \% \\ 0.008}$ | 年0．00\％ | ${ }^{\text {200\％\％}}$ | O．0．0\％ | 年通\％ | 0．00\％ | O．00\％ | ${ }_{\text {a }}^{\text {a }}$ | come |
| Neveney Soprin Cente，Naveny，Qulroort | 0.008 | 000\％ | 0．00\％ | oovo | 000\％ | 0．00\％ | 000\％ | 000\％ | 000\％ | 000\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 0．00\％ |  | $0.00 \%$ | 0．00\％ | 000\％ | 0．00\％ | 0．00\％ | 000\％ | 0．00\％ | 0．00\％ | 000\％ | 0．00\％ | 000\％ | 000\％ | 0．00\％ |
| Paphe oum Cente |  |  |  | comb |  |  |  | come |  |  |  | Oome | comb |  |  | cose | come |  | come | come |  | come | －0， |  |  | a |  |  |  |  |  |  |  |
| 2nEllital | 0．00\％ | 0．0\％\％ | 0．0\％\％ | $0.00 \%$ | $0.00 \%$ | 0．9\％\％ | 109\％ | 0．0\％\％ | $0.00 \%$ | $0.00 \%$ | 20，906 | Oome | 0．00\％ | 0．00\％ | $0.00 \%$ | 255\％ | $0.00 \%$ | 0．0\％\％ | 0．00\％ | 0．00\％ | 0．0\％\％ | 1878 | 0．0\％\％ | 0．0\％\％ | 0．00\％ | 0．00\％ | 1235 | 0．00\％ | 0．00\％ | $0.00 \%$ | 0．00\％ | 0．00\％ | 20396 |
| ， Ama |  |  | 8．8\％\％ | ¢．T\％ |  |  |  |  |  |  |  |  | 9，45\％ | ， $39 \%$ | ${ }^{10.48 \%}$ | $2.88 \%$ | 12．8\％\％ | 6．38\％ | ${ }^{219 \%}$ |  |  |  | 10．58\％ | 3．99\％ | 1182 | 4，75\％ | 5，8\％\％ | ${ }^{1.557 \%}$ | 5．7．7 | ${ }^{\text {з6，73\％}}$ | 0.00 | $0.00 \%$ | $0.00 \%$ |
| Srivenus |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  | Hate |  |  |  |  |  |  | 10202 | 200\％ |  | 0．00\％ | 17．55\％ |  |  |  |  |  | $362 \%$ | 10．7\％ |  |  |  |  |  |

[^1]
## 

TABIE 6: COMPARISON
GOODS MARKET
SHARES, BY ZONE


[^2]
## 

TABIE 6: COMPARISON
GOODS MARKET
SHARES, BY ZONE

| sore C Cente |  |  |  |  | 5 | 6 |  | ${ }^{8}$ | 9 | 10 | 11 |  |  |  | 4 | 5 | ${ }_{6}$ | 7 |  |  | 10 | 11 | 1 | 2 | 3 | 4 | 5 | 6 | ${ }_{7}$ | 8 | 9 | 10 | 11 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2one 6 Clauor |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy Vliage Ce Feeny Vilage Cente | ${ }^{0.00 \%}$ | ${ }_{\text {a }}^{0.00 \% \%}$ | ${ }_{\text {a }}^{0.00 \% \%}$ | 0.00\% | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 12.39 \% \\ & 10.32 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & .0 .00 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | ${ }_{\text {a }}^{0.00 \% \%}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{gathered} 1.99 \% \\ 0.00 \% \end{gathered}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{gathered} 2.46 \% \\ 1 \\ 1.8 \% \end{gathered}$ | 0.00\% | $\begin{gathered} 0.00 \% \\ 0.00 \% \\ 0.0 \end{gathered}$ | $\begin{gathered} 0.00 \% \\ 0.00 \% \end{gathered}$ | $\begin{gathered} 0.00 \% \\ 0.00 \% \\ 0.0 \end{gathered}$ | ${ }^{0.000 \%}$ | $\underbrace{0.00 \%}_{0}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 1.39 \% \\ & 0.000 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | ${ }^{0.000 \%}$ | ${ }^{0.000 \%}$ | 0.000\% | ${ }^{0.000 \%}$ |
| Dungiv |  | 000 | 1.67\% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 2.78\% | 0.00\% | 0.00\% | 0.00\% |  |  |
| Zone 6 TTAL | 0.00\% | 0.00\% | 1.67\% | 0.00\% | 0.00\% | 5098\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 1.9\% | 0.00\% | 5.6\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 4.17\% | 0.00\% | 0.0\%\% | 0.00\% | 0.00\% | 0.00\% |
| ZONE 7 - NEWIOWNSTEWART Newtownstewa rt Villa ge 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 Retails, Re M\&S, Next, Pea cocks, River Island, Sports Direct, | 0.00\% | 0.00\% | 0.00\% | 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\% | ${ }^{7.46 \%}$ |  | 0.00\% | 7.99 | 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\% | 1.55\% | 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\% |
| 20NE - MMAVAOY | 0.00\% | 0.00\% | 282\% | 0.00\% | 0.00\% | 13.6\% | 0.00\% | 78.40\% | 0.00\% | 0.0\% | 0.00\% | 0.00\% | 0.00\% | 216\% | 0.00\% | 0.00\% | 6.67\% | 0.00\% | 3537\% | 0.00\% | 0.0\%\% | 0.00\% | 0.00\% | 0.00\% | 3.3\% | 0.00\% | 0.00\% | 5.03\% | 0.00\% | 13.70\% | 0.00\% | 0.00\% | 0.00\% |
| Windyhild | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00 | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0\% |
| Otherzone 8 | 0.00 | 0.00\% | 1.78\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 1.3\%\% | 0.0\%\% | 0.00\% | 0.0\% | 0.00\% | 0.00\% | 00\% | 00\% | 00\% | 00\% | 0.00\% | 00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 2.00\% | 0.00\% | 0.00\% | 0.00 | 0.00\% | 0.00\% | .00\% | 0.00\% | 0.00\% | 0\% |
| TONE 8 TTAL | 0.00\% | 0.00\% | 7.99\% | 0.00\% | 0.00\% | 92291\% | 28.62\% | 79.43\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 2.16\% | 1.99\% | 3.7\% | 14.07\% | 0.0\%\% | 35.37\% | 0.00\% | 0.00\% | 0.00\% | 0.0\%\% | 0.00\% | 3.03\% | 14.92\% | 14.6\% | 11.98\% | 15.78\% | 13.7\% | 0.00\% | 0.00\% | \% |
| ONE 9- MISHowen |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 0.00\% | 0.00 | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{60.95}$ | 0.00\% | 0.00\% | 0.00\% | 0.0\%\% | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | ${ }^{0.000 \%}$ | ${ }^{0.00 \%}$ | ${ }^{51.0}$ | ${ }^{0.000}$ | (0.0\% |  | ${ }^{0.000}$ | ${ }^{0.00}$ | ${ }^{0.00}$ | ${ }^{0.000}$ | ${ }^{0.000}$ | , $0.00 \%$ | 0.0.0\% | come | 0.00\% | 0.00\% |
| Bumio | (0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.000 \%}$ | ${ }^{\text {a }}$ | 0.00\% | ${ }^{0.000 \%}$ | ${ }^{\text {a }}$ | 0.00\% | ${ }^{0.000 \%}$ | ${ }^{0.000 \%}$ | 0.00\% | ${ }^{0.00 \% \%}$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.000 \%}$ | 0.00 | 0.00\% | ${ }_{0}^{0.0008}$ | ${ }_{0}^{0.0008}$ | 0.00\% | ${ }^{\text {0.0.00\% }}$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.000 \%}$ |
| Camdonagh Town Centre | ${ }^{0.000}$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | ${ }^{0.00 \% \%}$ | - | 0.00\% | -0.00\% | 000 | 0.00\% | 0.00\% | ${ }^{0.000 \%}$ | ${ }^{0.000 \%}$ | ${ }^{0.00 \%}$ | ${ }^{0.000}$ | ${ }^{0.00 \%}$ | 0.00\% | 0.00\% | ${ }^{0.00 \% \%}$ | 0.00\% | 000 | 0.008 | ${ }^{0.000}$ | ${ }^{0.000}$ | 0.0.0\%\% | 0.00\% | ${ }^{0.00 \% \%}$ | ${ }^{0.00 \%}$ | 0.00\% |  |
| TRNE 9TTAL | 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\% |
| 2ONE 10- LITEENEMNY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {Leteterenny Town Cente }}$ |  |  |  | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 5.5 | 10.94\% | 3.29\% |  |  |  |  |  | 0.00\% |  | 0.00\% |  |  | 0.00\% |  |  |  |  |  | 0.00\% | 0.00\% | 0.00\% |  |  | 0.00\% |
|  | 0.0.0\% | 0.00\% | ${ }_{\text {a }}^{0.000 \%}$ | ${ }^{0.000 \%}$ | ${ }_{\text {a }}^{0.000 \%}$ | 0.0.00\% | - | 0.0.00\% | 0.0.0\% | ${ }^{2.0 .03 \%}$ | (0.00\% | ${ }^{0.000 \%}$ | 0.00\% | ${ }^{0.000 \%}$ | (0.00\% | (0.00\%\% | 0.00\% | 0.00\% | , | 0.00\% | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | ${ }^{0.000 \%}$ | ${ }_{0}^{0.000}$ | $0.00 \%$ | $0$ | $0$ | 0.00\% | $0.00 \%$ $0.00 \%$ | $\begin{gathered} 0.00 \% \\ 0.00 \% \end{gathered}$ | ${ }^{0.000 \%}$ | ${ }_{0}^{0.000}$ | 0.00\% | ${ }^{\text {coun }}$ |
|  | 0.00\% | 000\% | 0.00\% | 000\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 832\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |  |  | 0.00\% |  |  | $000 \%$ | 0.00 |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 0.00\% | 0.00\% |  |  |  |  |  |  |  |  | 0.00\% |  |  |  |  |  |  |  |  |  |  | 0.00\% |  |  |  |  |  |  |  | 0.00\% | 0.008 | ${ }^{3.56 \%}$ | 50\% |
| Lakins Olditown, Letetenemy | 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\% | 0.0\%\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 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 | 39.948 | 0.00\% |
| Letterkenny Shopping Centre, Port Road, LETIERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, | 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\% | 3.396 | 3.74\% | 4.84\% | 0.008 | 0.00\% | 0.00\% | 0.00\% | 0.00 | 0.00\% | 0.00\% | 0.00\% | 0.00 | 3.56 | \% |
|  | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 1.00\% | 0.00\% | 0.008 | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 6.78\% | 3.74\% | 5.5\% | 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, LEITERKENNY (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\% | 0.0\%\% | 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\% | 0.0\%\% | 0.0\%\% | 0.0 | 0.79\% | 0.00\% | 0.00\% | 0.00\% | 5.58\% | 3,37 | 8.3\% | 0.00\% | 0.0\%\% | 0.00\% | 0.00\% | 0.00\% | 0.0\%\% | 0.0\%\% | 0.0\%\% | 10.17 | 9227\% | 9.99\% | 0.00\% | 0.00\% | 0.0\%\% | 0.0\%\% | 0.0\%\% | 0.00\% | 0.0\%\% | 0.00\% | 9.26 | 79.08 | 18.86\% |
| 2NE 11 - STRANORL |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ballybofe | 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\% | 2.9\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
| Balls |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Caste | 0.00\% | 0.00\% | ${ }^{0.00}$ | ${ }^{0.000 \%}$ | 0.00\% | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | ${ }^{0.000 \%}$ | 0.00\% | 0.00\% | ${ }^{20.30 \%}$ | 0.00\% | 0.00\% | 0.000 | 0.00\% | ${ }^{0.000}$ | ${ }^{0.000}$ | ${ }^{0.000}$ | ${ }^{0.000}$ | ${ }^{0.000}$ | ${ }^{0.000 \%}$ | ${ }^{0.000 \%}$ | 0.00\% | ${ }^{0.00 \%}$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | ${ }^{0.000}$ | 0.00\% | ${ }^{0.000}$ | ${ }^{0.000}$ | 0.00\% |
| coiop. | 0.00\% | 0.00\% | ${ }_{\text {a }}^{0.000 \%}$ | 0.00\% | 0.00\% | 0.0.00\% | - | ${ }^{0.000 \%}$ | 0.0.00\% | - | - | ${ }^{0} 0.00 \% \%$ | -0.00\%\% | - | - | - | 0.00\% | 0.00\% | - | ${ }^{0} 0$ | - | ${ }^{0.000 \%}$ | 0.00\% | 0.00\% | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | $\begin{aligned} & 0.00 \% \\ & 0.00 \% \end{aligned}$ | 0.00\% | - | 0.0.00\% | 0.00\% | - $0.000 \%$ | - |
| Na venny Shopping Centre, Na venny, BALYBOFEY | 0.008 | 0.00 | 0.00\% | 0.00\% | 0.00 | 0.00\% | 0.00\% | 0.008 | 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\% | 0.008 | 0.00\% | 0.00\% | 0.00 | 0.00 | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% |
|  |  |  | 0.00\% | $0.00 \%$ | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00 |  | 0.00\% | $0.00 \%$ |  | 0.00 | 0.00 | 0.00 | 0.00 | 0.008 | 0.00 | 0.00 | ${ }^{0.00}$ | 0.00\% | 0.00 |  | 0.008 |  |  | 0.00\% | 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\% | 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\% |  |  |  |  |  |  |  |
| ZONE | 0.00\% | 0.0\%\% | 0.0\%\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00 | 87.17\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.0\%\% | 0.0\%\% | 0.0\%\% | 0.00\% | 0.00\% | 27.84\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | 0.00\% | \% |
| Side Sumey Area | 0.00\% | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | 0.7\%\% | 8.41\% | 4.45\% | 70.39\% | 10. | 0.00\% | 2.80\% | ${ }^{3.0 \% \%}$ | 0.00\% | 0.0\%\% | 1.03\% | 1.99\% | 23.73\% | 5.07\% | 50.3\% | 11.89\% | 0.00\% | ${ }^{0.00 \%}$ | ${ }^{0.00 \%}$ | 0.00\% | 4.43\% | 3.31\% | ${ }^{2.20 \%}$ | 33.12\% | ${ }^{10.02 \%}$ | ${ }^{50.02 \%}$ | 15.3\% | 0.00\% | 0.00\% | $0.00 \%$ |
|  | 297\% | 206\% | 0.00\% | 6.25\% | 0.00\% | 328\% | 4.94\% | 2.80\% | 0.00\% | 6.9\% | 0.00\% | 30.2\%\% | 29.72\% | 40.3\% | 25.30\% | 3299\% | 34.40\% | 28.0\% | 38.72\% | 6.33\% | 7.25\% | 52.49\% | 18.9\% | 12.61\% | 23.17\% | 8.34\% | 4.72\% | 19.06\% | 16.42\% | 35.74\% | 9.26\% | 20.22\% | 42.55\% |



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

| STORE/ CEATRE | Clothes and Shoes - Itt choice |  |  |  |  |  |  |  |  |  |  |  |  | Clothes and Shoes- 2nd choice |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | counclamea |  |  |  |  |  |  | ZONES 1-7 | remalinder of sudy area |  |  |  | ZONES 8-11 TOTAL | 1 | 2 | councilarea |  |  | 6 | 7 | ZONES 1-7 | remainderof sudy are |  |  |  | $\begin{aligned} & \text { ZONES 8-111 } \\ & \text { TOTAL } \end{aligned}$ |
| (fm) | £80.7 | £44.2 | f22.5 | ${ }^{\text {f35.1 }}$ | ${ }^{\text {f10.5 }}$ | f15.7 | ${ }^{\text {f26.5 }}$ | f235.2 | ${ }^{\text {f } 32.4}$ | ${ }^{\text {f54,1 }}$ | f54.9 | ${ }^{\text {¢34,4 }}$ | f175.8 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (fm) | ¢56.5 | $\pm 30.9$ | f15.8 | ${ }_{\text {f22. }}$ | ${ }_{\text {f7. }}$ | ${ }_{611.0}$ | ${ }_{\text {f18.5 }}$ | ${ }_{\text {f164.6 }}$ | ${ }_{622.7}$ | ${ }_{\text {f }}$ | f38.4 | ${ }_{\text {f24.1 }}$ | ${ }_{\text {f123. }}$ | £24.2 | £13, 3 | ¢6. 8 | £10.5 | 3.1 | £4.7 | ¢7.9 | £70.6 | 99.7 | . 2 | £16.5 | f10.3 | 652.7 |
| ZONE 1 - DERRY - LONDONDERRY WEST LONDONDERRY/ DERRY CITY CENIRE (as of the Demy Area Plan 2011 Proposals Map) | ${ }^{\text {f 38.1 }}$ | f18.7 | ¢9.7 | 99.1 | £0.7 | ${ }^{\text {¢5. }} 8$ | £0.9 | ${ }^{\text {¢ } 3.1}$ | ${ }^{88.7}$ | ${ }^{\text {¢ }} 0.4$ | £2.9 | E1.0 | ${ }^{\text {£ 33.1 }}$ | f17.2 | ¢7. 5 | ${ }^{\text {¢ } 4.4}$ | ${ }^{\text {¢ }}$. | ¢0.5 | f2.8 | f1.0 | ${ }^{537.7}$ | ¢3.9 | f12.6 | f1.1 | £0.0 | ${ }^{\text {f17.6 }}$ |
| Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | £24.8 | £10.4 | ${ }^{\text {f }}$ 3 8 | £4.0 | £0.7 | £2.7 | ¢0.2 | $\pm 46.6$ | ${ }^{\text {£2. }} 8$ | £4.4 | f2. 9 | ${ }_{\text {f1. }}$ | f11.1 | ¢7.5 | f3.9 | £2.0 | f1.1 | ¢0.4 | f1. ${ }^{2}$ | £0.4 | f10.6 | ${ }^{61.1}$ | ${ }^{\text {f1.5 }}$ | ${ }^{61.1}$ | £0.0 | ${ }^{6} 3.7$ |
| Richmond Shopping Centre, Feryquay Street (Argos, Card Factory, Fosters, Game, Holland \& Barrett, J D Sports, New Look, Sports Direct) | f1.1 | ¢0.5 | f0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f1.6 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {£2. } 6}$ | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f2. 6 | £0.0 | £0.1 | £0.0 | f0.0 | 60.1 |
| 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 | ${ }^{\text {f0.0 }}$ | £0.0 | 60.5 | ${ }^{6} .2$ | ¢0.0 | £0.0 | £0.0 | 60.2 | ${ }^{0} 0.0$ | ¢0. 1 | f0. 1 | £0.0 | £0.0 | £0.0 | £0.0 | f0.2 | f0.1 | ¢0.0 | £0.0 | £0.0 | 60.1 |
| Deny-Londondery CITr CENTRE | f12.3 | ¢7.4 | 65.7 | ¢5.2 | £0.0 | f3. 1 | £0.7 | ${ }_{634.4}$ | ${ }^{65.8}$ | £26.0 | ¢0.0 | f0.0 | ${ }_{531.8}$ | ${ }_{\text {¢ } 7.1}$ | £3.4 | £2.4 | £3. 1 | £0. 1 | f1.6 | f0.6 | f18.3 | ${ }_{\text {£ } 2.7}$ | £10, | £0.0 | £0.0 | ${ }_{613.7}$ |
| Northisde District Centre | ${ }^{\text {f. }} 0$ | £0.0 | ${ }^{60.2}$ | £.0 | £0.0 | £0.1 | ${ }^{\text {f0. }}$ | f0.2 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | f0.0 | £.0 | ${ }^{\text {f0.0 }}$ | $\mathrm{f}_{0.1}$ | ${ }^{\text {f0. }}$ | £.0 | £0.0 | £0.0 | f0.1 | f0.0 | £0.0 | £.0 | £0.0 | f0.0 |
| Rath Mor Distict Centre | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }^{\text {¢0. }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 |
| Sopingtown District Centre | £0.0 | £0.0 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | $\mathrm{f}_{0} 0$ | f0.0 |
| Balyamett Local Centre | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £.0 | £.0 | £0.0 | ¢0.0 | £0.4 | £0.0 | £.0 | £0.0 | ¢0.4 | £.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £.0 | f0.0 | f0.0 |
| Buncrana Road EAstlocal Centre | £0.0 | f0.0 | $\mathrm{f}_{0.0}$ | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0. 1 | ${ }^{\text {f0.0 }}$ | $\mathrm{f}_{0.0}$ | £0.0 | £0.0 | £0.0 | f0.1 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 |
| Buncrana Road WESTLocal Centre | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fa}_{0}$ | £0.0 | £0.0 | ¢0.0 | £0.0 | $\mathrm{fa}_{0} 0$ | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| LowerGalliagh 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 | f0.3 |
| Faustina Retail Park, Buncrana Road (The Range, Dunelm) | £0.0 | ¢0.0 | £0.0 | £0.0 | 0.0 | £0.0 | 0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {£ } 0} 0$ | £0. 0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 |
| Iceland, Buncrana Road | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Lesley Retail Park, Strand Road (Smyths Toys, PureG ym, KFC) | ${ }^{50.6}$ | ¢0.0 | £0. | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | f0.6 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £.0 | f0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £.0 | £0.0 | f0.0 |
| Lial, Suncrana Road | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Park Village Centre | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {£ }} 0$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Pennybum Industrial Estate, Soringtown | £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 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Soingtown Industrial Esate, Springtown Road | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {£ }} 0$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Other Zone 1 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | ¢0.0 | $\mathrm{fo}^{0.0}$ | £0.0 | f0.0 |
| ZONE 1 TOTAL | ${ }^{\text {f38.7 }}$ | ${ }^{18.7}$ | f10.0 | ¢9. 1 | ¢0.7 | ${ }^{\text {¢ }} 9$ | ¢0.9 | ${ }^{684.1}$ | ${ }^{9} 9.1$ | ${ }^{\text {f30.4 }}$ | E2.9 | f1.0 | ${ }^{\text {¢ }} 3.5$ | f17.2 | ¢. 7 | ${ }^{\text {E4. }}$ | ${ }^{\text {¢ }}$. 3 | ${ }^{\text {¢ }}$ 0. | £2.8 | f1.0 | $\pm 38.0$ | ${ }^{\text {¢ }}$. 9 | $\mathrm{fl2}^{1}$ | ${ }_{61.1}$ | 50.0 | ${ }^{517.8}$ |
| ZONE 2- DERPY - LONDONDERRY EAST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Loyds Phamacy, Poundland, Primark, Savers, semichem) | ${ }^{1.7}$ | £2.0 | ${ }^{\text {f1. }}$ | £0.0 | £0.0 | ${ }^{\text {f }}$. 6 | £0.0 | ${ }^{55.4}$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }} 3$ | £0. 3 | £0.4 | £0.0 | £0.0 | f0.2 | £0.0 | f1.1 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next) | £4.8 | f1.4 | £0.1 | £0.0 | ¢0. 1 | ¢0.2 | f0.2 | ¢6.8 | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 | £0.5 | f1.3 | ¢0.1 | ¢0.2 | £0.0 | f0. 1 | £0.0 | 52.3 | ${ }^{\text {£0. }}$ | £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, Capetright, Harveys) | f1.1 | f1.4 | f0.2 | £0.0 | £0.0 | ¢0.1 | £0.0 | 52.7 | f0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | ${ }^{\text {f0. }}$ | f0.5 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $f 1.2$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Glenkeen Fumishings, Glendemott Road, Wateride | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{f}_{0} 0$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 |
| Tench Road Shopping Center, Hollymount Park | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {¢0. }} 0$ | £0.0 | ¢0.0 | ${ }^{\text {£0.0 }}$ | £0.0 | £0.0 | ${ }^{\text {£0.0 }}$ | ${ }^{\text {f0. }} 0$ | ${ }^{\text {£0.0 }}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0.0 }}$ | $\mathrm{f}^{\text {¢0. }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {£0.0 }}$ | ${ }^{\text {£0.0 }}$ | £0.0 | $\mathrm{f}^{\text {¢0. }}$ | f0.0 |
| CFC Interios, Clooney Road, Campsie | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0. }} 0$ | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | f0.0 |
| 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 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 |
| Other Zone 2 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | $\underline{60.0}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 |
| ZONE 2 TOTAL | ¢7.6 | ${ }^{\text {¢ }}$. 7 | ${ }^{11.4}$ | £0.0 | f0.1 | ¢0.9 | ¢0.2 | f14.9 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f1. }}$ | f2. 1 | ¢0.5 | f0. 2 | ¢0.0 | ${ }^{60.3}$ | ¢0.0 | E4.6 | f0.0 | f0.0 | ¢0.0 | $\mathrm{fon}^{0}$ | $\mathrm{fa}^{0}$ |
| ZONE 3- EGUNION | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.2 | £.0 | ${ }^{\text {f. }} 0$ | £.0 | f0.0 | $\mathrm{f}_{0} 0$ | £.0 | ${ }^{\text {f0. }} 0$ | £.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £.0 | ${ }^{\text {f }}$.0 | f0.0 |
| Campsie Business Park, Eglinton | £0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | ${ }_{\text {f0. }}$ | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0. }}$ | f0.0 | ${ }_{\text {f0. }} 0$ | ¢0.0 | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | f0.0. f0.0 | ${ }_{\text {fo. }}^{\text {fo. }}$ | f0.0 | ${ }_{\text {f0. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ |
| Dumahoe Village Centre | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | $\mathrm{fo}^{\text {f0 }} 0$ | ¢0.0 |
| Other Zone 3 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | £0.0 | ${ }^{\text {¢ }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 |
| zone 3 total | ¢0.0 | £0.0 | ¢0.2 | £0.0 | £0.0 | £0.0 | ¢0.0 | $\mathrm{fo.2}^{2}$ | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{fa}^{0}$ | 0 | f0.0 | £0.0 | ¢0.0 | f0.0 |

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

| SIORE/ Centre | Fumiture, foor Coverings, Capets + Textiles |  |  |  |  |  |  |  |  |  |  |  |  | Household appliances |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councllarea |  |  |  |  |  |  | ZONES 1.7 | remalindr of suor area |  |  |  | ZONES 8-11 | COUNCILAREA |  |  |  |  |  |  | ZONES 1-7 | REMAINDR OF F SUDY AREA |  |  |  | ZONES 8-11 |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |
| $\begin{gathered} (\mathrm{f}(\mathrm{fm}) \\ (1) \end{gathered}$ | f16.6 | f9.6 | ${ }_{\text {f }}^{55.1}$ | $\underset{\text { f7.8 }}{\text { f7. }}$ | ${ }_{\text {f2. }}^{52.3}$ |  | f6.4 | ${ }^{5516}$ | $\underset{\substack{\text { f7. } \\ \hline 7}}{ }$ | ${ }_{\substack{\text { f12.22 }}}^{\text {f12. }}$ | ${ }_{\text {f12. }}^{\text {f12. }}$ | ${ }_{\text {f7.7 }} 7.7$ |  | ${ }_{\text {f6.9.9 }}$ | ${ }_{65.7}^{53.7}$ | ${ }_{\substack{\text { f1.8 } \\ \text { f18 }}}$ | ${ }_{\text {f3.1. }}^{\text {f3, }}$ | $\underset{\text { f0.9 }}{\substack{\text { c.9 }}}$ | ${ }_{\text {flı }}^{\text {f1.4 }}$ | ${ }_{\text {f2.2 }}$ | $f 19.9$ f19.9 | ${ }_{\text {f2. }}^{\text {f2. }}$ | ${ }_{\text {¢4.6 }}^{\text {¢4,6 }}$ | ${ }_{\text {¢ }}^{\text {¢4.6 }}$ | $\underset{\text { c2.9 }}{\substack{\text { 2. }}}$ | ${ }_{\substack{\text { f14.8 } \\ \text { f14. }}}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| LONDONDERRY/ DERRY CTYY CENTRE (as of the Deny Area Plan 2011 Proposals Map) | ${ }^{\text {E5.6 }}$ | f2. 8 | ${ }^{\text {f1. }} 6$ | 52. | ¢0.1 | f1.0 | ¢0.7 | f14.0 | ${ }^{\text {f1. }}$ | £4.0 | £0.7 | ¢0.9 | 56.7 | f1.2 | ¢0.5 | ¢0.3 | f0.4 | f0.0 | f0. 3 | ¢0.1 | ${ }^{52} 7$ | ¢0.2 | 52.1 | £0.0 | f0.0 | f2. ${ }^{\text {¢ }}$ |
| Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | ${ }^{\text {f0. }}$ | £0.0 | £0.2 | £0.0 | ¢0. 1 | £0.0 | f0.0 | 60.7 | £0.0 | £0.0 | £0.7 | £0.0 | 60.7 | £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 |
| Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland \& Barrett, J D Sports, New Look, Sports Direct) | f0.0 | £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 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists) | ¢0.0 | f0.2 | 0.0 | £0.0 | £0. | £0.0 | f0.0 |  | ${ }^{\text {£ }} 0$ | £0.0 | f0.0 | £0.0 |  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ |  | £0.0 | f0.0 | £0.0 | £0.0 |  |
| Deny-Londondery CITY CENTRE | f5. 1 | £2.5 | ${ }^{\text {f1.4 }}$ | £2. 3 | £0.0 | f1.0 | £0.7 | ${ }_{\text {f13.0 }}$ | ${ }^{\text {f1.0 }}$ | £4.0 | £0.0 | £0.9 | f6.0 | $\mathrm{fl}^{2}$ | £0.4 | ¢0.3 | £0.4 | £0.0 | f0. 3 | £0.1 | ${ }_{\text {f2. }}^{60.0}$ | f0.2 | f2. 1 | £0.0 | £0.0 | f0.0. f2. |
| Northside Distict Centre | ${ }^{\text {f0. }}$ | f0.0 | £.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0. }} 0$ | $\mathrm{f0.0}^{0}$ | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | $\mathrm{f}_{0} 0$ | £0.0 | ${ }^{\text {£ }}$. 0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | £0.0 | $\mathrm{E}_{0} 0$ | £0.0 | ${ }^{\text {f. }} 0$ | £0.0 | ¢0.0 | f0.0 |
| Rath Mor Distict Centre | f0.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{60.3}$ | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ¢0.0 | ${ }^{\text {f0. }}$ | f0. 1 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | f0.0 | ¢0. 1 | $\mathrm{fo}^{0} 0$ | f0.0 | £0.0 | £0.0 | ¢0.0 |
| Sporingtown District Centre | ${ }^{\text {f0.5 }}$ | f0.1 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.7 | f0.0 | £0.0 | f0.0 | ¢0.0 | $\mathrm{E}_{0} 0$ | f0. 1 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | $\mathrm{E}_{0} 1$ | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 |
| Ballyamett Local Centre | ${ }^{50.3}$ | f0.0 | £0.0 | £0.0 | ${ }^{\text {f }}$. 0 | £0.0 | f0.0 | $\mathrm{fa}^{6}$ | f0.0 | £.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f }}$. 0 | £0.0 | f0.0 | f0.0 | f0. 1 | f0.0 | $\mathrm{fo.0}^{0}$ | £.0 | f0.0 | f0.0 |
| Buncrana Road EASt Local Centre | f0.3 | f0.0 | f0. 1 | £0.0 | $\mathrm{f0}^{0} 0$ | f0.0 | f0.0 | ${ }^{60.3}$ | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | f0. 1 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | f0. 0 | f0.0 | f0. 1 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 |
| Buncrana Road WESTLocal Centre | f0.0 | f0.1 | £0.0 | £0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | f0.0 | ${ }^{60.1}$ | f0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.2 | ${ }^{\text {£ } 0.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | ¢0.2 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 |
| LowerGalliagh Road Local Centre | f0.0 | f0.0 | f0.1 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fon}^{1}$ | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £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 |
| Faustina Retail Park, Buncrana Road (The Range, Dunelm) | f0.4 | f0. 1 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 |  | ${ }^{\text {f0. }}$ | £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 |  |
| Iceland, Buncrana Road | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | £.0 | £0.0 | f0.0 | ${ }_{\text {f0. }} 0.0$ | ${ }^{\text {f0.0 }}$ | £0.0 | £.0 | £0.0 | ${ }_{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0. 0 | f0.0 | f0.0 | £0.0 | £0.0 | f0. 0 | f0.0 | f0.0 |
| Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC | ${ }_{\text {f0. }}$ | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | $\mathrm{fa}_{0} 0$ | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | f0. 0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 |
| Lidl, Buncrana Road | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 |
| Parkililage Centre | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | £0.0 | ${ }^{\text {f }}$. 0 | £0.0 | $\mathrm{f}_{0} 0$ | f0.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 |
| Pennybum Industrial Estate, Soringtown | f1.2 | £0.4 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f1.6 | £0.0 | £0.0 | ${ }^{\text {£ } 0.0}$ | £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 |
| Soingtown Industial Estate, Spingtown Road | f0.4 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.4 | f0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | $\mathrm{fa}_{0}$ | f0.1 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.1 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 |
| Other Zone 1 | f0.5 | f0.0 | f0. 1 | £0.0 | f0.0 | £0.0 | f0.0 | ¢0.6 | f0. 1 | ¢0.0 | ¢0.0 | £0.0 | $\underline{6} .1$ | f0. 1 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.1 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 |
| zone 1 Total | ¢9.5 | ${ }_{\text {¢ }} \times 6$ | ${ }^{11.8}$ | f2. 3 | f0.1 | f1.0 | 50.7 | 18.9 | f1.1 | E4.0 | ¢0.7 | ${ }_{\text {f1. }}$ | ¢7.2 | f2. 2 | f0.5 | $\mathrm{f}_{0} 3$ | £0.4 | £0.0 | f0. 3 | ¢0.1 | ${ }_{\text {¢ }} \times 1$ | ¢0.2 | 52.1 | £0.0 | f0.0 | f2. 3 |
| ZONE 2 - DERRY - LONDONDERRY EAST Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem) <br> Usnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan Next) | f0.6 | ${ }^{\text {f0. }}$ | f0.0 | ${ }^{\text {f0. } 1}$ | £0.0 | ${ }^{\text {f0. }} 1$ | £0.0 | f1.0 | £0.1 | £0.0 | £0.0 | £0.0 | 60.1 | ${ }^{6} 0.1$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.1 | £0. 0 <br> £0.0 | $\begin{aligned} & \text { £0.0 } \\ & \text { £0.0 } \end{aligned}$ | $\begin{aligned} & \text { f0.0 } \\ & \text { f0.0 } \end{aligned}$ | $\begin{aligned} & \text { £0.0 } \\ & \text { £0.0 } \end{aligned}$ | f0.0f0.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\text {f0. }}$ | £0.5 | £0.0 | £0.1 | £0.0 | £0.0 | f0. 1 |  | £0.0 | ¢0.1 | £0.0 | £0.0 |  | £0.1 | £0. 1 | £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, Capetright, Harveys) | ${ }_{\text {f } 2.2}$ | £2.8 | f1.3 | £0.3 | £0.1 | ${ }_{\text {f1.0 }}$ | £0.2 | 67.9 | f0. 3 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | 60.3 | £3.4 | f2. 3 | £0.8 | £0.6 | f0. 1 | £0.4 | f0.1 | 57.7 | ¢0.1 | f0.0 | £0.0 | £0.0 | f0.1 |
| $G$ Genkeen Fumishings, Glendemott Road, Waterside | ${ }^{\text {f1.1 }}$ | £0.7 | £0.2 | £0.0 | £0.0 | £0.1 | $\mathrm{fo.0}^{0}$ | $f 2.2$ | f0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 |
| Teench Road Shopping Center, Hollymount Park | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 |
| CFC Interiors, Clooney Road, Campsie | $\mathrm{fa}^{\text {f }} 0$ | f0. 3 | £0. 1 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.5 | f0. 1 | £0.0 | ${ }^{\text {£0.0 }}$ | £0.0 | ${ }^{50.1}$ | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | ${ }^{\text {¢0. }} 0$ | f0.0 | ¢0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }^{60.0}$ | f0.0 |
| Maydown Village \& Retail Area | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ¢0.0 | £0.0 | f0. 1 | £0.0 | ${ }^{\text {f0.1 }}$ | £0.0 | £0.0 | f0.0 | 60.2 | f0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | f0.0 |
| Other Zone 2 | £0.4 | £0.0 | ¢0.1 | £0.1 | £0.0 | f0. 1 | £0.0 | ¢0.7 | f0.0 | ¢0.0 | f0.0 | £0.0 | $\mathrm{E}_{0} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 |
| zone 2 Total | ¢4.3 | £4.6 | ¢1.7 | ¢0.6 | ${ }^{60.1}$ | f1. 3 | ¢0.4 | ${ }_{\text {f13.0 }}$ | ${ }^{\text {f0. }}$ | ¢0.1 | ¢0.0 | £0.0 | ¢0.6 | ${ }_{6} 3.5$ | ${ }_{\text {f } 2.5}$ | ¢0.9 | ${ }^{\text {f0. }}$ | £0.1 | ¢0.4 | ¢0. 1 | 88.2 | ¢0. 1 | £0.0 | £0.0 | ¢0.0 | f0.1 |
| ZONE 3- EGUNTON Eglinton Village Centre | ${ }^{\text {f0. }}$ | f0.0 | £0.2 |  |  |  |  |  |  |  |  |  |  |  |  | ${ }^{\text {f0.1 }}$ |  | £0.0 |  |  |  | £0.0 | ${ }^{\text {f0. }}$ |  |  |  |
| Campsie Business Park, Eglinton | ${ }^{\text {f0. }}$ | £0.1 | £0.3 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 | ¢0.5 | f0.0 | £0.0 | ${ }^{\text {¢0. }}$ | f0.0 | f0.0 | £0.0 | f0.0 | ${ }^{\text {¢0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | ${ }^{60.0}$ | £0.0 | ${ }_{\text {fo. }} 0$ | ${ }_{\text {f0.0 }}$ |
| Dumahoe Village Centre | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | f0.0 | ${ }^{\text {f }} 00$ | £0.0 | £0.0 | ${ }_{\text {f0. }} 0$ | f0.0 | £0.0 | ${ }^{\text {f } 0.0}$ | f0.0 | f0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | f0.0 |
| Other Zone 3 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 |
| zone 3 total | f0.5 | f0.1 | ¢0.5 | £0.0 | ${ }^{\text {¢ }}$. 0 | $\mathrm{fo}^{\text {0. }}$ | 50.0 | ${ }_{51.1}$ | f0.0 | ¢0.0 | ¢0.0 | £0.0 | $\mathrm{f}_{0} 0$ | £0.0 | ¢0.0 | ¢0.1 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.1 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 |

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

| STORE/ CENTRE | Audio visual equipment |  |  |  |  |  |  |  |  |  |  |  |  | COUNCILAREA |  |  |  |  |  |  |  | remainder of stur area |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | ${ }^{\text {ZONES }} 1.7$ | remalinder of sudy area |  |  |  | $\underset{\substack{\text { ZONES } 8.11 \\ \text { TOTAL }}}{ }$ |  |  |  |  |  |  |  |  |  |  |  |  | $\underset{\substack{\text { ZONE } \\ \text { TOTAL } \\ \hline 111}}{ }$ |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | TTAL | 8 | 9 | 10 | 11 |  |  |  |  |  |  |  |  | remainde | 10 |  |  |
| $\left.\begin{array}{c} (\mathrm{f} m \\ (\mathrm{fm}) \end{array}\right)$ | $\begin{aligned} & \text { f14.0} \\ & \text { f11.0 } \end{aligned}$ | $\begin{gathered} 88.8 . \\ 88.2 \end{gathered}$ | $\stackrel{55.4}{55.4}$ | $\begin{aligned} & 67.7 \\ & \hline 7.7 \end{aligned}$ | $\stackrel{52.5}{82.5}$ | $\underset{\text { f4.4 }}{\text { E4.4 }}$ | $\begin{gathered} f 6.2 \\ \substack{6} \end{gathered}$ | £48.4 $£ 48.4$ |  | $\begin{aligned} & \text { f12.1} \\ & \text { f12.1 } \end{aligned}$ | $\begin{aligned} & \text { f12.3} \\ & \text { f12.3 } \end{aligned}$ | ${ }_{\text {f }}^{\text {f7.7 }}$ | $£ 539.6$ $£ 39.6$ | ( $\begin{gathered}\text { f8.6 } \\ \text { f.6 }\end{gathered}$ | ¢ 44.9 4.9 | $\underset{f}{52.7}$ | $\begin{aligned} & \text { fe.5.5 } \\ & e_{4.5} \end{aligned}$ | $\begin{aligned} & \text { f114 } \\ & f 14 \end{aligned}$ | ${ }_{\text {f2. }}^{\text {f2. }}$ | ${ }_{\substack{\text { cm. } \\ \text { f3.8 }}}$ |  | $\stackrel{528.4}{\text { E28.4 }}$ | ${ }_{\text {c }}^{\text {¢4.1. }}$ | ¢6.9.9 | $\begin{gathered} \text { f7.1.1 } \\ f 7.1 \end{gathered}$ | $\begin{aligned} & \text { E4.5.5} \\ & \underset{44.5}{ } \end{aligned}$ | ${ }_{\text {f }}^{\text {f22.6 }}$ |
| ZONE 1 - DERRY - LONDONDERRY WEST <br> LONDONDERRY/ DERRY CTTY CENIRE (as of the Demy Area Plan 2011 Proposals Map) | ${ }^{63} .7$ | ¢0.9 | ¢0.9 | 51.1 | f0.0 | £0.9 | ¢0.3 | ${ }^{\text {f7. }}$ | ¢0.9 | f6.5 | £0.0 | ¢0.5 | ${ }^{\text {f7. }}$ | f2. 7 | f0.8 | £0.6 | £0.9 | £0.0 | £0.4 | f0.0 | ${ }^{55.5}$ | £0.6 | f2. 2 | ¢0.0 | f0.0 | 52.9 |
| Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | ${ }^{\text {f1.1 }}$ | ¢0.2 | £0.0 | £0.2 | £0.0 | 0.1 | $\mathrm{fo}^{1}$ | f1.6 | f0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | f0. 1 | £0.0 | £0. | £0.0 | £0.0 | £0.0 | 60.1 | £0.0 | f0.0 | f0.0 | £0.0 | 60.0 |
| Richmond Shopping Centre, Feryquay 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 | f0.0 | £0.0 | 60.0 |
| 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 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Deny-Londondeny CITY CENTE | f 2.1 | ¢0.7 | f0.9 | €0.9 | £0.0 | f0.8 | f0.2 | ${ }^{55.6}$ | f0.9 | ¢6.5 | ¢0.0 | f0.5 | ${ }^{\text {¢7. }} 8$ | £2. 7 | £0.7 | £0.6 | f0.9 | f0.0 | ${ }^{\text {f0. }} 4$ | f0.0 | ${ }^{5} 5.4$ | E0.6 | f2.2 | f0.0 | f0.0 | f2.9 |
| Nothside District Centre | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | $\mathrm{E}_{0} 0$ | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{50.0}$ | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f. }} 0$ | f0. 0 | f0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.0 | f0.0 |
| 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 | f0.0 | $\mathrm{fo.0}^{0}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 |
| Springtown Distict Centre | ¢0.0 | £0.1 | f0.1 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.2 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.2 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.9 | £0.0 | f0.1 | f0.0 | f0.0 | ¢0.1 |
| Ballyamett Local Centre | £0.0 | £0.0 | £0.0 | £.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | £.0 | ¢0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ¢0.0 | $\mathrm{fa}_{0}$ | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.0 | f0.0 |
| Buncrana Road EASt Local Centre | f0.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{60.3}$ | £0.1 | £0.0 | £0.0 | £0.0 | f0. 1 | f0.1 | f0. 0 | £0.0 | £0.0 | ${ }^{\text {£ }} 0$ | f0.0 | £0.0 | $\mathrm{fo}^{1}$ | £0.0 | f0.0 | $\mathrm{fo}^{\text {¢ }} 0$ | f0. 0 | f0.0 |
| Buncrana Road WESTLocal Centre | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{60.0}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | $\mathrm{f}_{50} 0$ | ¢0.0 | ${ }^{60.1}$ | f0. 1 | £0.0 | £0.0 | ${ }^{\text {£0.0 }}$ | £0.0 | f0.0 | $\mathrm{f0.2}^{2}$ | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 |
| Lower Galliagh Road Local Centre | £0.0 | $\mathrm{f}^{\text {£ }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | f0. 1 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{6} 0.1$ | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 |
| Faustina Retail Park, Buncrana Road (The Range, Dunelm) | 0.0 | £0.0 | £0.0 | f0. 1 | £0.0 | £0.0 | £0.0 | 60.1 | £0.0 | 0.0 | 0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | £0.1 | £0.0 | f0.1 | £0.0 | f0.0 | £0.0 | f0.5 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Iceland, Buncrana Road | ${ }_{\text {¢0. }}$ | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £.0 | £0.0 | f0.0 | $\mathrm{f}_{0} 0$ | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ¢0.0 |
| Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC) | $\mathrm{f0.2}^{2}$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{E0.2}^{2}$ | ${ }^{\text {f0.0 }}$ | 0.0 | £0.0 | f0.0 | f0.0 | 0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | 0.0 | f0.0 | £0.0 | $\mathrm{E}_{0} 0$ | $\mathrm{f}^{6} 0$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 |
| Lül, Buncrana Road | ${ }^{60.0}$ | £0.0 | ¢0.0 | £.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | £.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.0 | £0.2 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 | f0.2 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.0 | f0.0 |
| Park Village Centre | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {£ }} 00$ | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | f0.0 |
| Pennybum Industial 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 | $\mathrm{E}_{0.1}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{EcO}^{1}$ | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 |
| Spoingtown Industrial Estate, Spingtown Road | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f1.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | ${ }^{\text {f1. }} 1$ | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 |
| Other Zone 1 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 |
| ZONE 1 Total | ${ }^{\text {¢4,1 }}$ | f1.0 | f1.0 | f1.2 | f0.0 | £0.9 | ${ }^{\text {f0.3 }}$ | 88.4 | f1.0 | ${ }^{66.5}$ | £0.0 | ${ }^{60.5}$ | 3.0 | ${ }^{\text {f5. } 2}$ | f1. 2 | ${ }^{60.6}$ | f1.0 | ${ }^{\text {¢0.0 }}$ | ¢0.5 | f0.0 | ${ }^{\text {f8. } 6}$ | ${ }^{\text {¢0.6 }}$ | f2. 3 | ${ }^{\text {f0.0 }}$ | f0.0 | f2. 9 |
| ZONE 2 - DERRY - LONDONDERRY EASI Lssagelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Loydds Pha macy, Poundland, Pimark, Savers, Semichem) <br> Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next) Next) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | f0.3 | £0.1 | £0.1 | £0.0 | £0.0 | f0. 1 | £0.0 | 60.6 | ¢0.0 | £0.0 | E0.0 | f0.0 | f0.0 | ${ }^{60.1}$ | ¢0. 1 | £0.0 | £0.0 | £0.0 | £0.0 | f0. 1 | f0.2 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
|  | f0.5 | £0.1 | f0.2 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.8 | f0.0 | f0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | f0.2 | £0.0 | £0.0 | E0.0 | £0.0 | £0.0 | f0.2 | £0.0 | £0.0 | f0.0 | f0. 0 | f0.0 |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Capetright, Harveys) | ${ }_{\text {¢ }} \times 1$ | ${ }^{\text {f. } 5}$ | £2.6 | ${ }_{\text {f1. }}$ | £0.4 | ${ }_{\text {f1. }} 7$ | £0.7 | f20.0 | £0.7 | £0.0 | £0.2 | f0.0 | f1.0 | f3.3 | £3.3 | f1.4 | £0.7 | f0.0 | £0.8 | f0. 1 | ¢9.6 | £0.4 | ¢0.1 | f0.0 | £0.0 | 60.5 |
| Glenkeen Fumishings, Glendemott Road, Wateride | £0.0 | £0.0 | f0.0 | £.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fa}^{0} 0$ | £.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.0 | f0.0 |
| Tench Road Shopping Center, Hollymount Park | f0.0 | £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 | f0.0 | £0.0 | £0.0 | $\mathrm{f}^{\text {0.0 }}$ | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | $\mathrm{fo}^{0} 0$ | f0.0 | f0.0 |
| CFC Interiors, Clooney Road, Campsie | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 |
| Maydown Village \& Retail Area | £0.0 | £0.2 | £0.1 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{0.3}$ | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | ${ }^{\text {¢0. }}$ | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | f0.0 | $\mathrm{EaO}^{0}$ |
| 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 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 |
| ZONE 2 Total | ${ }^{88.9}$ | ¢5.8 | ${ }^{\text {e }}$. 0 | f1.1 | f0.4 | ${ }^{11.8}$ | ${ }^{\text {f0. }}$ | £21.6 | ¢0.7 | f0.0 | ¢0.2 | ¢0.0 | f1.0 | ${ }^{\text {e. }} 4$ | ${ }^{93} 5$ | f1.4 | £0.7 | ${ }^{\text {f0.0 }}$ | £0.8 | f0.2 | f10.0 | ¢0.5 | f0.1 | f0.0 | f0.0 | ${ }^{60.5}$ |
| O2NE - EGUNTON |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Eglinton Village Centre Campsie Business Park, Eglinton | $\mathrm{fl}_{\substack{\text { f0. } \\ \text { fo. }}}$ | ¢0.0 ${ }_{\text {f0. }}^{\text {for }}$ | for $\begin{gathered}\text { f0. } \\ \text { f0. }\end{gathered}$ | £0.0 f0.0 | fo. $\begin{gathered}\text { f0. } \\ \text { f0. }\end{gathered}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}^{\text {¢ }}$ | f0.1 | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \hline}}$ | f0.0 f0. |  |  | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \hline}}$ | fo.1 $\begin{gathered}\text { f0. } \\ \text { for }\end{gathered}$ | f0.5 ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \hline 0}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | fo.0 $\begin{gathered}\text { f0. } \\ \text { for }\end{gathered}$ | f0.6 | ${ }_{\substack{\text { f0. } \\ \text { fo. }}}$ | f0.0 f0.0 |  | fo.0 $\begin{gathered}\text { f0. } \\ \text { for }\end{gathered}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ |
| Dumahoe village Centre | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 |
| Other Zone 3 | $\mathrm{f}^{0} 0$ | $\mathrm{f}^{\text {¢ }} 0$ | £0.1 | ${ }^{\text {£0. }} 0$ | £0.0 | £0.0 | £0.0 | 50.1 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ¢0.0 | £0.0 | £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 total | f0.0 | ${ }^{\text {f0. }}$ | 60.1 | f0.0 | ${ }^{\text {f0. }}$ | ¢0.0 | ¢0.0 | 60.1 | ¢0.0 | ${ }^{\text {f0. }}$ | f0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.1 | ¢0.5 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.6 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 |

## TABLE 7a: <br> COMPARISON GOODS <br> TURNOVER, BY ZONE, <br> 2018

| Store/ Cente | Chemistand medical goods |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | remainder of sudy area |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  |  | remalinder of sudy area |  |  |  |  | 6139 | 2 | 3 | NCILAREA |  | 67 |  | ZONES 1-7 TOTAL |  |  |  |  | $\begin{array}{\|c} \hline \begin{array}{c} \text { ZONESE } 8.11 \\ \text { TOTAL } \end{array} \\ \hline \end{array}$ |
| (mm) | f29.2 | $f 16.0$ | ¢8.9 | ${ }_{\text {f13, }} 7$ | ${ }^{\text {¢ } 4.0}$ | f6.4 | $f 10.1$ | ¢88.3 | ${ }^{\text {f12,4 }}$ | ${ }^{\text {f20.7 }}$ | f21.0 | f13.2 | £67.3 |  | ¢8.2 | ${ }_{\text {¢ } 4.2}$ | ${ }^{\text {f6.4 }}$ | ${ }^{61.8}$ | f2.9 | ${ }^{55.3}$ | ${ }^{\text {¢ } 2.8}$ | f6.0 | $f 10.0$ | $f 10.1$ | ${ }^{56.3}$ | E32.4 |
| (fm) | £29.2 | f16.0 | ¢8.9 | £13.7 | £4.0 | ¢6.4 | £10.1 | ¢88.3 | ¢12.4 | $\pm 20.7$ | £21.0 | £13.2 | ¢67.3 | ¢13.9 | ¢8.2 | ¢4.2 | ¢6.4 | f1.8 | ¢2.9 | ¢5.3 | £42.8 | ¢6.0 | £10.0 | f10.1 | ¢6.3 | f32.4 |
| ZONE 1 - DERRY - LONDONDERRY WEST ONDONDERRY/ DERRY CITY CENIRE (as of the Demy Area Plan 2011 Proposals Map) | f22.1 | ${ }^{66.2}$ | f2. 5 | ${ }^{1.0}$ | ¢0.0 | ${ }^{\text {f1. }} 3$ | ${ }^{60.1}$ | ${ }^{\text {¢33.3 }}$ | ${ }^{\text {f0.7 }}$ | £4.3 | ${ }^{11.5}$ | ¢0.0 | ${ }^{66.4}$ | 58.7 | ${ }^{\text {f5 }} 1$ | f2. 2 | ¢0.9 | ¢0.2 | ${ }^{61.3}$ | £0.4 | ${ }^{\text {f18.8 }}$ | ${ }^{\text {f0.8 }}$ | 53.2 | $\mathrm{EcO}_{0}$ | ¢0.0 | $\pm 4.0$ |
| Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | ${ }^{\text {¢7.2 }}$ | f1.0 | £0.7 | ¢0. 1 | £0.0 | £0.4 | ¢0.0 | ¢9.5 | ${ }^{\text {f0. }} 1$ | £0.0 | f1.5 | £0.0 | ${ }^{11.6}$ | ${ }^{\text {¢ }}$. 7 | £2. | ${ }^{61.2}$ | £0.4 | £0. 1 | £0.5 | f0.0 | 68. 2 | f0.1 | ¢0.1 | £0.0 | £0.0 | ¢0.3 |
| Richmond Shopping Centre, Feryquay Street (Argos, Card Factory, Fosters, Game, Holland \& Barrett, J D Sports, New ook, Sports Direct) | ${ }^{\text {f }}$. 2 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | f0. 1 | f0.3 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.2 | ${ }^{\text {f0. }}$ | f0. 1 | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.6 | f0.0 | £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 | f0.4 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.4 | ${ }^{\text {f0. }}$ | £0.0 | f0. 0 | £0.0 | ¢0.0 | £0.0 | £0.1 | £0.0 | £0.0 | £0. 0 | £0.0 | £0.0 | $\mathrm{EOF}^{1}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 |
| Deny-Londondery CIIT CENTRE | f14.7 | £4.7 | ${ }_{\text {f1. }} 8$ | f0.9 | £0.0 | f0.8 | f0.0 | £23.1 | ${ }^{6} .5$ | £4.3 | f0.0 | ¢0.0 | ¢4.9 | ${ }_{\text {£ 4, }}$ | f2. 4 | ¢0.9 | $\mathrm{f}_{0} 5$ | f0. 1 | ¢0.8 | f0.4 | ¢9.9 | ${ }^{60.7}$ | £3.0 | £0. 0 | £0.0 | ${ }_{63} 9$ |
| Northside Distict Centre | £0.5 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | f0.0 | ${ }^{\text {f0. }}$ | f0.1 | ${ }^{20.6}$ | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | $\mathrm{f}^{\text {¢ }}$. 0 | £0.0 | $\mathrm{f}^{\text {¢ }} 0$ | £0.0 | ${ }^{50.0}$ | $\mathrm{fog}^{0}$ | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 |
| Rath Mor District Centre | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 |
| Spoingtown District Centre | f0.3 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.3 | ${ }^{0} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.2 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.2 | £0.0 | £0.0 | £0. 0 | £0.0 | £0.0 |
| Ballyamett Local Centre | £0.0 | ${ }^{\text {f0. }}$ | £.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {f0. }}$ | $\mathrm{f}^{\text {f. }}$ | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {£ }}$ ¢ 0 | £0.0 | £.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | $\mathrm{fa}^{\text {¢ }} 0$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 |
| Bucrana Road EASt Local Centre | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0.1 }}$ | £0.3 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.5 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | £0.0 | $\mathrm{fo}^{0.0}$ | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 |
| Buncrana Road WESTLocal Centre | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {£0. }} 0$ | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 |
| LowerGalliagh Road Local Centre | ¢0.0 | f0.0 | f0.1 | f0.0 | £0.0 | £0.0 | £0.0 | f0.1 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f}^{6} 1$ | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{60.1}$ | £0.0 | £0.0 | f0.0 | f0.0 | ¢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 | ${ }^{60} 3$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{60.3}$ | ¢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 | f0.0 | $\mathrm{f}_{0} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }_{\text {¢0.0 }}$ | £0.0 | ${ }^{\text {f.0 }}$ | £0.0 | ¢0.0 |
| Lesley Retail Park, Strand Road (Smyths Toys, PureG ym, | 0.0 | 0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | 0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | £0.0 | ¢0.0 | $\mathrm{f}^{\text {¢ }} 0$ | f0.0 | 0.0 | ¢0.0 | £0.0 | f0.0 | 0.0 | f0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Lid, Buncrana Road | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | $\mathrm{f}^{5} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 |
| ParkVillage Centre | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f }} 0$ | £0.0 | f0.0 | ${ }^{\text {f }} 0$ | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | $\mathrm{f0.0}^{0}$ | $\mathrm{fo}^{0} 0$ | ${ }^{\text {f }} 0$ | £0.0 | $\mathrm{fo}^{\text {¢ }} 0$ | ${ }^{\text {f0.0 }}$ | f0.0 |
| Pennybum Industrial Estate, Spingtown | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | f0.0 | ${ }^{\text {f }}$. 0 | ¢0.0 | f0.0 | ${ }^{6} 0.0$ | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {f0. }}$ | ${ }^{\text {¢ } 0.0}$ | £0.0 | f0.0 | ${ }^{6} 0.0$ | ¢0.0 | ${ }^{6} 0.0$ | ¢0.0 | ¢0.0 | ${ }_{\text {f0. }}$ | f0.0 |
| Spingtown Industrial Estate, Springtown Road | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | $\mathrm{fo.0}^{0}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 |
| Other Zone 1 | ${ }^{\text {¢ }}$. 8 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | f0.8 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | $\mathrm{f}^{\text {£ }} 0$ | £0.0 | f0.0 | £0.0 | f0.0 | $\mathrm{f}_{0} 0$ | £0.0 | £0.0 | f0. 0 | $\mathrm{f}^{\text {¢ }} 0$ | f0.0 |
| ZONE 1 Total | £23.7 | ${ }^{66.2}$ | f2.6 | f1.0 | ¢0.0 | f1.3 | f0.2 | ${ }^{63} 5$ | ${ }^{60.8}$ | ${ }^{\text {¢ }}$. 6 | f1.5 | £0.0 | ${ }_{66.9}$ | ¢9.2 | E5. 1 | f2. 3 | ¢0.9 | ${ }^{\text {¢ }}$. 2 | f1.3 | ${ }^{\text {f0.4 }}$ | ${ }^{19.5}$ | 60.8 | f3.2 | £0.0 | f0.0 | ${ }^{\text {¢ }}$. 0 |
| ZONE 2 - DERRY - LONDONDERRY EAST Lisna gelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Loyds Pharmacy, Poundland, Primark, Savers, Semichem) <br> Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan Next) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.3 | fx 13 | £0.2 | £0.1 | £0.0 | f0.2 | £0.0 | 52.1 | £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 |
|  | ${ }^{\text {f0.0 }}$ | f0.2 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 60.2 | ¢0.0 | 0.0 | ¢0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | 0.0 | ¢0.0 | 0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Motherc are, Toys R Us, Carpetright, Harveys) | ${ }_{\text {£ } 3.8}$ | £6.5 | f1.9 | £0. 7 | £0.0 | £0.2 | £0.1 | f13.2 | f0.1 | £0.0 | £0.0 | £0.0 | ¢0.1 | £0. 1 | f0.1 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.2 | f0.0 | £0.0 | £0. | £0.0 | f0.0 |
| Glenkeen Fumishings, Glendemott Road, Waterside | £0.0 | £0.0 | £.0 | ${ }^{\text {f0. }}$ | £0.0 | £.0 | $\mathrm{f}_{0} 0$ | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {£ }}$ ¢ 0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 |
| Teench Road Shopping Center, Hollymount Park | £0.0 | f1.0 | £0.1 | £0.0 | £0.0 | £0.0 | ¢0.0 | $f 1.1$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | $\mathrm{EcO}_{0}$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 |
| CFC Interiors, Clooney Road, Campsie | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f }}$. 0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.2 | f0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | £0.2 | ${ }^{\text {f }}$. 0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 |
| Maydown Village \& Retail Area | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 |
| Other Zone 2 | £0.5 | £0.5 | f0. 1 | £0.0 | £0.0 | £0.0 | ¢0.0 | f1. 1 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.3 | $\mathrm{f}_{0} 1$ | $\mathrm{f}^{\text {£0. }}$ | £0.0 | $\mathrm{f}^{\text {f0. }}$ | £0.0 | £0.0 | f0.4 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| zone 2 Total | £4.6 | f9.5 | f2. 2 | ¢0.9 | £0.0 | ¢0.5 | $\mathrm{E}_{0.1}$ | ${ }^{\text {f17,7 }}$ | $\mathrm{fo.r}^{1}$ | £0.0 | $\mathrm{f0.0}^{0}$ | ${ }^{\text {f0.0 }}$ | $\mathrm{fo}^{1}$ | £0.5 | ${ }^{0} 0.6$ | £0.0 | ¢0.0 | £0.0 | ¢0. 1 | $\mathrm{E}_{0} 0$ | ${ }_{61.2}$ | ${ }^{\text {f0.0 }}$ | £0.0 | $\mathrm{f0.0}^{0}$ | f0.0 | $\mathrm{E}_{0} 0$ |
| ZONE 3 - EGUNTON |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (eginton village Centre | $\underbrace{\text { f0.0 }}_{\text {f0.0 }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\text {f1.9 }}^{\text {f0. }}$ | f0.0 f0. | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \text { ¢ }}}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | ${ }_{\text {f1.9 }} \mathbf{6 0 . 0}$ | ${ }_{\substack{\text { f0. } \\ \text { f0. } \\ \hline}}$ | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ | $\mathrm{fl}_{\text {f0. }}^{\text {f0. }}$ |  | f0.0 f0.0 | ¢0.0 f0.0 | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | ${ }_{\text {con }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | f0.0 f0.0 | f0.1 | f0.0 f0.0 | $\mathrm{fec}_{\text {f0.0 }}^{\text {f0.0 }}$ | ${ }_{\text {f0. }}^{\substack{\text { f0. }}}$ | f0.0 | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ |
| Dumahoe village Centre | ${ }_{\text {f0.0 }}$ | £0.0 | ${ }_{\text {f1.1 }}$ | ¢0.0 | f0.0 | ${ }^{\text {f0.1 }}$ | £0.0 | f1. 2 | ${ }^{\text {f0.0 }}$ | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }_{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ${ }_{\text {f0. }} 0$ | ${ }_{\text {£ } 0.0}$ | £0.0 | £0.0 | £0.0 | f0.0 |
| Other Zone 3 | £0.0 | £0.0 | f0.2 | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.2 | f0.0 | ¢0.0 | f0.0 | $\mathrm{f}^{50} 0$ | £0.0 | £0.0 | f0.0 | $\mathrm{f}^{\text {£ }} 0$ | £0.0 | £0.0 | £0.0 | $f 0.0$ | f0.0 | f0.0 | ¢0.0 | £0.0 | $\mathrm{f}^{6} 0$ | f0.0 |
| zone 3 Total | £0.0 | f0.0 | ${ }^{\text {f3. }} 2$ | ¢0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | $\mathrm{fo.0}^{0}$ | ${ }_{\text {f3. }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.1 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0. 1 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | $\mathrm{f0.0}^{0}$ |

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


TABLE 7a:
COMPARISON GOODS

## TURNOVER, BY ZONE,

2018

|  |  |  |  |  |  | hes and | nes- 1st | , |  |  |  |  |  |  |  |  |  |  | esand | - | choice |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| STORE/ Centre | 1 | 2 | 3 | UnClLA | 5 | 6 | 7 | ZONES 1-7 | 8 | ${ }_{9}$ | Suor 10 | 11 | ZONES 8-11 TOTAL | 1 | 2 | 3 | ${ }_{4}$ | 5 | 6 | 7 | ZONES 1-7 TOTAL | 8 | MAINDRR | = SuOV AI | ${ }_{11}$ | ZONES 8-11 |
|  | £80.7 | ${ }^{\text {¢ 4 }}$, 2 | ${ }^{522.5}$ | ${ }^{\text {f35.1 }}$ | ${ }^{10.5}$ | ${ }^{1515}$ | ${ }^{\text {f26.5 }}$ | ${ }^{2} 235.2$ | ${ }^{832.4}$ | ${ }^{\text {f54,1 }}$ | f54,9 | ${ }^{\text {f34,4 }}$ | f175.8 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (fm) | ¢56.5 | £30.9 | ${ }_{\text {f15.8 }}$ | ${ }_{\text {f22. }}$ | ${ }_{47} 18$ | f11. | $\underline{418.5}$ | ${ }_{\text {f164.6 }}$ | ${ }_{\text {f }}^{62.7}$ | ${ }_{\text {f37.9 }}$ | f38.4 | f24.1 | ${ }_{\text {f123. }}$ | £24.2 | ¢13.3 | ¢6. 8 | f10.5 | 3.1 | £4.7 | ¢7.9 | 70.6 | ¢9.7 | 6.2 | 6.5 | f10.3 | 2.7 |
| ZONE 4- SIRABANE STRABANE TOWN CENIRE | f1.0 | f0.6 | f0.2 | f10.3 | f1. 6 | f0.2 | f0.5 | ${ }^{\text {f14,4 }}$ | £0.0 | £0.0 | ¢0.5 | ${ }_{\text {f1. }}$ | f1. 9 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.1 | ${ }_{63.5}$ | ¢0.5 | f0.1 | ${ }^{6} 0.6$ | $\pm 4.9$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | 51.7 | f17 |
| Asda, Branch Road, Strabane | f1.0 | f0.0 | f0.0 | f0.4 | f0. 1 | £0.0 | f0.0 | 51.6 | f0. 0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | $\mathrm{f}_{\text {f0. }}$ | f0. 1 | ${ }_{\text {f0. }}$ | ¢0.0 | f0.2 | ${ }_{\text {f0. }} 0$ | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 |
| Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds) | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | E0.0 | £0.0 | £0.1 | 0.4 | f0.5 | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | E0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | 0.0 | ¢0.0 |
| Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks. New Look) | £0.0 | £0.0 | f0.0 | £0.4 | £0.7 | £0. 1 | £0.1 | f1.4 | ${ }^{\text {£ }} 0$ | £0.0 | ${ }^{\text {f0. }} 5$ | ${ }_{\text {f1. }}$ | f15 | £0.0 | £0.0 | £0.1 | £0.0 | £0.2 | £0.1 | ¢0.3 | ¢0.7 | £0.0 | £0.0 | £0.0 | ${ }^{1.4}$ | f1.4 |
| Strabane Town Centre | £.0 | £0.6 | 0.2 | f9.4 | 0.8 | £0.0 | f0.0 | E11.0 | f0.0 | £0.0 | £0.0 | £0.4 | E0.4 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | £3.4 | f0. 2 | 0.0 | £0.3 | E4.0 | £0.0 | £0.0 | £0.0 | ¢0.4 | f0.4 |
| Sion Mills Village Centre | £0.0 | ¢0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | f0.0 | £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 |
| Otherzone 4 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | £0.0 | f0. 0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0. 0 | £0.0 | £0.0 | £0.0 | f0.0 |
| ZONE 4 TOTAL | ${ }^{\text {f1. }}$ | ¢0.6 | f0.2 | £10.3 | ${ }_{\text {f1. }}$ | f0.2 | f0.5 | f14.4 | ¢0.0 | ¢0.0 | ${ }_{60} 5$ | f1.5 | f19 | ¢0.0 | ¢0.0 | ¢0.1 | ${ }_{63.5}$ | f0.5 | f0.1 | ${ }^{6} .6$ | £4.9 | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 | 51.7 | ${ }_{61.7}$ |
| ZONE 5-CASILDERG Castlederg Village Centre | £0.0 | £0.0 | £0.0 | ¢0.2 | ${ }^{\text {f1. }}$ | £0.0 | £0.0 | f1.4 | ${ }^{\text {£ }} 0$ | £0.0 | 0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | ${ }^{\text {¢ }}$. 0 | £0.0 | £0. 4 | £0.0 | ¢0.0 | f0.4 | £0.0 | £0.0 | £0.0 | 0.0 | £0.0 |
| ZONE 5 total | ¢0.0 | £0.0 | f0.0 | ¢0.2 | f1.2 | f0.0 | f0.0 | f1.4 | f0.0 | £0.0 | e0.0 | ¢0.0 | 0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0. 4 | ¢0.0 | f0.0 | ¢0.4 | ¢0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 |
| ZONE 6 C CIAUOY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy Village Centre | £0.0 | ${ }^{\text {£0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{faO}_{0}$ | ${ }^{\text {£ }} 0.0$ | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {£0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {£0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f}^{0} 0$ | ${ }^{50.0}$ |
| Feeny Village Centre | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Dungiven Town Centre | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| ZOne 6 total | ¢0.0 | £0.0 | E0.0 | ¢0.0 | f0.0 | £0.0 | f0.0 | $\mathrm{fa}_{0}$ | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | $\mathrm{fo.0}^{0}$ | £0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | $\mathrm{f}_{0} 0$ | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 |
| ZONEF- NEWTOWNSITWART | £0.0 | £0.0 | £0.0 | £0.2 | £0.0 | £0.0 | ${ }_{\text {f0. }}$ | ${ }^{0.6}$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.2 | f0.2 | £0.0 | £0.0 | f0.0 | £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 | ¢0.2 | ${ }_{\text {f1.1 }}$ | 0.0 | ${ }^{\text {f1. } 6}$ | ${ }^{\text {f3.0 }}$ | ${ }_{\text {f0. }}$ | £0.0 | f0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | 0.0 | £0.0 | ${ }^{\text {f0. }} 1$ | ${ }^{60.7}$ | f0.0 | £0.6 | f1.4 | ${ }^{\text {f0. }} 0$ | f0.0 | f0.0 | £0.0 | $\pm 0.0$ |
| zone 7 total | ¢0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | £0.5 | ${ }_{\text {f1. }} 1$ | ¢0.0 | ${ }_{52} .0$ | ${ }_{\text {¢3. }} 6$ | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {¢0. }}$ | £0.0 | ${ }^{\text {f0. }}$ | ¢0.7 | ¢0.0 | ${ }^{\text {¢0, }} 7$ | ${ }_{\text {f1. }}$ | ${ }^{\text {¢0, }}$ | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ |
| ZONE B L LMAVADY Limavady Town Centre | £0.0 | f0.3 | £0.6 | £0.0 | £0.0 | f1.2 | f0.0 | f2.0 | ${ }^{\text {f5.0 }}$ | £0.0 | £0.0 | £0.0 | ¢5.0 | £0.0 | £0.0 | f0.3 | £0.0 | £0.0 | f0. 3 | £0.0 | ¢0.6 | f 2.1 | £0.0 | £0.0 | £0.0 | $\mathrm{fc}^{1}$ |
| Windyhill Retail Park, Windyhill Road, UMAVADY (ELSS Engineening) | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 | f0.2 | £0.0 | ¢0.0 | £0.0 | E0.2 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0. 0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 |  |
| Otherzone 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 | f0.0 | £0.0 | £0.0 | £0.0 | £0.2 | £0.0 | £0.0 | £0.0 | ¢0.2 | £0.1 | £0.0 | £0.0 | £0.0 | ${ }_{\text {f0. }}$ |
| ZONE 8 TTAL | ${ }^{\text {f. }} 0$ | ¢0.3 | f0.6 | f1.0 | ¢2.2 | f1. 2 | ${ }_{\text {¢4. }}$ | 9.2 | ${ }_{55} 5$ | £0.0 | £0.0 | f0.0 | E5.2 | f0.0 | f0.0 | f0. 3 | ${ }^{0.4}$ | ${ }_{\text {f1. }}$ | $\mathrm{f}^{0} 3$ | f1.4 | ¢3.9 | ${ }_{\text {f } 2.1}$ | ¢0.0 | £0.0 | ¢0.0 | $\mathrm{fx}^{1}$ |
| ZONE - - INSHOWEN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buncrana Town Centre | f0.0 | £0.0 | f0.0 | £0.0 | f0. 0 | £0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | ${ }_{\text {f1. }} 7$ | £0.0 | £0.0 | ${ }^{11.7}$ | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0. }}$ | £0. 0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.7 | £0.0 | £0.0 | ¢0.7 |
| Bumfoot Village Centre | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {£ } 0.0}$ | £0.0 | f0.0 | £0.0 | £0.0 | $\mathrm{f0.0}^{0}$ | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | f0.0 |
| But Village Centre | £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 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {£0. }} 0$ | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Camdonagh Town Centre | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{0.0}$ | f0.0 | £0.6 | £0.0 | £0.0 | ¢0.6 | £0.0 | $\mathrm{f}^{\text {0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | ¢0.0 | ${ }^{\text {£0. }} 0$ | £0.0 | £0.0 | £0.0 | f0.0 |
| Moville Town Centre | £0.0 | $\mathrm{fo}^{\text {0.0 }}$ | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £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 |
| ZONE 9 TTAL | f0.0 | ¢0.0 | f0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | $\mathrm{f}_{0} 0$ | ¢0.0 | f2. 3 | f0.0 | f0.0 | ${ }_{\text {f2. }}$ | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | $\mathrm{f}_{0} 0$ | ¢0.7 | £0.0 | f0.0 | ¢0.7 |

TABLE 7a:
COMPARISON GOODS

## TURNOVER, BY ZONE,

| Store/ Centre | Fumiure, Foor Coverings, Capets + Texilies |  |  |  |  |  |  |  |  |  |  |  |  | Household appliances |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | COUNCILAREA |  |  |  |  |  |  |  | remalindr of stud area |  |  |  | ${ }^{\text {20, } \mathrm{N} \text { ES } 8.11}$ | councliarea |  |  |  |  |  |  | ZONES 1-7 TOTAL | Renalindr of sudy area |  |  |  | ZONESE $8-11$TOTAL |
|  |  | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 建 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |
| $\left.\begin{array}{c} (\mathrm{f} m \\ (\mathrm{fm}) \end{array}\right)$ | $\begin{gathered} \text { cick.6 } \\ \text { f116.6 } \end{gathered}$ | $\begin{aligned} & 59.6 \\ & 99.6 \end{aligned}$ | ${ }_{\text {f55.1 }}{ }_{\text {f5 }}$ | $\begin{aligned} & \text { f7.7 } \\ & 77.8 \end{aligned}$ | ${ }_{\text {f2. }}^{\text {f2. }}$ | ${ }_{83.7}^{83.7}$ | $\underset{f 6.4}{\substack{56.4}}$ | $\underset{\substack{\text { f51.6 } \\ \text { f51. }}}{ }$ | f77.4 67.4 | $\begin{aligned} & f 12.2 \\ & f 12.2 \end{aligned}$ | $\begin{aligned} & f 12.3 \\ & f 12.3 \\ & \hline 10 . \end{aligned}$ | ${ }_{\text {f77.7 }}^{\text {f7. }}$ | $f 39.6$ f39.6 | ¢6.9.9 6.9 | ${ }_{\text {f33.7 }}$ | $\begin{aligned} & \text { f1.8.8 } \\ & f 1.8 \end{aligned}$ | ${ }_{\text {f33.1 }}^{\text {f3, }}$ | co.9 | ${ }_{f 14}^{\text {f14 }}$ | 52.2 <br> 52.2 | $f 19.9$ f19.9 | f2.6 | ¢4.6 ¢4.6 | $\begin{aligned} & \text { fen } \\ & \qquad 44.6 \end{aligned}$ | $\begin{gathered} \text { fe2.9 } \\ \text { 22.9 } \end{gathered}$ | $\begin{aligned} & \mathrm{f14.8} \\ & \mathrm{f14.8} \end{aligned}$ |
| ZONE 4- STRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| STRABANE TOUN Centre | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }_{\text {f0.1 }}$ | ${ }_{\text {f3.0 }}$ | ${ }^{60.2}$ | ${ }_{\text {¢0.0 }}$ | ${ }^{\text {¢0.4 }}$ | ${ }_{\text {f3.6 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢0.0 }}$ | ${ }^{50.0}$ | ${ }^{50.9}$ | ${ }^{50.9}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }_{\text {f1.4 }}$ | ${ }^{60.1}$ | ${ }^{\text {f0.0 }}$ | ${ }_{\text {f0. }}$ | ${ }_{615}$ | ${ }^{60.0}$ | ${ }^{50.0}$ | ${ }^{\text {¢0.0 }}$ | ${ }^{60.1}$ | ¢0.1 |
| Asda, Branch Road, Stra bane $\begin{aligned} & \text { Pavilion Retai Park, Railway Street, STRABANE (Argento, }\end{aligned}$ | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Cilento Designer Wear, Gallaghers fresh Food Centre, McDonalds) | £0.0 | ¢0.0 | £0.0 | £0.1 | £0.0 | £0.0 | £0.0 | 60.1 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | 60.0 |
| Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, | E0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 0 | £0.0 | £0.0 | f0.0 | ¢0.5 | 60. | 0.0 | f0. 0 | £0.0 | £0.2 | ${ }^{\text {¢ }} 11$ | ¢0.0 | £0.0 |  | ¢0.0 | £0.0 | £0.0 | ¢0.0 | 00 |
| Strabane Town Centre | £0.0 | £0.0 | f0. 1 | £2.9 | £0. 2 | £0.0 | £0.4 | ${ }_{\text {f3.5 }}$ | f0.0 | ¢0.0 | £0.0 | £0.5 | ${ }_{\text {f0.5 }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f1.2 | f0.0 | f0.0 | £0.0 | ${ }_{61.2}$ | £0.0 | £0. 0 | £0.0 | £0.1 | f0.0 f0.1 |
| Sion Mils Village Centre | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Other Zone 4 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £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 TTTAL | ${ }^{60.0}$ | ¢0.0 | ¢0.1 | f3.0 | f0.2 | £0.0 | ¢0.4 | ${ }^{6} .6$ | f0.0 | ¢0.0 | $\mathrm{f}_{0} 0$ | 60.9 | ¢0.9 | ¢0.0 | $\mathrm{fo}^{0}$ | f0.0 | f1.4 | ¢0.1 | ¢0.0 | $\mathrm{m}_{0} 0$ | ${ }_{61.5}$ | ¢0.0 | $\mathrm{f}_{0} 0$ | f0.0 | f0.1 | ¢0. 1 |
| $\begin{array}{\|l\|} \hline \text { ZONE 5-CASTLEDERG } \\ \text { Castlederg Village Centre } \end{array}$ | £0.0 | ¢0.1 | £0.0 | £0.3 | $\mathrm{fl}_{1.1}$ | £0.0 | £0.2 | ${ }_{51.8}$ | f0. 2 | f0.0 | £0.0 | £0.0 | ¢0.2 | f0.0 | f0. 0 | £0.0 | £0. 1 | £0.4 | £0.0 | f0.0 | ${ }^{60.6}$ | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0. }}$ | $\mathrm{E}_{0}$ | $\ldots$ |
| ZONE 5 total | £0.0 | ¢0.1 | £0.0 | ¢0.3 | f1.1 | £0.0 | ¢0.2 | ${ }_{61.8}$ | 50.2 | ¢0.0 | £0.0 | ¢0.0 | ¢0.2 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | ¢0.1 | f0.4 | ¢0.0 | ¢0.0 | ${ }^{60.6}$ | ¢0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 |
| ZONE G- Claud |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy Village Centre | £0.0 | £.0 | £0.0 | £.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {f0.0 }}$ |
| Feeny Village Centre | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | f0.0 | f0.0 | ${ }_{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ${ }_{\text {¢0. }}$ | ${ }_{\text {fo. }}$ | ${ }_{60.0}^{0.0}$ | ${ }^{50.0}$ | f0.0 | ${ }^{20.0}$ | ${ }_{\text {f0. }} 0.0$ | f0.0 |
| Dungiven Town Centre | f0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | f0. 1 | ¢0.0 | f0.1 | f0.0 | f0.0 | ¢0.0 | $\mathrm{f}_{0} 0$ | f0.0 | f0.0 | f0. 0 | £0.0 | £0.0 | £0.0 | f0.2 | f0.0 | f0.2 | f0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 |
| ZONE 6 Ttal | f0.0 | ¢0.0 | £0.0 | ¢0.0 | f0.0 | £0.1 | f0.0 | f0.1 | f0.0 | ¢0. | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.2 | ¢0.0 | f0.2 | f0.0 | f0.0 | ¢0.0 | £0.0 | ¢0.0 |
| ZONE - - NeWIOWNSITWART |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Newtownstewart Village Centre | £0.0 | £0.0 | £0.0 | ¢0.5 | £0. 3 | £0.0 | f1.0 | ${ }^{11.8}$ | f0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {¢0, }}$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| M\&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look) | ¢0.0 | £0.0 | £0.0 | ¢0. 1 | 0.0 | £0.0 | E0.0 | f0. 1 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | €0.0 | £0.0 | €0.0 | £0.0 | $\mathrm{f}_{0} 1$ | ¢0.1 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 |
| zonet total | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.6 | f0. 3 | ¢0.0 | ${ }^{\text {f1. }}$ | f1.9 | f0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.1 | f0.1 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 |
| ZONE 8 - UMAVADY Lima vady Town Centre | ¢0.0 | £0.0 | £0.1 | £0.0 | 0.0 | £0.4 | £0.0 | ¢0.4 | ${ }^{\text {E2. }} 6$ | £0.0 | £0. 0 | ¢0.0 | ¢2.6 | ${ }^{\text {f }} 1$ | f0. 2 | £0.3 | £0.0 | £0.0 | £0.3 | £0.0 | f0.9 | ${ }^{\text {f1. }}$ | £0. | £0. 0 | £0.0 | ${ }^{\text {f1. }} 7$ |
| Windyhill Retail Park, Windyhill Road, UMAVADY (ELSS Engineening) | £0.0 | ¢0.0 | 0.0 | £0.0 | £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 | f0. |  | ¢0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 |  |
| Otherzone 8 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }_{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }_{\text {f0.0 }}^{\text {f0. }}$ |
| ZOne 8 Ttita | ¢0.0 | ¢0.0 | ¢0. 1 | ${ }^{11.3}$ | f0.6 | £0.6 | £2.0 | ¢4.5 | f2.6 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f2. }} 6$ | f0.1 | f0.2 | f0.3 | £0.0 | £0.0 | ¢0.7 | f0.2 | ${ }_{\text {f1. }} 5$ | ${ }_{51.7}$ | £0.0 | f0.0 | ¢0.0 | ${ }_{\text {f1 }} 7$ |
| ZONE 9 - INISHOWEN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buncrana Town Centre | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 |  | £0.0 | £0.0 |  | f0.0 | $\mathrm{fo}^{\text {¢ }} 0$ | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.3 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }} 0$ | f0.3 |
| Bumfoot Village Centre | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | $\mathrm{f}^{0.0}$ | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 |
| But Village Centre | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | f0.0 | f0.0 | f0. 0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.2 | ¢0.0 | £0.0 | ¢0.2 |
| Camdonagh Town Centre | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | £0.0 |
| Moville Town Centre | £0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.8 | £0.0 | £0.0 | f0.8 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ¢0.2 | £0.0 | f0.0 | ¢0.2 |
| ZONE9 Ttita | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | f2. 4 | £0.0 | £0.0 | ${ }_{\text {f2. }}$ | ${ }^{\text {f0. }}$ | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | £0.7 | £0.0 | ¢0.0 | ¢0.7 |

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


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


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

| STORE/ CENTRE | Lxury goods and sports goods |  |  |  |  |  |  |  | Remalindr of sudy area |  |  |  |  | $\underset{\substack{\text { GRAND TOTAL } \\(\mathrm{Em})}}{ }$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | NCILAREA |  | 6 | 7 |  |  |  |  |  | $\substack{\text { ZONE58.-11 } \\ \text { OTAL }}$ <br> $\substack{\text { E69.2 } \\ \text { f69.2 }}$ |  |
|  | 127.9 | f15.4 | ¢9.0 | ${ }^{\text {f13.8 }}$ | ${ }^{54.4}$ | ${ }^{67.4}$ | ${ }^{100.5}$ |  | f12.7 | ${ }^{\text {f21.3 }}$ | $f 21.6$ | f13.6 |  |  |
| (fm) | f27.9 | ${ }_{\text {f15. } 4}$ | 9.0 | f13.8 | ${ }_{\text {E4.4 }}$ | ${ }_{\text {¢7. }}$ | ${ }_{\text {f10.5 }}$ |  | ${ }_{\text {f12. }}$ | f21.3 | ${ }_{\text {f21.6 }}$ | ${ }_{\text {f13.6 }}$ |  |  |
| 20NE4. STRAAANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| STRABANE TOUN CENTRE | ${ }^{\text {f0.0 }}$ | ${ }^{50.3}$ | ${ }_{\text {¢4. }}$ | ${ }^{53.1}$ | ${ }^{\text {f0. }}$ | ¢0.9 | f0.0 | ${ }^{99.0}$ | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | $\pm 2.0$ | 52.0 | ${ }^{\text {f65.1 }}$ |
| Asda, Branch Road, Stra bane $\begin{aligned} & \text { A } \\ & \text { Pavilion Retai Park, Raiway Stret STRABANE (Arcento, }\end{aligned}$ | f0.0 | £0.0 | £0.0 | ¢0.0 | £0. 0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | 52.3 |
| Pavilion Retail Park, Railway Street, STRABANE (Argento, <br> Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds) | f0.0 | f0.0 | £0.0 | £0.0 | 0.0 | £0.0 | E0.0 | E0.0 | £0.0 | f0.0 | f0.0 | E1.0 | f1.0 | $f 2.2$ |
| Strabane Shopping / Retail Park, Branch Road, STRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks New Look) | 0.0 | £0.0 | £0.5 | f2. 4 | £0.0 | £0.6 | E0.0 | E3.4 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f1.0 }}$ | f1.0 | f11.2 |
| Strabane Town Centre | £0.0 | ¢0.3 | £4.3 | f0.7 | ¢0.0 | ¢0.3 | £0.0 | 65.6 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | E49.4 |
| Sion Mills village Centre | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.2 | 50.2 | £0. 3 | £0.0 | £0.0 | £0.0 | f0.3 | ${ }_{51.1}$ |
| Other Zone 4 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | $\mathrm{f}^{0.0}$ | £0.0 | £0.0 | £0.0 | f0.0 | 60.5 |
| ZONE 4 TOTAL | ¢0.0 | ¢0.3 | £4.8 | ¢3.1 | f0.0 | ¢0.9 | f0.2 | ¢9.2 | $\mathrm{f}_{0} \mathbf{3}$ | ¢0.0 | £0.0 | ¢2.0 | f2. 2 | ${ }^{66.7}$ |
| ZONE 5-CASTEDERG | f0.0 | £0.0 | £0.0 | f2. 7 | £0. 0 | £0.0 | £0.0 | 52.7 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{f}_{0} 0$ | ${ }^{\text {f12. }}$ |
| ZONE 5 Ttat | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | $⿷ 2.7$ | f0.0 | £0.0 | ¢0.0 | E2.7 | $\mathrm{fa}^{0}$ | £0.0 | £0.0 | £0.0 | ¢0.0 | f12. |
| ZONE 6- Claud |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy Village Centre | £0.0 | £0.0 | £0.0 | £0.0 | f0. 1 | £0.0 | $\mathrm{fo}^{0} 0$ | $\mathrm{fo}^{1}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{61.1}$ |
| Feeny Village Centre | ${ }^{\text {¢0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{60.7}$ |
| Dungiven Town Centre | f0.0 | f0.0 | £0.0 | £0.0 | £0.1 | £0.0 | £0.0 | ¢0.1 | $\mathrm{f}^{6} 0$ | f0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{6} 3.5$ |
| ZONE 6 TTPAL | f0.0 | ¢0.0 | £0.0 | £0.0 | f0.2 | f0.0 | E0.0 | E0.2 | f0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ${ }_{65} 3$ |
| ZONE - NEWTOWNSIEWART | ¢0.0 | ¢0.0 | £0.0 | f0.0 | ¢0. 0 | f0. 0 | f0.0 | ¢0.0 | ¢0. 0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {¢ } 43}$ |
| Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| M\&S, Next, Peacocks, River Isand, Sports Direct, Poundland, New Look) | f0.0 | £0.0 | £0.7 | f1.0 | £0.0 | £0.6 | £0.0 | f2. 3 | £0.0 | £0.0 | £0.0 | e0.0 | ¢0.0 | ¢. 4 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | f0.0 |
| ZONE 7 TOTAL | ${ }^{\text {¢0.0 }}$ | ${ }^{\text {f0.0 }}$ | ¢0. 7 | f1.0 | f0.0 | ${ }^{60.6}$ | ¢0.0 | ${ }^{\text {f2. }} 3$ | £0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | ${ }^{1117}$ |
| ZONE 8- LMAVADY <br> Limavady Town Centre | ${ }^{\text {¢ }}$.0 | f0.5 | £0.0 | £0.0 | f0. 2 | f0. 0 | ${ }^{\text {f1. }} 4$ | ${ }^{52} 1$ | ${ }^{11.7}$ | £0.0 | £0.0 | f0.0 | ${ }_{61.7}$ | ${ }^{538.6}$ |
| Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineening) | £0.0 | £0.0 | £0.0 | £0.0 | £0. 0 | ¢0.0 | ¢0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | ¢0.0 | 50.2 |
| Other Zone 8 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | 0.0 | ¢0.0 | 0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.6 |
| ZONE 8 Ttal | ${ }^{\text {f0. }}$ | ¢0.5 | ${ }_{61.3}$ | £2.0 | ${ }^{60.5}$ | ${ }_{61.2}$ | ${ }_{\text {f1. }}$ | ¢7.0 | ${ }_{61.7}$ | ¢0.0 | f0.0 | ¢0.0 | ${ }_{51.7}$ | ¢71.6 |
| ZONE 9- INSHOWEN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buncrana Town Centre | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | $\mathrm{fo}^{0} 0$ | ${ }^{\text {£3. }} 8$ | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f3. }} 8$ | ${ }^{\text {f28.6 }}$ |
| Bumfoot Village Centre | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | $\mathrm{fo}^{\text {¢0. }}$ | £0.0 | f0.0 | £0.0 | f0.0 | f0.3 |
| But Village Centre | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | 60.5 |
| Camdonagh Town Centre | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0.0 | f0.0 | f0.0 | f0.6 |
| Moville Town Centre | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | $\mathrm{f}_{0} 0$ | f0.0 | £0.0 | f0.0 | f0.0 | f3.5 |
| zone9 total | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | $\mathrm{f}_{0} 0$ | ${ }_{\text {¢ }} \times 8$ | ¢0.0 | ¢0.0 | ${ }^{\text {f3. }}$ | ${ }^{63} 3$ |

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


Notes
Tumovers calculated by applying market shares
(Table 6) to availa ble comparison goods expend iture
(Tables 36 --kk).

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

| STORE / CENIRE | Fumilure, Aoor Coverings, Capeets + Textiles |  |  |  |  |  |  |  |  |  |  |  |  | Household appliances |  |  |  |  |  |  |  | Remalinder of sudy area |  |  |  | $\underset{\substack{\text { ZONES } 8.11 \\ \text { TOTAL }}}{\text {. }}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | councilarea |  |  |  |  |  |  | ZONES 1-7 | remainder of sudy area |  |  |  | ZONES 8-11 TOTAL | 1 | 2 | 3 | NCILA | 5 | 6 | 7 | $\begin{aligned} & \text { ZONES 1-7 } \\ & \text { TOTAL } \end{aligned}$ |  |  |  |  |  |
|  | ${ }^{\text {f10.6 }}$ | ¢9.6 | ${ }_{6} 5.1$ | ¢7.8 | ${ }^{2} 2.3$ | ${ }^{63.7}$ | ${ }_{6} 6.4$ | ${ }^{\text {E51.6 }}$ | ${ }^{67} 7$ | ${ }^{\mathbf{f 1 2} 2}$ | ${ }_{1212}$ | ¢7.7 | ${ }^{\text {f39.6 }}$ | f6.9 | ${ }^{63.7}$ | ${ }_{61.8}$ | ${ }^{63.1}$ | ¢0.9 | f14 | 52.2 | f19.9 | ${ }^{52.6}$ | ${ }_{\text {¢4.6 }}$ | ${ }_{\text {E4. }} 6$ | f2.9 | ${ }^{\text {f14.8 }}$ |
| (5m) | ${ }_{\text {f10.6 }}$ | 9.6 | ${ }_{\text {f5. }}$ | ${ }_{77.8}$ | ${ }_{\text {2. }}$ | ${ }_{63.7}^{63}$ | $\stackrel{86.4}{6.4}$ | ${ }_{651.6}$ | ¢7.4 | ${ }_{\text {f12. }}$ | ${ }_{\text {f12. }}$ | ${ }_{7.7}$ | ${ }_{\text {f39.6 }}$ | ${ }_{66.9}$ | ${ }_{53.7} 9$ | ${ }_{\text {f1. }}$ | ${ }_{\text {f3. }} \mathbf{8}$ | ${ }_{0}^{20.9}$ | ${ }_{\text {f1.4 }}$ | $\underset{\text { f2.2 }}{ }$ | $\stackrel{419.9}{\text { f19.9 }}$ | fer | ${ }_{\text {f4. }}^{\text {E4. }}$ | ${ }_{\text {fa4 }}^{\text {fa }}$ | $\underset{\text { f2.9 }}{12.9}$ | f14.8.8 f10 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Centra, Mountain Top, Letterkenny | ${ }^{\text {f0. }} 0$ | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | f0. 0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0. 0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | £.0 | f0.0 | f0.0 |
| CunssPC Worid, Blaney Road, Letterkenny | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.2 | f0.0 | f0.2 |
| Forte Shopping Centre, Neil TBlaney Road, LEITERKENNY (Dunnes, Halfords, Homebase, Clarks, Camphone Warehouse, Clare Clothing, Right Price Tiles) | £0.0 | £0.0 | ${ }^{\text {¢ }} 0$ | £0. 0 | ¢0.0 | £0.0 | f0.0 |  | £0.0 | £0.6 | f6.0 | f0.2 |  | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 00 | £0.0 | ¢0.1 | ${ }_{\text {f1.1 }}$ | ¢0.4 |  |
| Glencar Shopping Centre, Glencar, LETIERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest) | £0.0 | £0.0 | £0.0 | £0. 1 | 0 | £0.0 | £0.0 | f0.1 | £0.0 | E0.0 | £0.0 | 0.0 | f0.0 | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | 0.0 | 0.0 | f0.0 | £0.0 | 0.0 | £.0 | £0.0 | f0.0 |
| Laakins, Oldtown, Lettereneny | f0.0 | £0.0 | ¢0.0 | £0.0 | 0 | £0.0 | £0.0 | ${ }_{\text {f0.0 }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {¢ }} 0$ | £0.0 | ¢0.0 | £0.0 | £0.0 | £0. | ¢0.0 | $\underset{\text { f0.0 }}{ }$ | £0.0 | f0.0 | £0.0 | £0.0 | ${ }_{\text {f0.0 }}$ |
| Letterkenny Retail Park, Oldtown, LEITERKENNY (TK Maxx, Next, Argos, New Look, M\&S, Wallis, River Island) | £0.0 | f0. 2 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.2 | £0.0 | £0. 2 | £4.0 | £0.0 | ${ }^{ \pm 4.3}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0. 1 | £2. | £0.0 | 52.3 |
| Letterkenny Shopping Centre, Port Road, LEITERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing) | £0.0 | £0.0 | f0. 1 | £0. | £0.0 | £0.0 | f0.0 | f0.1 | f0.0 | £0. 0 | £0.3 | £0.0 | f0.3 | ${ }^{\text {£0, }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {£0. }}$ | £0.0 | f0.0 | £0.1 | f0.1 |
| McElinneys XL, Manor unningham, Letterkenny | £.0 | ¢0.0 | £0.0 | £0.0 | £.0 | £.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | £.0 | £0.0 | £0.0 | ¢0. | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0. | f0.0 | ¢0.0 |
| The Courtyard Shopping Centre, Lower Ma in Street, EITERKENNY (Iceland, Eurogiant, Heatons Sportsworld Easons, La Touche) | f0.0 | £0.0 | f0. 0 | £0.0 | £0.0 | £0.0 | f0.0 | 0.0 | ${ }_{\text {f0. }}$ | £0. | £0. 3 | £0.0 | f0.3 | £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 10 TOTAL | ¢0.3 | f0.2 | $\mathrm{f}_{6} .1$ | f0.1 | f0.0 | f0.0 | f0.0 | f0.6 | ${ }^{\text {f0. }}$ | E4.6 | f11.0 | ${ }^{\text {f2. }} 6$ | f18.3 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ¢0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.0 | ${ }^{\text {¢0. }}$ | ${ }_{61.8}$ | ${ }_{63} 9$ | f1.4 | ${ }^{67.1}$ |
| ZONE 11- STRANORIAR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ballybofey Shopping Centre, BALYBOFEY (Valley Phamacy, Gallaghers Home Bakery, Master Shoe) | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0. 0 | f0.0 | £0.0 | f0.0 | £0.0 | £0. 0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Ballybofey Town Centre | £0.0 | ¢0.0 | £0.0 | £0.0 | £.0 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | ${ }^{\text {¢ }}$. 0 | £0.0 | f0.0 | f1.0 | f1.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £.0 | £0.0 | £0. | f0.4 |
| Castlefin Town Centre | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.6 | £0.6 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Co-op, Hollow Road, Castlefinn | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | ¢0.0 | £0.0 | f0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.3 | ${ }^{60.3}$ |
| Lidl, Donegal Road, Ballybofey | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 |
| Navenny Shopping Centre, Navenny, BALYBOFEY (Superva | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 |
| Raphoe Town Centre | £0.0 | f0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | ${ }^{6} .0$ | f0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 |
| OtherZone 11 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| ZONE 11 TOTAL | f0.0 | f0.0 | ¢0.0 | f0.0 | $\mathrm{fa}_{0}$ | $\mathrm{fa}_{0}$ | f0.0 | $\mathrm{fo.0}^{0}$ | 50.0 | £0.0 | f0.0 | 51.6 | f1.6 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | $\mathrm{fo}^{0}$ | $\mathrm{fo.0}^{0}$ | £0.0 | £0.0 | f0.0 | 50.7 | ¢0.7 |
| Outide Survey Area | ${ }^{61.8}$ | f0.4 | ${ }^{0.6}$ | f0.4 | ${ }^{60.4}$ | ${ }^{60.5}$ | ${ }^{63.7}$ | ${ }^{67.7}$ | ${ }^{52} .7$ | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f2. }}$ | ${ }^{60.3}$ | f0.1 | ¢0.0 | f0.2 | ${ }^{60} 3$ | f0.1 | ${ }_{61.7}$ | ${ }^{52.7}$ | ${ }^{\text {f0.4 }}$ | ${ }^{\text {f0. }}$ | f0.0 | ${ }^{60.0}$ | ${ }^{60.4}$ |
| (srt SNuls | £0.4 | £0.6 | £0.3 | £0.4 | ${ }^{\text {f0. }}$ | £0.4 | $\mathrm{f}_{0} 1$ | ${ }^{\text {f2. }} 2$ | f0.1 | ${ }^{\text {f1.1 }}$ | £0.7 | $\mathrm{fl}^{2} 2$ | ${ }^{\text {f3. }} 1$ | f0.8 | £0. 3 | f0. 1 | f0.2 | £0.1 | f0.1 | f0.2 | ${ }_{6} 1.7$ | f0. 2 | £0.0 | ${ }^{\text {¢ }}$. 8 | ${ }^{\text {f }} 0.6$ | ${ }^{117}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Notes
Tumovers calculated by applying market shares
(TThbe 5 t to available compa ison goodsexpenditur
(Table 6) to a vailable comparison goods expend iture
(Tables $30-$-kk).

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


[^3]TABLE 7a:
COMPARISON GOODS
TURNOVER, BY ZONE,
2018

| STore/ Centre | 1 | 2 | COUNCILAREA |  |  | Chemistand medical goods |  |  | remalnder of sudy area |  |  |  | $\begin{aligned} & \text { ZONES 8-11 } \\ & \hline \text { TOTAL } \end{aligned}$ |  | 2 | councilarea |  |  | Books etr. |  |  | remainder of suoy area |  |  |  | ZONES 8.11 <br> TOTAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  | $\frac{6}{56.4}$ |  |  |  |  |  |  | ${ }_{6} \mathbf{6} 2.9$ |  |  |  |  |  | $\frac{7}{65.3}$ | $\begin{gathered} \text { ZONES 1-7 } \\ \text { TOTAL } \end{gathered}$ |  |  |  |  |  |
| (fm) | ¢29.2 | f16.0 | ${ }^{58.9}$ | ${ }_{\text {f13,7 }}$ | ¢ <br> 4.4 <br> 4.0 |  | $\frac{7}{\text { f10.1.1 }}$ |  | $\begin{aligned} & 812.4 \\ & \qquad 12.4 \\ & f 12 \end{aligned}$ | $\underset{\substack{\text { f20.7 } \\ £ 20.7}}{9}$ | $\frac{10}{\substack{\text { f21.0 } \\ \text { f21.0 }}}$ | $\frac{11}{\frac{113.2}{f 13.2}}$ |  | $\begin{aligned} & \mathrm{£67.3} \\ & £ 67.3 \end{aligned}$ | ${ }_{\text {f13,9 }}$ | $\underset{\text { c8.2 }}{\substack{\text { 8. }}}$ | $\underset{\substack{\text { ¢4.2, } \\ \text { ¢4.2 }}}{ }$ | $\underset{\substack{\text { f6.4.4 } \\ \text { f6.4 }}}{\text { ¢ }}$ |  |  | ${ }^{5118}$ | ${ }^{66.0}$ | ${ }_{\text {f10.0 }}^{\text {f10. }}$ | ${ }_{\text {f10.1 }}^{\text {f10. }}$ | ${ }_{66.3}^{66.3}$ | ${ }_{\text {f32.4 }}^{532.4}$ |
| (fm) | f29.2 | f16.0 | ${ }_{\text {¢ } 8.9}$ | ${ }_{\text {f13, }}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ${ }_{\text {f2. }}$ | ${ }_{65.3}$ | ${ }_{\text {E42, }}$ | ${ }_{66.0}$ |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Centra, Mountain Top, Letterkenny | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | ${ }_{\text {f0. }}$ | f0.0 | f0.6 | ${ }_{\text {f0. }}$ | f0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | ¢0.0 | f0.0 |
| Currs ${ }^{\text {PIPC Word, Blaney Road, Letterkenny }}$ | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 |
| Forte Shopping Centre, Neil TBlaney Road, LEITERKENNY (Dunnes, Halfords, Homebase, Clarks, C arphone Warehouse, Clare Clothing, Right Price Tiles) | £0.0 | £0.0 | £0.0 | £0.0 | £0. 0 | £0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {¢0. }}$ | ¢0.0 | ${ }^{\text {f1. }}$ | £0.0 | ${ }^{117}$ | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.8 | £0.0 | 60.8 |
| Glencar Shopping Centre, Glencar, LETIERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest) | 0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 00.0 | ¢0.0 | ¢0.0 | 0.0 | £0.3 | £0.0 | 60.3 | E0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 |
| Larkins, Oldtown, Letterkenny | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {£ }} 0$ | £0.0 | ¢0.3 | £0.0 | f0.3 | £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 |
| Letterkenny Retail Park, Oldtown, LEITERKENNY (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 | ${ }^{\text {f0. }}$ | £0.0 | E8.6 | ¢0.0 | 68.6 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | E0.0 | 0.0 | f0.0 | £0.0 | £0.0 | ¢7.9 | £0.0 | 67.9 |
| Letterkenny Shopping Centre, Port Road, LETIERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing) | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f3.5 | £0.7 | ${ }^{4.1}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0. | £0.0 | ¢0.0 | £0.0 | ¢0.3 | £0.4 | £0.3 | f1.0 |
| McElhinneys XL, Manorcunningham, Lettereneny | £.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 | £0.7 | £0.4 | ¢0.3 | f1.4 |
| The Courtyard Shopping Centre, Lower Main Street, LETIERKENNY (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 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 |
| ZONE 10 TOTAL | ${ }^{60.0}$ | ${ }^{6} 0$ | f0.0 | £0.0 | $\mathrm{fog}^{0}$ | ${ }^{\text {¢0. }}$ | $\mathrm{f0.0}^{0}$ | ${ }^{0} 0$ | ${ }^{\text {f0.0 }}$ | f1.2 | ${ }^{1775}$ | ${ }_{61.1}$ | ${ }^{\text {f19.8 }}$ | ${ }^{60.0}$ | ${ }^{0} 0.0$ | ${ }^{\text {f0. }}$ | £0.0 | $\mathrm{fog}^{0}$ | $\mathrm{E}_{0} 0$ | f0.0 | $\mathrm{f0.0}^{0}$ | ${ }^{\text {¢0. }}$ | f1.0 | f9.4 | £0.6 | f11.0 |
| ZONE 11 - STIANORLAR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | ${ }^{\text {£ } 0.0}$ | £0.0 | £0.0 | ${ }^{1} 1.5$ | ${ }^{61.5}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.2 | f0.2 |
| Ballybofey Town Centre | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | £0.0 | £.0 | ${ }^{55.3}$ | f5.3 | £.0 | ${ }^{\text {f0. }}$ | £0.0 | £.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £.0 | £.0 | ${ }^{\text {f1.6 }}$ | f1. 6 |
| Castlefinn Town Centre | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | $\pm 2.7$ | f2. 7 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 |
| Co-op, Hollow Road, Castlefinn | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }_{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| 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 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 |
| Navenny Shopping Centre, Navenny, BALYBBFEY (Supena | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ${ }_{\text {f1. }}$ | ${ }^{\text {f1. }} 3$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 |
| Raphoe Town Centre | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | $\mathrm{fo}^{0} 0$ | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 |
| Other Zone 11 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | f0. 2 | f0.2 | £0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 |
| ZONE 11 Total | f0.0 | ¢0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | $\mathrm{fa}^{0}$ | f0.0 | f0.0 | £0.0 | $f 11.5$ | ${ }^{\text {f11. }} 5$ | ${ }^{6} 0$ | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | $\mathrm{fo.0}^{0}$ | £0.0 | f0.0 | ¢0.0 | 51.8 | ${ }_{51.8}$ |
| Outide Survey Area | ${ }^{0} 0.0$ | f0.0 | f0.0 | £0.1 | ${ }^{60.3}$ | ${ }^{60.3}$ | ${ }^{67.1}$ | ${ }^{57.8}$ | ${ }^{\text {f1.3 }}$ | f0.0 | ${ }^{0.6}$ | $\mathrm{f0.4}^{\text {a }}$ | ${ }^{2} 2.3$ | ${ }^{6} 0$ | f0.0 | f0.0 | £0.1 | f0.4 | ¢0.1 | 52.7 | ${ }^{63.4}$ | $\mathrm{E}_{0} 7$ | £0.0 | f0.0 | £0.0 | $\mathrm{f0.7}$ |
| SFT\& Nulls <br> intemet / delivery |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.9 | ¢0.3 | f0.0 | £0.9 | £0.0 | f0. 2 | ${ }^{\text {f0, }}$ | f2.8 | ${ }^{\text {f0. }} 3$ | £0.0 | ${ }^{\text {f1. }}$ | £0.0 | ${ }^{11.8}$ | £4.2 | £2.4 | ${ }^{£ 1.7}$ | ${ }_{\text {¢1. }} 6$ | £0.6 | ${ }_{\text {f1. }}$ | ${ }_{\text {f1. }}$ | ${ }^{\text {f13.1 }}$ | £2.3 | £0.6 | £0.7 | £3.3 | ¢7.0 |

[^4]TABLE 7a:
COMPARISON GOODS
TURNOVER, BY ZONE,
2018


Notes
Tumovers calculated by applying market shares
(Table 6) to available companison goods expenditure
(Tables $3 b-3 k)$.

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


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

|  | Fumiure, Foor Coveings Capets + Texilies |  |  |  |  |  |  |  |  |  |  |  |  | Household appliances |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| store / Centre | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ZONES 1-7 <br> TOTA | 8 | 9 | 10 | 11 | ZONES 8-11 TOTA | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |
| $\underbrace{\text { ¢ mm }}_{\substack{\text { ¢ ¢ m }}}$ | ${ }_{\text {flis. }}^{\text {f18, }}$ | ${ }_{\text {flio. }}^{\text {f10. }}$ |  | ${ }_{\substack{88.8 \\ \text { f88 }}}$ | ${ }_{\text {f2.6. }}^{5 \times 2}$ | ${ }_{\text {c4a3 }}^{54.2}$ | ${ }_{\text {f731 }}^{673}$ | $\underset{\substack{558.3 \\ \text { f58, }}}{ }$ | ${ }_{\substack{88.4 \\ 88.4}}$ | ${ }_{\text {f13, }}^{\text {f13, }}$ | ${ }_{\text {flial }}^{\text {f14, }}$ | ${ }_{\text {cter }}^{58.8}$ |  | ${ }_{\substack{88.0 \\ 68.02}}$ | ${ }_{\text {f4, }}^{54}$ | ${ }_{\text {f22, }}^{52.1}$ | ${ }_{\substack{83.6 \\ 8.59}}$ | ${ }_{\text {f109 }}^{\text {f1, }}$ | ${ }_{\text {f1.62 }}^{61.6}$ | ${ }_{\substack{\text { f2, } \\ \text { f24 }}}$ | ${ }_{\substack{\text { f23,3} \\ \text { f23, }}}$ | ${ }_{\substack{83.1 \\ 83.1}}$ | ${ }_{\text {f5.4. }}^{5.4}$ | ${ }_{\text {c5.4. }}^{5.4}$ | ${ }_{\substack{85,4 \\ 58.4}}$ | $\substack{\text { f17, } \\ \text { f173 }}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{66} 6$ | ${ }^{6} 31$ | ${ }^{51.8}$ | ${ }^{2} .6$ | 60.1 | ${ }^{1.2}$ | 60.7 | ${ }^{\text {f15.8 }}$ | ${ }_{61.2}$ | ${ }^{9} 4.5$ | ¢0.8 | ${ }^{1.1}$ | ${ }^{\text {f. }} 6$ | ${ }_{5} 1.5$ | ${ }^{6} .5$ | ¢0.4 | ¢0.5 | £0.0 | ¢0.3 | ¢0.1 | ${ }^{6} 3.2$ | ${ }^{6} 0.3$ | 52.4 | ¢0.0 | ¢0.0 | 52.7 |
| Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | ${ }^{0.5}$ | £0.0 | 60.2 | ¢0.0 | 60.1 | ¢0.0 | £0.0 | ${ }^{0.8}$ | £0.0 | £0. | ¢0. 8 | £0.0 | ${ }^{60.8}$ | £0.0 | £0. 1 | £0.0 | £0.0 | £0. | £0. | £0.0 | ${ }^{60.1}$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{6} 0$ |
| Richmond Shopping Centre, Feryquay Street (Argos, Car Factory, Fosters, Game, Holland \& Barett, J D Sports, New Look, Sports Direct) | ${ }^{60.0}$ | £0. | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | E0.0 | E0.0 | E0.0 | E0.0 | E0.0 | 60.0 | E0.0 | £0. | £0.0 | E0.0 | E0.0 | E0.0 | E0.0 | E0.0 | ${ }^{80.0}$ | E0.0 | E0.0 | 0.0 | ¢0.0 |
| Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sween | ${ }^{50.0}$ | ${ }_{0} 0.3$ | £0.0 | £0.0 | £0.0 | E0.0 | 0.0 | E0.3 | £0.0 | £0. | E0.0 | £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 | ${ }^{6} 0.0$ |
| Deny-Londondery CIIT Centre | ${ }^{55.8}$ | ${ }_{52} 8$ | ${ }^{116}$ | ${ }_{\text {f2 } 26}$ | ¢0.0 | ${ }_{6} 1.1$ | £0. 7 | 514.7 | ${ }_{61.2}$ | ${ }^{\text {E45 }}$ | ¢0.0 | ${ }_{61.1}$ | 6.8 | ${ }_{6} 1.5$ | $\underline{6} 0$ | 60.3 | $\underline{60.5}$ | £0.0 | ¢0.3 | E0.1 | ${ }_{6.1}$ | ${ }^{60} 3$ | ${ }_{52} 2$ | £0.0 | £0.0 | 52.7 |
| Notrside Distict Centre | f0.0 | ${ }^{6} 0.0$ | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | $\mathrm{EaO}_{0}$ | f0.0 | 60.0 | f0.0 | $\mathrm{fa}_{0} 0$ | f0.0 | f0.0 | $\mathrm{fo}^{0} 0$ | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | $\mathrm{E}_{0} 0$ |
| Rath Mor Disticict Centre | f0.3 | ${ }^{\text {f0.0 }}$ | f0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | ${ }^{60.3}$ | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0.0 }}$ |  | ${ }^{60.0}$ | ${ }^{60.1}$ | ${ }^{6} 0$ | ¢0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {e.0 }}$ | ${ }^{60.1}$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Springtown Distict Centre | ¢0.6 | f0.2 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | E0.7 | ${ }^{\text {m }} 0.0$ | £0.0 | ${ }^{6} 0.0$ | ${ }^{\text {E0.0 }}$ | f0.0 | ${ }^{6} 0.1$ | f0.0 | ${ }_{\text {f0.0 }}$ | $\mathrm{E}_{0} 0$ | $\mathrm{EaO}_{0}$ | $\mathrm{E}_{0} 0$ | $\mathrm{EaO}_{0}$ | ${ }_{\text {f0. }}$ | E0.0 | £0.0 | £0.0 | m0.0 | f0.0 |
| Sallyamett local Centre | ${ }^{0} 0.3$ | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | 60.3 | ${ }^{8} 0.0$ | £0. | £0.0 |  | ${ }^{6} 0.0$ | ${ }^{0} 0.0$ | $\pm 0.0$ | £0.0 | £0.0 | £0. | £0.0 |  | f0.1 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 |
| Buncran Road EASt ocal Centre | ${ }_{\substack{\text { e0, } \\ 600}}$ | fo. | ${ }_{\text {fo. }}^{60.1}$ | E0.0 | f00 | ¢0.0 | fo. | ¢0.3, | ${ }_{\text {co. }}^{500}$ | ¢0.0 | ¢0.0 |  | ${ }^{50.0}$ | ${ }_{60,2}$ | f00 | ${ }_{500}$ | f00 | f00 | ${ }_{60.0}$ | f00 | ${ }^{80.2}$ | ¢0.0 | £0.0 | £0.0 | ${ }^{50.0}$ | E0.0 |
| - Buncran Road WET L Lacal Centre | ¢0.0 |  | $\substack{\text { co. } \\ \text { fo. }}_{\text {col }}$ |  | ¢0.0 | ${ }_{\text {coiol }}^{\substack{\text { f0.0 }}}$ | $\substack{\text { f0.0. } \\ \text { f0.0 }}$ | $\underbrace{}_{\substack{80.2 \\ \text { f0.1 }}}$ | ${ }_{\substack{\text { fo.0 } \\ \text { f0.0 }}}$ | $\underbrace{}_{\substack{\text { ¢0.0. } \\ \text { f0.0 }}}$ | $\underbrace{}_{\substack{\text { fa0. } \\ \text { f0.0 }}}$ |  | f0.5 | $\underbrace{}_{\substack{\text { ¢0.2, } \\ \text { f0.0 }}}$ | $\underbrace{}_{\substack{\text { fa0.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { fa0. } \\ \text { f0.0 }}}$ |  | ¢ | ¢ 60.0 | ¢ | $\underbrace{}_{\substack{80.2 \\ \text { f0.0 }}}$ | $\underset{\substack{\text { fo. } \\ \text { f0.0 }}}{ }$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underset{\substack{\text { f0.0. } \\ \text { f0. }}}{ }$ | fo.0 |
| Fausina Retail Park, Euncrana Road (The Range, Ounelm) | E05 | 502 | £0. | ¢0. | ¢0. | £0. | $\mathrm{foo}^{0}$ | 0.7 | $0_{0} 0$ | \%00 | E0. | £o. | ${ }^{\text {mo. }}$ | ¢0. | £0. | £0. | £0. | ¢0. | £0. | £o. | ${ }^{60.0}$ | ¢0. | ¢0. | £0. | $\mathrm{fog}^{0}$ | 0.0 |
| Iceland, Euncrana Road | f0.0 | ${ }_{\text {f }} 0.0$ | ${ }_{\text {f0. }}$ | f0.0 | f0.0 | ¢0.0 | f0.0 | 60.0 | E0.0 | £0.0 | f0.0 | ${ }^{\text {E }} 0.0$ | f0.0 | ${ }^{6} 0.0$ | f0.0 | £0.0 | E0.0 | E0.0 | ${ }^{\text {f }} 0.0$ | E0.0 | 60.0 | E0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 |
|  | £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 | f0.0 | ¢0.0 | f0.0 | e0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 60.0 | 60.0 | £0.0 | f0.0 | ${ }_{0} 80$ | f0.0 |
| Lul, Buncrana Road | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | E0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | f0.0 | E0.0 | f0.0 | E0.0 | f0.0 | E0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{0} 0.0$ |
| Park Vilage Centre | E0.0 | $\mathrm{fog}^{0}$ | f0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | 80.0 | ${ }^{\text {f0. }}$ | E0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {E0.0 }}$ | ${ }^{0.0}$ | ${ }^{\text {e }}$ 0.0 | f0.0 | ${ }^{\text {e0, }}$ | ${ }^{\text {f0.0 }}$ | E0.0 | ${ }^{\text {f0.0 }}$ | E0.0 | ${ }_{50.0}^{60.0}$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {mo. }}$ | E0.0 |
|  | ${ }_{514} 51.4$ | f0.4 | f0.0 | 80.0 | 80.0 | ${ }^{50.0}$ | 80.0 |  | ${ }^{50.0}$ | f0.0 | fo.0 |  |  | E0.4 | f0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | ${ }^{\text {£0.0 }}$ | ${ }_{\text {co. }}^{50.4}$ | E0.0 | f0.0 | f0.0 | ${ }^{50.0}$ |  |
| Otherzone 1 | ¢0.6 | $\underset{\text { f0.0 }}{\substack{\text { co. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | f0.0 f0.0 |  | fo.0 f0.0 | co.0 f0.0 | ¢0.5 | $cf00 f0$ | coict | $\substack{\text { f00. } \\ \text { f0.0 }}$ |  | ¢0.0. | ¢ | $\substack{\text { f00. } \\ \text { f0.0 }}$ | $\substack{\text { E00.0 } \\ \text { f0. }}$ | $\substack{\text { f00. } \\ \text { f0.0 }}$ | $\substack{\text { f0.0. } \\ \text { f0.0 }}$ | $\substack{\text { f00.0 } \\ \text { f0.0 }}$ | cico | fo.l | $\underset{\substack{\text { fo. } \\ \text { f0. }}}{\substack{\text { a }}}$ | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underset{\substack{50.0 \\ \text { ¢0. }}}{\substack{\text { a }}}$ | fo.0 |
| ZONE 1 TTAL | f10.7 | E4.0 | 52.0 | 52.6 | f0.1 | 51.2 | ¢0.7 | 521.3 | 1.3 | E4.5 | ${ }_{6} .8$ | E.6 | ${ }^{68.2}$ | ${ }^{\text {f2, }}$ | f0.6 | ¢0.4 | f0.5 | f0.0 | ${ }_{60}$ | ¢0.1 | $\mathrm{Eq4.}_{4}$ | ¢0.3 | 52.4 | £0.0 | f0.0 | 52.7 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lisna gelvin District Centre, Lisna gelvin Road (Tesco, Card Fa ctory, Loyds Pharmacy, Poundland, Primark, Sa vers, emichem) | £0. 7 | ${ }^{0} .3$ | £0.0 | 60. 1 | £0.0 | f0.1 | 0.0 | 51.2 | E0. 1 | £0.0 | £0.0 | £0.0 | ${ }^{6} 0.1$ | 60.1 | £0.0 | £0.0 | 0.0 | E0.0 | £0.0 | £0.0 | ${ }^{6} 0.2$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{0} 0$ |
| Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan Next) | ${ }^{50.0}$ | ¢0.6 | £0.0 | 60.1 | ¢0.0 | £0.0 | $\mathrm{E}_{0} 1$ | 80.9 | £0. | f0. 1 | £0.0 | E0.0 | ${ }^{6} 0.1$ | 60.1 | f0. 1 | £0.0 | £0.0 | £0. | ¢0.0 | E0.0 | 60.2 | ¢0.0 | £0.0 | £0.0 | 0.0 | E0.0 |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) | 52.5 | ${ }_{53} 2$ | $\mathrm{fl}^{4}$ | $\mathrm{f0.3}$ | ${ }^{0} 0.1$ | ${ }^{6} 1.1$ | $\mathrm{E}_{0} 3$ | 88.9 | ${ }^{0} 0$ | f0.0 | E0.0 | ${ }^{6} 0.0$ | ${ }^{60.3}$ | ¢4.0 | ${ }_{52} 2$ | ¢0.9 | E0, | E0.1 | f0.5 | E0. 1 | ${ }^{9} 9.0$ | $\mathrm{E}_{0} .1$ | £0.0 | £0.0 | £0.0 | ${ }^{60.1}$ |
| $G$ Glenkeen fumisings Giendemott Road, Watersid | ${ }_{51.2}$ | ${ }^{6} 0.8$ | ${ }^{\text {f0. }} 3$ | £0.0 | f0.0 | ¢0. 1 | ¢0.0 | ${ }_{52} 2$ | ¢0.0 | f0.0 | f0.0 | f0.0 | ${ }_{60.0}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0. | f0. | ${ }^{\text {f0.0 }}$ |  |
| Tench Road Shopping Center Hollymount Paik | f0.0 | ${ }^{0} 0.0$ | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | ${ }_{50.0}$ | £0.0 | f0.0 | ${ }_{50.0}$ | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | fo. 0 |  | ¢0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 |
|  | ¢0.0 | ¢0.3 | ¢0.2 | f0.0 <br> f0. | $\underset{\substack{\text { fo.0. } \\ \text { fo. }}}{\text { for }}$ | co.0 $\begin{gathered}\text { f0.0 } \\ \text { f0. }\end{gathered}$ | fo.0 | f0.5 | co. $\begin{gathered}\text { fo. } \\ \text { fo. }\end{gathered}$ | ¢0.0 | ¢0.0 |  | f0.1. | ¢0.0 | ¢0.0 |  | ¢0.0 | ¢0.0 | fio. |  |  | $\underset{\substack{\text { fo. } \\ \text { f0. }}}{ }$ | fo.0 | ${ }_{\text {fo. }}^{\text {fo. }}$ | co. | fo.0 |
| Otherzone 2 | f0.5 | ${ }_{60.0}$ | f0.1 | f0. 1 | f0.0 | f0.1 | f0.0 | ${ }^{60.8}$ | ${ }_{50.0}$ | £0.0 | f0.0 |  | ${ }^{60.0}$ | ${ }_{50.0}$ | f0.0 | $\mathrm{fa}_{0} 0$ | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{60.0}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 |
| zone 2 Ttal | E4.9 | 55.2 | 51.9 | ${ }^{0} 0.7$ | 50.1 | ${ }_{51.4}$ | E0.4 | ${ }^{14.7}$ | ¢0.6 | ${ }^{6} .1$ | ¢0.0 | ¢0.0 | 60.7 | ${ }^{\text {c4, }}$ | 82.9 | ${ }_{61.0}$ | ${ }^{6} .8$ | $\mathrm{m}_{0} 1$ | 60.5 | 60.2 | 9.6 | ${ }_{60.1}$ | ¢0.0 | ¢0.0 | ¢0.0 | m0.1 |
| Zone - - Eilinow |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Eginton Village Centre | f0.5 | f0.0 | $\mathrm{fog}^{2}$ | ${ }^{0} 0$ | f0.0 | ${ }^{0} 0$ | E0.0 | 50.7 | ¢0.0 | £0.0 | f0.0 | f0.0 | ${ }^{0} 0$ | ${ }^{6} 0.0$ | $\mathrm{f}_{0} 0$ | $\mathrm{E}_{0.1}$ | $\mathrm{E}_{0} 0$ | $\mathrm{E}_{0} 0$ | f0.0 | f0.0 | ${ }^{0.1}$ | £0.0 | £0. | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 |
| Campsie Businespark, Eginiton |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Dumahoe village Centre Otherzone | ¢0.0 | $\substack{\text { f0.0.0 } \\ \text { f0.0 }}$ | $£ 0.0$ $£ 0.0$ | f0.0 f0.0 | $\underbrace{}_{\substack{\text { fo.0 } \\ \text { f0.0 }}}$ | ${ }_{\text {coin }}^{\substack{\text { f0.0 }}}$ | $£ 0.0$ $£ 0.0$ | ${ }_{\substack{50.0 \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ¢0.0 | ¢0.0 |  | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ¢ | ¢0.0 | ¢0.0 | $\begin{aligned} & \text { f0.00} \\ & \text { f0. } \end{aligned}$ | $\begin{aligned} & \text { f0.0 } \\ & \substack{0.0} \end{aligned}$ | ficio | $\substack{50.0 \\ \text { f0. }}$ | ¢0.0 |  | ${ }_{\text {foo. }}^{\substack{\text { fo. }}}$ | ${ }_{\substack{\text { fo. } \\ \text { f0. }}}$ |  | $\substack{50.0 \\ \text { f0.0 }}$ |
| ZONE 3 TTILL | ¢0.5 | 60.2 | ${ }^{\text {f0. }} 6$ | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{51.3}$ | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{0} 0$ | ${ }_{60.0}$ | ¢0.0 | ¢0.0 | 60. | £0.0 | ${ }_{60.0}$ | ¢0.0 | ¢0.0 | E0.2 | ¢0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 |
| STe |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\underbrace{}_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ | ${ }_{\text {f0.0. }}^{\text {f0. }}$ | ${ }_{\text {f }}^{5 \times .0}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | f0.0 f0.0 | ${ }_{\text {co. }}^{50.5}$ | ${ }_{\text {f0.0 }}^{54.1}$ | ${ }_{\text {fo. }}^{\substack{\text { f0.0 }}}$ | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ | $\underbrace{\substack{\text { f0, }}}_{\text {f0.0 }}$ | ${ }^{\text {f1.1 }}$ | $\underset{\substack{51.1 \\ \text { f0.0 }}}{ }$ | ${ }_{\substack{\text { ¢0.0 } \\ \text { f0.0 }}}$ | $\underbrace{\substack{\text { f0, }}}_{\text {f0.0 }}$ | $\underset{\substack{50.0 \\ \text { f0.0 }}}{ }$ | ${ }_{\text {f0.0 }}^{61.6}$ | ${ }_{\text {f00.0 }}^{60.1}$ | $\underbrace{\substack{\text { f0, }}}_{\text {f0.0 }}$ | $\underbrace{}_{\substack{50.0 \\ \text { f0.0 }}}$ | ${ }_{\substack{51.8 \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { co. } \\ \text { f0.0 }}}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ | ${ }_{\substack{\text { f0.1. } \\ \text { ¢0. }}}$ | ${ }_{\text {f0.0. }}^{\text {f0. }}$ |
| Pavilion Retail Park, Railway Street, STRABANE (Argento, <br> Cilento Designer Wear, Gallaghers Fresh Food Centre, | £0.0 | £0.0 | ¢0.0 | ¢0. 1 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {c0. }}$ | ${ }_{\text {¢0. }}$ | ${ }_{\text {¢0. }}$ | ${ }_{\text {¢0. }}$ | £0.0 | ${ }^{60.0}$ | ¢0.0 | £0. | ¢0.0 | £0. | £0. | f0.0 | ${ }_{\text {¢0. }}$ | ¢0.0 | ${ }_{\text {E0. }}$ | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look) | E0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | ${ }^{0} 0.0$ | £0.0 | £0. | £0. | 60.5 | ${ }^{0} 0.5$ | £0.0 | £0.0 | £0.0 | 60.2 | £0. 1 | ¢0.0 | £0. | ${ }^{6} 0.3$ | E0.0 | ¢0.0 | ¢0.0 | £0. | ¢0.0 |
| Stabane Town Centre | ¢0.0 | ¢0.0 | 60. 1 | 63.3 | ¢0.2 | ¢0.0 | f0.5 | E4.0 | £0.0 | ¢0.0 | ¢0.0 | 60.5 | 60.5 | £0.0 | £0.0 | £0.0 | ${ }^{61.4}$ | £0.0 | £0.0 | £0.0 | 51.5 | £0.0 | £0.0 | £0.0 | 60. | 60.1 |
| Mils village Cente | f0.0 | £0.0 | £0. | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0. | £0.0 | E0.0 | £0.0 | 60.0 | E0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Other 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 | 90.0 | ¢0.0 | ¢0.0 | £0. | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{60.0}$ | £0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 |
| 20NE 4 TOTL | ${ }^{0} 0$ | ¢0.0 | ${ }^{50.1}$ | ${ }^{\text {E3,4 }}$ | ${ }^{0.2}$ | ${ }^{\text {¢ }}$. 0 | ${ }^{6} 0$ | ${ }^{64.1}$ | ${ }^{50.0}$ | ¢0.0 | ¢0.0 | ${ }_{61.1}$ | ${ }_{61.1}$ | ¢0.0 | ¢0.0 | ¢0.0 | ${ }_{616}$ | ¢0.1 | ¢0.0 | ¢0.0 | ${ }^{1.8}$ | ¢0.0 | f0.0 | f0.0 | 60.1 | 60.1 |
|  | E0.0 | $\mathrm{E}_{0} 2$ | f0.0 | E0.4 | 1.3 | £0.0 | $\mathrm{E}_{0} 2$ | ${ }^{52.1}$ | ${ }^{0} .3$ | £0.0 | £0.0 | f0.0 | ${ }^{0.3}$ | f0.0 | £0.0 | £0.0 | $\mathrm{fo}^{1}$ | E0.5 | £0.0 | £0.0 | ${ }^{60.7}$ | ${ }^{\text {¢0. }}$ | £0. 0 | £0.0 | £0.0 | ¢0.0 |
| ONE 5 | ¢0.0 | f0. | f0.0 | f0.4 | ${ }^{11} 3$ | ${ }^{8} 0$ | ¢0.2 | ${ }^{62} 2.1$ | 60.3 | f0.0 | ¢0.0 | f0.0 | ${ }^{60.3}$ | ¢0.0 | e.0 | ¢0.0 | ${ }^{6} 0.1$ | ${ }_{6} 0.5$ | f0.0 | ¢0.0 | 60.7 | f0.0 | f0.0 | £0.0 | ¢0.0 | $\mathrm{E}_{0} 0$ |


|  | Audio visala equipment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Store / Centre | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 | $\begin{gathered} \hline \text { ZONES 8-11 } \\ \text { TOTAL } \\ \hline \end{gathered}$ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | $\xrightarrow{\text { 20NESLI-7 }}$ | 8 | 9 | 10 | 11 |  |
| ${ }_{\substack{\text { (tm } \\ \text { ¢mm }}}$ | ${ }_{\substack{\text { f15, } \\ \text { f1. } \\ \hline}}$ | $\underset{9.96}{\text { f9, }}$ | $\underset{\text { c6.07 }}{\text { f6.1 }}$ | ${ }_{\text {crem }}^{88.7}$ |  | ${ }_{\text {f5.01 }}^{\text {f5, }}$ | ${ }_{\substack{\text { f7, } \\ \text { 7.10 }}}$ | ${ }_{\substack{554.7 \\ \hline 54,7}}$ | ${ }_{\substack{88.4 \\ 88.4}}$ | ${ }_{\substack{813,7}}^{\text {¢13,7 }}$ | ${ }_{\text {c13,9 }}^{\text {f13, }}$ | ${ }_{\substack{88.7 \\ 88.7}}$ |  | ${ }_{\text {¢9.73 }}$ | ${ }_{\text {f553 }}^{5 \text { ¢ }}$ | ${ }_{\text {f } 5.10}^{\text {f.10 }}$ | ${ }_{\text {c5.09 }}^{\text {f5, }}$ | ${ }_{\text {c1.15 }}^{\text {f1.6 }}$ | ${ }_{\text {f2. }}^{\text {¢2, }}$ | ${ }_{\text {ctab }}^{\text {c4.4 }}$ |  | $\underbrace{\substack{4.6 \\ 4.6}}_{\text {cis }}$ | ${ }_{\substack{77.8 \\ 77.8}}$ | ${ }_{\substack{88.1 \\ 88.1}}$ | ${ }_{5}^{55.1}$ |  |
| ZONE 1 - DERRY - LONDONDERRY WEST LONDONDERRY/ DERRY CITY CENTRE (as of the Deny Area | ${ }^{54.1}$ | f1.0 | $f 1.1$ | $f 1.2$ | ¢0.0 | f1.0 | $\mathrm{f0}_{0}$ | ${ }^{58.7}$ | ${ }^{\text {f1.0 }}$ | ¢7. 3 | ${ }^{\text {f0.0 }}$ | ¢0.6 | E8.9 | ${ }^{83} 0$ | ¢0.9 | $\mathrm{fo}^{0}$ | f.1. | ¢0.0 | ¢0.5 | ${ }^{\text {f0.0 }}$ | 6.2 | 50.7 | 12.5 | f0.0 | ¢0.0 | ${ }^{63} 3$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 80.7 | 8.5 | 80.0 |  |  |
| Oebeenhmm Dumnes fiver Isand, Next, The Body Shop, Mas, Topman, Topstop) | ${ }^{6} 1$. | $\mathrm{E}_{0} 2$ | ¢0.0 | 60.2 | £0.0 | 60.1 | 60.1 | ${ }^{51.8}$ | ¢0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | ${ }^{0} 0$ | 60.1 | £0.0 | £0. | £0.0 | £0. | £0.0 | ${ }^{6} 0.1$ | £0. | £0.0 | ¢0.0 | £0.0 | ${ }^{6} 0$ |
| Richmond Shopping Centre, Feryquay Street (Argos, Card Fa ctory, Fosters, Game, Holland \& Ba rrett, J D Sports, New Look, Sports Direct) | ${ }^{0.5}$ | 0.0 | ¢0.0 | £0.0 | 0.0 | ¢0.0 | £0.0 | 60.5 | ¢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 | ${ }^{60.0}$ |
| Quayside Shopping Centre, Strand Road (Tesco, Sa vers, Card Factory, Quayside Interiors, Poundsworth, H. Sween | ${ }^{\text {f0. }}$ | ¢0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | E0.0 | E0.0 | ${ }^{6} 0.0$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | E0.0 | f0.0 | E0.0 | f0.0 | 60.0 |
| Deny-Londondeny cITr Cevire | ${ }_{52}$ | f0. 8 | $\mathrm{fll}_{1}$ | f1.0 | f0.0 | £0.9 | E 0.3 | 66.3 | $\mathrm{fl}_{10}$ | f7. | $\mathrm{foO}_{0}$ | E0.6 | ${ }_{58} 8$ | ${ }_{\text {f3, }}$ | f0. 8 | f0. 7 | $f 1.1$ | f0.0 | f0. | £0.0 | f6. 1 | E0.7 | ${ }_{525}$ | ¢0.0 | £0.0 | ${ }^{63} 3$ |
| Nortside Distict Centre | ${ }^{\text {mo. }}$ | ${ }^{\text {mo. }}$ | $\mathrm{mog}^{\text {mo }}$ | $\mathrm{mog}^{\text {fog }}$ | ${ }^{\text {mo. }}$ | ${ }^{\text {mo. }}$ | £0.0 | £0.0 | 80.0 | E0.0 | £0.0 | E0.0 | ¢0.0 | £0.0 | ${ }^{\text {mo. }}$ | $\mathrm{mog}^{\text {g. }}$ | $\mathrm{mog}^{\text {for }}$ | ${ }^{\text {mo. }}$ | ${ }^{\text {mo. }}$ | $\mathrm{maO}^{0}$ | f0.0 | E0.0 | E0.0 | E0.0 | E0.0 | ¢0.0 |
| Rath Mor Disticict Centre | ¢0.0 | £0.0 | £0.0 | £0.0 | ${ }^{80.0}$ | ${ }^{80.0}$ | 80.0 | ¢0.0 | ¢0.0 | f0.0 | 80.0 | ¢0.0 | ¢0.0 | 80.0 | f0.0 | £0.0 | £0.0 | £0.0 | ${ }^{80.0}$ | ${ }^{\text {f0.0 }}$ | 80.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | 80.0 |
| Springtown Distict Cente | £0.0 | £0.1 | f0. | £0.0 | £0.0 | £0.0 | ¢0.0 | 60.2 | f0.0 | fo. 0 | £0.0 | ¢0.0 | ¢0.0 | £0.8 | f0. | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f10 | E0.0 | f0.1 | f0.0 | f0.0 | f0.1 |
| ${ }^{\text {Bunctana Road Eastocar Centre }}$ |  | ${ }_{\text {fo. }}^{\text {fo. }}$ |  |  |  | $\underset{\substack{\text { co. } \\ \text { foo }}}{ }$ | $\substack{80.0 \\ \text { foi }}$ |  | ¢0.2. | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ | $\underbrace{}_{\substack{\text { f0.0.0 } \\ \text { f0.0 }}}$ |  |  | ${ }_{\text {fo. }}^{\text {f0.1 }}$ | ¢0.0 | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | $\substack{\text { fo. } \\ \text { fo. }}^{\text {for }}$ | ¢0.0 | f0.2 | (ta0 |  | ¢0.0. |  |  |
| Lower Callig gh Road Local Centre | ${ }_{60}^{180}$ | ${ }_{\text {f0.0 }}^{10.0}$ | ${ }_{\text {f0. }}^{10.0}$ | ${ }_{\text {f0.0 }}^{10.0}$ | ${ }_{\text {f0. }}^{100}$ | ${ }_{\text {f0. }}^{100}$ | ${ }_{\text {f0.0 }}$ | f0.0 | f0.0 | ${ }_{\text {f00. }} 0$ | fo.0 | f0.0 | co. | ${ }_{\text {fol }}^{60.0}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f00.0 }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {fo. }}$ | f0.0 | $\substack{\text { co. } \\ \text { fo. }}_{\text {mo. }}$ | fo.0 | ${ }_{\text {coiol }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ | f0.0 |
| stina Retail Park, uuncrana Road (The Range, Dunelm) | £0.0 | £0.0 | f0.0 | f0. 1 | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 | 60.1 | ¢0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | ${ }_{50} 3$ | f0. | £0.0 | f0. | £0.0 | f0.0 | f0.0 | 60.5 | E0.0 | £0.0 | £0.0 | £0.0 | ${ }^{6} 0$ |
| Iceland, Buncrana Road | f0.0 | £0. | £0. | ¢0.0 | £0. | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{6} 0.0$ | £0.0 | £0.0 | f0.0 | ${ }^{6} 0$ | E0.0 | E0.0 | ¢0.0 | 60.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{6} 0$ |
|  | ${ }^{6} 0.2$ | £0.0 | £0. | £0. | ¢0.0 | £0.0 | £0.0 | 60.2 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{6} 0$ | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ${ }^{60.0}$ | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ${ }^{60.0}$ |
| Lul, Buncrana Road | f0.0 | f0.0 | f0.0 | f0.0 | $\mathrm{f}_{0} 0$ | $\mathrm{f}_{0} 0$ | ¢0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | f0. 2 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | $\mathrm{fo.0}^{0}$ | 60.2 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{0} 0$ |
| ${ }^{\text {ParkV Vilage Centre }}$ Pennyum Industal | £0.0 | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0. | ¢0.0 | ¢0.0. | ${ }^{80.0}$ | £0.0 | f0.0 | ${ }_{600}^{60.0}$ | ¢0.0. | £0. | £0. | £0. | ¢0.0 |  | ${ }_{500}^{600}$ | ¢0.0. | E0.0 | 80.0 | E0.0 | £0.0 | $\substack{60.0 \\ \text { coio }}$ |
|  | (ta.0 $\begin{gathered}\text { f0.0 } \\ \text { f0. }\end{gathered}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {foo }}^{10.0}$ | ${ }_{\text {foo }}$ | ¢0.0. | fo.0 | ¢0.0. | $\underset{\substack{\text { f0.0.0 } \\ \text { f0. }}}{ }$ | co. | fo.0 | fo.0 | ${ }_{\substack{\text { f0.1. } \\ \text { f12 }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo.0. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ¢0.0 | $\substack{\text { fo. } \\ \text { f1.2 }}_{\substack{\text { a }}}$ | fe.0 | $\underset{\text { fo.0 }}{\substack{\text { fo.0 }}}$ | $\underset{\substack{\text { fo.0 } \\ \text { f0.0 }}}{ }$ | fe.0 |  |
| Otherzone 1 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{6} 0.0$ | ¢0.0 | f0.0 | $\mathrm{E}_{50.0}$ | f0.0 | ${ }_{\text {f0.0 }}$ | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {g0. }}$ | ${ }_{\text {¢0.0 }}$ | f0.0 | ${ }_{60.0}$ | ¢0.0 | E0.0 | ¢0.0 | ¢0.0 | ${ }^{60.0}$ |
| NE | 54.6 | ${ }_{6} 1.1$ | ${ }_{6} 1.1$ | ${ }_{61.3}$ | $\mathrm{f}_{0} 0$ | f1.0 | ¢0.3 | 99.5 | 6.1 | f7.3 | f0.0 | -0.6 | ${ }^{9} 9$ | ${ }_{65.8}$ | ${ }^{11.3}$ | ¢0.7 | $\mathrm{fl}_{1} 2$ | ¢0.0 | ¢0.6 | ¢0.0 | 9.7 | 60.7 | 52.6 | ¢0.0 | ¢0.0 | 63.3 |
| ZONE 2- DERRY - Lonoonderry eas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lisnagelvin District Centre, Lisna gelvin Road (Tesco, Card Factory, Loyds Pha macy, Poundland, Primank, Savers. semichem) | ${ }^{6} 0.3$ | $\mathrm{fo}^{1}$ | f0. 1 | £0. | ¢0.0 | £0. 1 | £0. | ${ }^{6} 0.6$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | $\mathrm{E}_{0} .1$ | $\mathrm{E}_{0} 1$ | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{E}_{0} .1$ | 60.2 | £0.0 | £0. | £0. | £0.0 | ${ }^{0} 0$ |
| Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next) | E0.6 | 60.1 | 60. | £0.0 | ¢0.0 | ¢0.0 | £0.0 | 60.9 | E0.0 | f0.0 | ¢0.0 | f0.0 | 60.0 | £0.0 | f0. 2 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | 60.2 | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots, ext Home, Halfords, Maplin, Motherc are, Toys R Us <br> petright, Harveys) | ${ }^{9} 9$ | 66.2 | ${ }^{63} 0$ | ${ }_{612}$ | ¢0.4 | $\mathrm{f}_{1} 9$ | ${ }_{\text {E0. }}$ | 52.6 | ${ }^{0} 0.8$ | £0.0 | f0. 2 | £0.0 | ${ }_{6.1}$ | ${ }_{63} 8$ | ${ }^{63.7}$ | ${ }^{61.6}$ | ¢0.8 | £0.0 | £0.9 | 0.1 | f10.8 | £0.5 | f0. 1 | £0. | £0.0 | 90.6 |
| Glenkeen fumsinings Glendemott Road, Wateride | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Tench Road Shopping Center, Hollymunt Park | £0.0 | f0.0 |  |  |  | ${ }_{\text {f0. }} 0$ | f0.0 | ${ }^{60.0}$ | E0.0 | ¢0.0 |  | f0.0 | ${ }_{\text {c0.0 }}$ | f0.0 | f0.0 | f0.0 | f0.0 | ${ }_{\text {fo. }}$ | ${ }_{\text {f00. }} 0$ |  | ${ }_{\text {f0.0 }} 0$ | f0.0 | ${ }_{\text {f0.0 }} 0$ | f0.0 | ${ }_{\text {f00.0 }}$ | ${ }_{\text {f0.0 }} 0$ |
| CFCL Interios Clioney yoad, Campsie | ${ }^{\text {E0.0 }}$ | £0.0 | £0.0 | £0.0 | ${ }^{\text {m0. }}$ | £0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {m0. }}$ | f0.0 | ¢0.0 | E0.0 | E0.0 | f0.0 | E0.0 | f0.0 |
| Maydown Vllage \& Retail Area |  | ${ }_{\text {fo. }}^{\text {f0.2. }}$ | ${ }_{\text {fo. }}^{\text {f0.2. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ¢0.0. | ¢0.3 | (ta.0 | fo. | co. | foion | $\substack{\text { f0.0.0 } \\ \text { ¢0.0 }}$ | $\underset{\substack{\text { fo. } \\ \text { fo. }}}{ }$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0.0 }}^{50.0}$ | ¢0.0 | co. | ¢0.0. | $\underset{\substack{\text { E0.0.0 } \\ \text { f0.0 }}}{ }$ | ¢0.0. | ¢0.0. | f00.0 |
| otal | ¢10.1 | ${ }_{66} 5$ | ${ }_{53.4}$ | ${ }_{51.2}$ | f0.4 | f2.0 | ${ }^{0.8}$ | ${ }^{224.4}$ | ${ }^{0} 0.8$ | £0.0 | f0.2 | 90.0 | ${ }_{611}$ | ${ }_{53} 9$ | ${ }_{53} 9$ | ${ }_{5116}$ | ${ }_{\text {f0. }}$ | f0.0 | ¢0.9 | ¢0.2 | ${ }^{611.2}$ | ${ }^{6} 0.5$ | f0.1 | f0.0 | ¢0.0 | f0.6 |
| DONE 3-EGUNTIN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Eginton Village Centre | ${ }^{\text {g0. }}$ | f0.0 | $\mathrm{m}_{0}$. | £0.0 | £0.0 | 0.0 | E0.0 | f0. 1 | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f }} 00$ | f0. 1 | f0.6 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{0.6}$ | E0.1 | £0.0 | £0.0 | £0.0 | ${ }^{60.1}$ |
| Campsie Businesp Park, Eginiton | ${ }^{\text {E0.0 }}$ |  |  |  |  |  |  | ¢0.0 | E0.0 |  |  |  | ¢0.0 |  |  |  |  |  |  |  | ¢0.0 | E0.0 |  |  |  |  |
| Oummano Vllage Centre Other zone 3 | ${ }^{\text {E }} 0.0$ | ${ }^{\text {£0. }}$ | £0. | ${ }^{\text {£0. }}$ | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | ¢0.0 | £0. | £0. | £0. | £0. | ${ }^{\text {£0. }}$ | ${ }^{\text {£0, }}$ | ${ }^{\text {f0.0 }}$ | ${ }_{\text {co. }}^{60.0}$ | $\stackrel{ \pm 0.0}{\substack{0}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f00 }}}$ | £0.0 | ¢0.0 | $\substack{60.0 \\ \text { co. }}$ |
| ZONE 3 TOTAL | ${ }^{50.0}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0, }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | f0.0 | f0.1 | E0.0 | f0.0 | f0.0 | 80.0 | 60.0 | f0.0 | f0.1 | $\mathrm{f}_{0} .6$ | f0.0 | ${ }_{\text {f0.0 }}$ | f0.0 | 50.0 | f0.6 | ${ }_{\text {f0, }}$ | f0.0 | ${ }^{50.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{50.1}$ |
| (2NEA- STAQANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Axda, Branch hoad, srabane | ${ }_{\text {cose }}^{50.0}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {f0.1 }}$ | ${ }_{\text {fo. }}^{5 \times 0}$ | ${ }_{\text {f0. }}^{\text {mo. }}$ | ${ }_{\text {fo. }}^{\text {f0.1 }}$ | fo. | ${ }_{\text {f0. }}^{\substack{60.0}}$ | $\underbrace{\substack{\text { f0. }}}_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | fo. | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | $\underset{\text { co. }}{\substack{\text { fo. }}}$ |  |  | ${ }_{\text {fo. }}^{\text {f2, }}$ | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | $\underbrace{\substack{\text { fo. }}}_{\text {fo. }}$ | ¢0.2 | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | co. | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ |  | ¢0.0. | f0.0 |
| Pa vilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, | ${ }^{0} 0.0$ | £0.0 | f0.0 | E0. 1 | ${ }^{\text {f }} 0$ | ${ }_{0} 0.0$ | £0.0 | f0. 1 | f0.0 | £0.0 | f0.0 | $0_{00}$ | E0.0 | ${ }^{0} 0$ | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }_{0} 0.0$ | ¢0.0 |
| Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, | f0.0 | f0.0 | f0.0 | f0.2 | E0.4 | ¢0.0 | ¢0.1 | 60.7 | f0.0 | £0.0 | £0.0 | ${ }^{60.2}$ | f0.2 | E0.0 | f0.0 | f0.0 | ${ }_{\text {f0, }}$ | f0.0 | f0.0 | f0.0 | ${ }^{60.1}$ | E0.0 | f0.0 | f0.0 | f0.0 | f0.0 |
| Strabane Town Cente | ${ }^{\text {e0. }}$ | f0.0 | f0.0 | f47 | f0.2 | ${ }^{60.1}$ | £0.1 | ${ }_{65.1}$ | ¢0.0 | ¢0.0 | £0.0 | ${ }^{0} 0.6$ | f0.6 | f0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {f2 }}$ | f0, 1 | ${ }_{\text {f00 }}$ | $\mathrm{f0.2}^{2}$ | ${ }^{52.6}$ | ${ }^{0} 0.0$ | 90.0 | ¢0.0 | ${ }_{80.4}$ | ¢0.4 |
| Mils village Cente | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | ${ }^{0} 00$ | ¢0.0 | ¢0.0 | ${ }^{2} 0.2$ | ¢0.0 | f0.0 | ¢0.1 | 60.2 | E0.0 | E0.0 | ¢0.0 | £0.0 | f0.0 |
| 20n 4 | £0.0 | £0.0 | £0. | £0.0 | £0.0 | ¢0.0 | £0.0 | c0.0 | E0.0 | ¢0.0 | £0.0 | E0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.4 | £0.0 | £0.0 | £0.0 | f0.4 | £0.0 | £0. | £0.0 | £0.0 | f0.0 |
| ZONE 4 TOTAL | 50.0 | $\mathrm{f}_{0} 0$ | $\mathrm{m}^{1}$ | ¢5.0 | ${ }^{6} 0.7$ | $\mathrm{f}_{0} 1$ | ¢0.2 | f6.0 | ¢0.0 | ¢0.0 | ${ }^{6} 0.0$ | ${ }^{0} 0.8$ | ${ }^{6} 0.8$ | f0.0 | ¢0.0 | f0.0 | 52.9 | $\mathrm{f}_{0.1}$ | ${ }^{50.0}$ | 50.2 | ${ }^{63} 3$ | ¢0.0 | ${ }_{\text {f0. }}$ | ¢0.0 | ¢0.4 | f0.4 |
| (20NE. Castibbrg | f0.0 | ${ }_{\text {f0.0 }}$ | £0.0 | f0.0 | f0.2 | f0.0 | $\mathrm{E}_{0} 0$ | 0.2 | ¢0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ¢0.0 | E0.0 | E0.1 | f0.0 | ${ }^{6} 0.1$ | ${ }^{0} 0.7$ | f0.0 | ${ }_{\text {fo. }}$ | ${ }^{60.8}$ | E0.0 | £0.0 | £0.0 | E0.0 | ¢0.0 |
| ONE 5 TTTAL | E0.0 | f0.0 | f0.0 | g0.0 | ${ }^{60.2}$ | f0.0 | ¢0.0 | 60.2 | f0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.1 | f0.0 | 60.1 | f0.7 | £0.0 | f0.0 | ¢0.8 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 |



## 

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

| Store/ Centre | 1 | 2 | 3 | 4 | 5 | Lxxing goods and spots goods |  |  | 8 | 9 | 10 | 11 | $\begin{gathered} \text { ZONES 8-11 } \\ \text { TOTAL } \end{gathered}$ | $\begin{aligned} & \text { Grando } \\ & \text { Total(f) } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  | , | 7 |  |  |  |  |  |  |  |
| (tm) | ${ }_{\text {f31.99 }}$ | ${ }_{\text {f1731 }}^{\text {f173 }}$ | ${ }_{\text {f10.2 }}^{510}$ | ${ }_{\text {f15,6 }}$ | ${ }_{\text {ctac }}^{55}$ | ${ }_{\text {c }}^{58.4}$ | ${ }_{\text {f12, }}^{\text {f12 }}$ | ${ }_{\text {cose }}$ | ${ }_{\text {f143 }}$ | ${ }_{\text {f24, }}^{524}$ | ${ }_{\text {f22, }}^{524}$ | ${ }_{\text {f153, }}^{1515}$ |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ¢7.0 | ${ }^{4} 4$ | 51.4 | $\mathrm{E}_{0} .7$ | $\pm 2.0$ | ${ }^{0} 0.3$ | 63.5 | f19,3 | E4. | 14.4 | e0.0 | £0.0 | ${ }^{\text {f18.5 }}$ | 33.2 |
|  | ¢0.6 | ${ }_{6} 1.3$ | £0. | £0. | ${ }^{6} 0$ | £0. | f0.4 | ${ }^{2} 2.6$ | ¢0.5 | ${ }^{\text {f1.0 }}$ | £0.0 | ¢0.0 | ${ }_{6} 1.5$ | ${ }^{\text {f13, }}$ |
| M\&S, Topman, Topshop) <br> Richmond Shopping Centre, Ferryquay Street (Argos, Card Fa ctory, Fosters, Game, Holland \& Ba rrett, J D Sports, New Look, Sports Direct) | ¢0.9 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | 60.9 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{6} 0$ | 67.3 |
| Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory <br> Chemists) | £0.6 | £0.0 | £0.0 | £0.0 | £0. | £0. | £0.0 | 50.6 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 52.6 |
| Deny-Londondeny CITC Cente | ${ }^{5} 5.0$ | ${ }_{63.0}$ | ${ }^{614}$ | 60.7 | ${ }_{61.7}$ | 60.3 | ${ }_{\text {f3, }}$ | ${ }^{615.2}$ | ${ }^{6} .7$ | f13.4 | f0.0 | ¢0.0 | ${ }^{\text {f17.1 }}$ | ¢234,9 |
| Northside District entre | ${ }^{50} 0$ | $\mathrm{fo}^{0}$ | f0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | ¢0.0 | ${ }^{6} 0$ | ${ }_{6} 1.1$ |
| Rath Mor istsicict Centre | ${ }_{\text {¢0. }}$ | ${ }_{\text {f0. }}$ | f0.0 | ${ }_{\text {f0. }}$ | f0.0 | ¢0.0 | f0.0 | ${ }_{60.0}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {fo. }}$ | f0.0 | ${ }^{20.0}$ | ${ }^{\text {f0.4 }}$ |
| Spoingtown Distict Centre | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{6} 0.0$ | f0.0 | f0.0 | f0.0 | ${ }^{0} 0$ | ${ }^{2} 26$ |
| Ballyamett local Centre | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | 80.0 | 60.9 |
| - Buncrana Road EAStocal Cente | ¢0.0. |  | cition |  | ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underbrace{\substack{\text { f0. }}}_{\text {f00.0 }}$ | ¢ 6.0 .0 | $\underbrace{\substack{\text { fo. }}}_{\text {fo.0. }}$ |  |  |  |  | fo. | ${ }_{\substack{\text { f1.8, } \\ \text { f1.1 }}}$ |
| Lower Galliagh Road Local Cente | £0.0 | f0.3 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ${ }^{6} 0.3$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | $\mathrm{fo.0}^{0}$ | f0.0 | f0.0 | ${ }_{611}$ |
| Fastina Retair arke suncrana Road (me fange, Ounem) | ¢0.9 | ¢0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.9 | ¢0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ¢0.0 | ${ }_{52} 2$ |
| Iceland, Buncrana Road | ${ }^{50.0}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £.0 | f0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {f0. }}$ |
|  | ${ }_{52.1}$ | f0.2 | E0.2 | E0.3 | E0.3 | E0.0 | f0.0 | ${ }^{63.1}$ | 60.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | ${ }^{\text {E4.0 }}$ |
| Lù, Buncrana Road | £0.0 | £0.0 | f0.0 | ¢0.0 | ${ }_{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0. }} 1$ | ${ }^{50.0}$ | f0.0 | ¢0.0 | £0.0 | ${ }^{8} 0$ | ${ }^{60.3}$ |
| Parav Vilage Centre | E0.0 | E0.0 | ${ }^{\text {80.0 }}$ | ¢0.0 | ${ }^{\text {¢0. }}$ | E0.0 | 50.0 | ¢0.0 | ${ }^{\text {¢0.0. }}$ | ${ }^{80.0}$ | ${ }^{80.0}$ | ¢0.0 | ${ }^{50.0}$ | ${ }_{\text {co. }}^{60}$ |
| Pennyum Industial Estate Soinitown | ¢0.0 | ¢0.0 | f0.0 | 50.0 | ${ }^{\text {f0. }}$ | 50.0 |  | ${ }_{\text {fo. }}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | 50.0 | ¢0.0 | ¢0.0 | ${ }_{\substack{263 \\ 26.8}}$ |
| Springtown Industrial Estate, Springtown Road Other Zone 1 | co. ${ }_{\text {foo }}^{\text {fo. }}$ | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | cio. | fo.0 | ¢0.0 | fo.0 | ¢0.0 | ¢0.0 | f0.0. | ${ }_{\text {f1.8 }}^{\text {f1.8 }}$ |
| neitobl | f10.0 | ${ }^{4} 4.8$ | ${ }_{51.6}$ | ${ }^{1.0}$ | 52.4 | ¢0.3 | ${ }_{63} 5$ | ${ }^{23,6}$ | ${ }^{\text {E4.2 }}$ | f14, 4 | ${ }^{0} 0$ | f0.0 | ${ }^{181.5}$ | ${ }_{596.1}$ |
| ZONE 2- DEERY- LoNDONDBERY EAST |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lisna gelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Loyds Pharmacy, Poundland, Primark, Savers, Semichem) | ${ }^{\text {g0. }}$ | f0.5 | £0.0 | £0.0 | E0.0 | E0.0 | f0. 2 | ${ }_{612}$ | ${ }^{0} 0$ | ¢0.0 | £0.0 | £0.0 | f0.3 | E13, |
| ( Linagevin Retail Pak, Dungiven Rood (TK Max, Matalan, | ${ }^{\text {m0, }}$ | ${ }^{60.6}$ | f0.0 | £0.0 | f0. 1 | f0.0 | f0.0 | 60.7 | £0. | f1.0 | ¢0.0 | E0.0 | f10 | f13,9 |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots , Moplin, Mothercare, Toys R Us Carpetright, Harveys) | ${ }_{6} 15.7$ | 65.7 | ${ }_{61.3}$ | ${ }_{\text {f1. }}$ | E 0.6 | E0.2 | $\mathrm{fo.}^{2}$ | ${ }^{24.7}$ | ${ }^{60} 3$ | £0.0 | E0.0 | f0.0 | 60.3 | 99.9 |
| $G$ Glenkeen Fumistings Glendemott Road, Wateside | 80.0 | f0.0 | E0.0 | £0.0 | mo. | E0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | ${ }^{2} 2.4$ |
| Teench hoad Shopping Center, Hollymuunt Park | ${ }^{60.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{\text {f0. }}$ | E0.0 | £0.0 | ${ }^{\text {¢0.0 }}$ | ${ }^{50.0}$ | ${ }^{80.0}$ | ${ }^{50.0}$ | ¢0.0 | ${ }^{80.0}$ | ${ }_{61.3}^{618}$ |
| CFC Iteriors Clooney foad, Campse | ${ }^{50.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{50.0}$ | ${ }_{\text {co. }}^{600}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{80.0}$ | ${ }^{80.0}$ | ${ }^{50.0}$ | ¢0.0. | 80.0 |  |
| Maydown Vllage \& R Retai Area Other | co. ${ }_{\text {foo }}^{\text {fo. }}$ | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | $\underbrace{\substack{\text { f.0 }}}_{\text {f0.0 }}$ |  | ${ }_{\text {foo. }}^{\text {fo. }}$ | ¢0.0 | ¢0.0 | fo.0 |  | fa0. | fe0. | fo.f0. <br> f0. | f0.0. | ${ }_{\substack{\text { f0.6 } \\ \text { f.4 }}}$ |
| Zone 2 Total | ¢16. 2 | ${ }_{66} 6$ | ${ }_{61.3}$ | £1.0 | ¢0.6 | ${ }^{0} 2$ | ¢0.5 | ${ }^{226.6}$ | ${ }^{0} 0.6$ | ¢1.0 | ¢0.0 | £0.0 | ${ }_{6} 1.5$ | $\mathrm{fl32}^{127}$ |
| 20EE 3-EGUITIT |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Eginton Village Centre | £0.0 | ${ }^{60.3}$ | £0.0 | ¢0.0 | £0.0 | $\mathrm{fo}^{0} 0$ | f0.0 | ${ }^{60.3}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ¢0.0 | ${ }^{\text {E4, }}$ |
| Campse Eusiness Pat, Eglinton | ¢0.0 | ${ }^{\text {f0. }}$ | E0.0 | £0.0 |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\substack{\text { co. } \\ \text { f0. }}}^{\text {co }}$ | $\underbrace{}_{\substack{\text { f0.0. } \\ \text { f0. }}}$ | $\underbrace{\substack{\text { fa }}}_{\text {f0.0 }}$ | ${ }_{\text {co }}^{\substack{\text { f0. } \\ \text { ¢0. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underset{\substack{\text { f0.0 } \\ \text { f0. }}}{ }$ | fo.0 | ${ }_{\text {co. }}^{\substack{\text { fo. }}}$ | ¢0.0 | fo.0 | $\underbrace{60.0}_{\text {f00. }}$ |  | $\underbrace{}_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | ${ }_{\text {f1.3 }}^{61.3}$ |
| Onterzone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ZONE 3 TTAL | ¢0.0 | ${ }^{6} 0$ | ¢0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.3 | E0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | 66.4 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | fo. | ${ }_{\text {fe. }}^{\substack{\text { f.3 }}}$ | ${ }_{\text {f0.0 }}^{55 .}$ | ${ }_{\text {f0.0 }} 8.5$ | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | ${ }_{\text {f.0.0 }}^{\text {f1. }}$ | ${ }_{\text {f0.0 }}^{\substack{\text { f0. }}}$ | ${ }_{\text {f00.0 }}^{\text {f10. }}$ | $\underbrace{}_{\substack{\text { co. } \\ \text { f0.0 }}}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | $\underset{\text { f0. }}{\substack{\text { fa }}}$ | ${ }_{\text {f0.0 }}^{58.2}$ | $\underset{\substack{\text { f0. } \\ \text { c. }}}{ }$ |
|  | £0.0 | £0. | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | ${ }^{0} 0.0$ | E0.0 | f0.0 | ${ }_{61.1}$ | ${ }_{6} 1.1$ | ${ }^{2} 2.4$ |
| Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, | ${ }^{\text {e0. }}$ | £0.0 | 60. | ${ }_{52} 2$ | £0.0 | £0. 7 | £0.0 | 63.9 | ¢0.0 | £0.0 | £0. | ${ }_{61.1}$ | ${ }_{6} 1.1$ | £12.0 |
| Strabane Town Centre | ${ }^{\text {m0. }}$ | ${ }^{\text {f0, }}$ | ${ }_{\text {¢4, }}$ | £0. 8 | ${ }_{\text {f0. }}$ | ${ }_{\text {f0, }}$ | ¢0. | ${ }^{56,3}$ | ${ }^{\text {f0. }}$ |  |  | f0.0 | f0.0 |  |
| mils village Centre | ${ }^{80} 0$ | £0.0 | ${ }_{\text {f0. }}$ | f0.0 | f0.0 | ¢0.0 | ${ }^{6} 0.2$ | f0.2 | f0. 3 | f0. | ¢0.0 | £0.0 | ${ }^{0} 0.3$ |  |
| zone | £0. | £0.0 | £0.0 | ${ }_{50.0}$ | f0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ${ }_{60.0}$ | ${ }_{60.5}$ |
| E4TTaL | ¢0.0 | ${ }^{0.3}$ | ${ }_{55.4}$ | ${ }^{6} 3$ | f0.0 | ${ }^{\text {f1.0 }}$ | f0.2 | ${ }_{\text {f10.5 }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{0} 0$ | 52.2 | 52.5 | fr2. 6 |
|  | ¢0.0 | ¢0.0 | £0.0 | ${ }_{63.0}$ | £0.0 | ¢0.0 | £0.0 | ${ }^{63.0}$ | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | 13.7 |
| Ne5 5 Toxa | E0.0 | ¢0.0 | ¢0.0 | ${ }^{6} .0$ | f0.0 | ¢0.0 | £0.0 | ${ }^{63} 0$ | f0.0 | ${ }^{\text {fa }}$. | ${ }^{60.0}$ | ¢0.0 | ¢0.0 | f13, |

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

| STORE/ Cente | Clothes and Stoes- 1ttchoice |  |  |  |  |  |  |  |  |  |  |  |  | Clothes and Shose - 2nd choice |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 |  |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | , | 7 |  | 8 | 9 | 10 | 11 |  |
| ${ }_{\text {¢ }}^{\text {(fmm }}$ | ${ }_{\text {¢963, }}^{69.1}$ | ${ }_{\text {cana }}^{50.2}$ | ${ }_{\text {c22, }}^{525}$ | ${ }_{\text {creas }}^{585}$ | ${ }_{673}^{510.5}$ | ${ }_{61517}^{615}$ | ${ }_{\text {c26.5 }}^{\text {f13.5 }}$ | $\underbrace{}_{\substack{\text { f24,5 } \\ \text { f17, }}}$ |  | ${ }_{\text {f5479 }}^{\text {f54, }}$ | ${ }_{\text {f54,9 }}^{\text {f59, }}$ | ${ }_{\text {craid }}^{\text {f84, }}$ | ${ }_{\substack{\text { fir8,2 } \\ \text { f13, }}}$ | 527 | ${ }^{133}$ | ${ }^{6.8}$ | $f 105$ | ${ }^{3} 3$ | ${ }_{4} 9$ | ${ }^{79}$ | ${ }^{6} 3.7$ | 13.4 | 16.2 | 16.5 | $f 103$ |  |
| Zone 6- Claud |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy village Centre | ${ }^{\text {E }} 00$ | E0.0 | £0.0 | f0.0 | ${ }_{\text {f0.0 }}$ | £0.0 | ${ }^{\text {fa }}$. 0 | ${ }^{6} 0.0$ | E0.0 | £0.0 | £0.0 | £0.0 | ${ }^{8} 0.0$ | ${ }^{\text {fa. }}$ | £0.0 | $\mathrm{fa}^{0} 0$ | ${ }^{\text {fa }}$. 0 | £0.0 | £0.0 | £0.0 | ${ }^{6} 0.0$ | E0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{60.0}$ |
| Feeny Vilage Centre | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | f0. | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{8} 0$ | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0. | f0.0 | f0.0 | ${ }^{60.0}$ |
| Dungiven Town Cente | E0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{60.0}$ | £0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ${ }_{\text {fo. }}$ | ¢0.0 | f0.0 | f0.0 | ¢0.0 |
| ZONE 6TOTLL | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | $\mathrm{q}_{0} 0$ | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 |
| ZONE 7 - NeWIOWNSITWART |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Newtownsewart Village Centre | f0.0 | £0. | £0. | 60.2 | £0.0 | £0.0 | 60.3 | 60.6 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0. | £0.0 | £0. | £0. | ${ }^{6} 0.2$ | ${ }^{6} 0.2$ | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 |
| Showgrounds Retail Park, Sedan Avenue, OMAG M\&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look) | E0.0 | £0. | £0. | 60.2 | ${ }_{\text {f11 }}$ | £0. | ${ }^{10.6}$ | ${ }^{6} 3$ | f0.0 | £0.0 | £0.0 | ¢0.0 | 60.0 | £0. | £0. | £0. | f0. 1 | £0. 7 | £0. | ¢0.6 | ${ }^{51.4}$ | £0. | £0.0 | £0. | ¢0.0 | 60.0 |
| ZONE 7 Toxal | ¢0.0 | ¢0.0 | 60.0 | 60.5 | 51.1 | f0.0 | ${ }^{62.0}$ | ${ }^{6} 36$ | 60.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | ¢0.0 | ¢0.0 | 60.1 | 60.7 | f0.0 | 60.7 | ${ }_{\substack{\text { co. } \\ \text { fi. }}}$ | ¢0.0 | ${ }^{6} 0$ | ¢0.0 | 60.0 | 60.0 |
| Zone 8 UMavadr |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Limavady Town Cente | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0, }}$ | ¢0.6 | £0.0 | £0.0 | 12 | 0.0 | ${ }^{\text {f2.0 }}$ | 67.0 | E0.0 | £0.0 | £0.0 | ¢.0 | ${ }^{6} 0.0$ | ${ }^{\text {f0. }}$ | ${ }^{6} 0$ | £0.0 | £0.0 | ${ }^{\text {¢0, }}$ | f0.0 | ${ }^{6} .6$ | ${ }^{52} 8$ | $\mathrm{E}_{0} 0$ | £0.0 | $\mathrm{fo.0}^{0}$ | ${ }_{52} 8$ |
| Engineeing) | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 60.0 | 60.2 | ¢0.0 | ¢0.0 | £0.0 | 50.2 | E0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | 60.0 | ${ }^{\text {¢ }}$. 0 | ${ }_{80} 0$ | ${ }_{50.0}$ | ¢0.0 |
| Other $20 n e 8$ | $\mathrm{E}_{0} 0$ | m0. | m0. | ${ }^{\text {e. }} 0$ | £0.0 | £0.0 | f0.0 | 60.0 | ¢0. | £0. | £0. | f0. | ¢0.0 | f0. | f0.0 | £0.0 | f0. 2 | £0.0 | ¢0. | £0.0 | 60.2 | 60.1 | £0. | £0. | £0.0 | 80.1 |
| ZONE BTTAL | ¢0.0 | ¢0.3 | ${ }^{60.6}$ | f1.0 | 52.2 | f1.2 | f4.0 | 99.2 | E7. 2 | ¢0.0 | ¢0.0 | f0.0 | 67.2 | ${ }^{\text {¢ }} 0$ | ¢0.0 | ${ }^{60} 3$ | f0.4 | ${ }_{\text {f1. }}$ | ¢0.3 | ${ }_{6} 1.4$ | 63.9 | ${ }^{62} 9$ | f0.0 | f0.0 | ${ }^{60.0}$ | ${ }_{52.9}$ |
| ONE 9 - INSHOWEN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | E0.0 | f0.0 | £0. | £0.0 | ${ }^{\text {£0. }}$ | £0.0 | £0.0 | ¢0.0 | ${ }^{50.0}$ | ${ }_{517} 1.7$ | £0.0 | £0.0 | ${ }^{51.7}$ | ${ }^{50.0}$ | £0.0 | £0.0 | £0.0 | £0. | E0.0 |  | £0.0 | £0.0 | ${ }^{60.7}$ | £0.0 |  |  |
| ( Bumfoot Vilage Centre | E0.0 | ${ }^{\text {E0.0 }}$ | $\underset{\text { fo. }}{\substack{\text { foi }}}$ | ${ }_{\substack{\text { fo. } \\ \text { foo }}}$ | $\underset{\substack{\text { fo. } \\ \text { foi }}}{ }$ |  | ${ }_{\text {foo. }}^{\text {foi }}$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | $\underbrace{\text { a }}_{\substack{\text { f0.0. } \\ \text { fo. }}}$ |  | ${ }_{\text {fo. }}^{\text {foo }}$ | ¢0.0 | fo.0 | co. ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underset{\substack{\text { fo. } \\ \text { foi }}}{ }$ | $\underset{\text { fo. }}{\substack{\text { coi }}}$ | f0.0 | ¢0.0 | ${ }_{\substack{80.0 \\ 600}}$ | ¢0.0 | ${ }_{\substack{\text { f0.0. } \\ \text { f0. }}}$ | ¢0.0 | ${ }_{\text {fo. }}^{\text {f0. }}$ | ¢0.0 | ¢0.0 | fe.0. |
| Camdonagh Town Centre | f0.0 | f0.0 | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {co.0 }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ¢0.6 | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | f0.0 | ¢0.0 | ${ }_{\text {co. }}^{\substack{\text { co. }}}$ | ${ }_{\text {f }} 0$ | fo. | f0.0 | f0.0 | co.0 |
| Movile Town Centre | E0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {e0.0 }}$ | £0.0 | £0.0 | ¢0.0 | 60.0 | ${ }^{\text {e0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 60.0 | E0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 |
| ZONE 9TOTLL | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.0 | ${ }_{52} 2$ | ¢0.0 | $\mathrm{q}_{0} 0$ | ${ }_{52} 2$ | 50.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | 60.7 | £0.0 | ¢0.0 | 60.7 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Centra, Mountain Top, Leteterenny | 60.0 | f0.0 | 50.0 | £0.0 | ${ }^{\text {f0. }}$ | $\mathrm{fog}_{0}$ | f0.0 | ${ }^{60.0}$ | £0.0 | f0.0 | f0.0 | ${ }^{80} 0$ | ${ }_{60.0}$ | ${ }_{\text {f0. }} 0$ | ${ }^{50.0}$ | ${ }^{\text {f0. }} 0$ | ${ }^{50.0}$ | f0.0 | f0.0 | f0.0 | ${ }^{60.0}$ | £0.0 | ${ }^{60.0}$ | ¢0.0 | ¢0.0 | ${ }_{\text {f0.0 }}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  | 60.0 |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0.0 | £0. | £0.0 | £0.0 | £0. | £0.0 | ¢0.0 | f0.0 | ¢0.6 | ${ }^{\text {f1. }}$ | £0.0 | ${ }^{51.6}$ | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0. | f0. 2 | £0.4 | f0. 3 | ${ }_{6} 1.0$ |
|  | ¢0.0 | ${ }^{60.0}$ | ${ }^{80.0}$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | E0.0 | ${ }^{0.0}$ | E0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 |
| Laxins, oldtown, , leteekenny | ¢0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | 0.0 | E0.0 | 80.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.0 |
| \|eter | ¢0.0 | £0. | £0.3 | ¢0.0 | f0.0 | f0.0 | £0.0 | ${ }^{60} 3$ | £0.0 | f 2.1 | f21.9 | ${ }_{63,5}$ | 527.5 | £0.0 | f0.0 | £0.0 | £0. | £0. | £0.0 | £0. | ¢0.0 | £0.0 | ${ }^{6} 1.1$ | ¢9.1 | ${ }_{\text {f1. }}$ | ${ }^{111} 3$ |
| Letterkenny Shopping Centre, Port Road, LEITERKENNY (Tesco, Argento, Cex, DV8, EZLiving, Greene's Shoes, Sky, | f0.0 | f0.0 | f0. | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{0} 0$ | £0.0 | ${ }^{0.8}$ | ${ }_{\text {E4, }}$ | ${ }_{\text {E2 }} .1$ | ¢7.8 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{60.9}$ | 522 | $\mathrm{f0}_{6}$ | 63.7 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| MCEEhineys XL, Manor unningham, Leterekenny | £0.0 | £0. | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | f0. | ¢0.0 | £0.0 | £0.0 | £0.0 | £0. | £0. | £0. | £0. | ¢0.0 | E0.0 | £0.0 | £0. | £0.0 | ¢0.0 |
| The Courtya rd Shopping Centre, Lower Ma in Street, LETIERKENNY (Iceland, Eurogiant, Heatons Sportsworld, | ¢0.0 | £0.0 | f0.0 | £0.0 | f0.0 | $\mathrm{fo.0}^{0}$ | f0. | ¢0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | E0.0 | f0. | f0.0 | £0. | E0.0 | £0.0 | E0.0 | E0.0 | £0.0 | ¢0.0 | £0. | ¢0.0 | ¢0.0 |
| tal | ¢0.0 | ¢0.0 | ${ }_{50.3}$ | ${ }_{\text {f0. }}$ | ${ }^{\text {fa. }}$ | ¢0.0 | e.0 | 80.3 | ${ }^{0} 0$ | ¢.0 | 530.6 | ${ }^{67.6}$ | ${ }^{\text {ca } 22}$ | ${ }^{50.0}$ | ¢0.0 | ¢0.0 | f0.2 | ¢0.0 | £0.0 | £0.0 | $\mathrm{fo.}^{2}$ | f0.0 | 52.7 | $f 12.5$ | ${ }_{63}{ }^{2}$ | ${ }_{6183}$ |
| ZONE II- STRANORAR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ¢0.0 | £0.0 | f0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | f0.0 | $\mathrm{fog}^{0}$ | ${ }^{6} 0.0$ | £0.0 | f0.0 | f0.0 | ${ }^{63.6}$ | ${ }^{53.6}$ | ${ }^{6} 0.0$ | £0.0 | f0. | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | f1.0 | ${ }^{\text {f. }} 10$ |
| Ballyofey Town Cente | E0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0. 1 | f0.2 | ${ }^{60.3}$ | f0.0 | f0.0 | f0.0 | ${ }^{\text {¢ } 26}$ | ${ }^{52.6}$ | f0.0 | f0.0 | £0.0 | f0.0 | f0.1 | f0.0 | £0.0 | f0.1 | ¢0.0 | f0.0 | £0.0 |  | f1.0 |
| Castefinin Town Centre | E0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 | £0.0 | £0.0 | £0.0 | 80.6 | 60.6 | £0.0 | £0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 |  | 60.0 |
| Co.op, Hollow Road, Castefifn | ¢0.0 | ¢0.0 | £0.0 | f0.0 | fo. 0 | f0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Lul, Donegal Road, Ealybofey | E0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | $\mathrm{E}_{0} 0$ | £0.0 | £0.0 | £0.0 | ${ }^{6} 0.0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | E0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 |
| Naveny Shopping Centre, Navenny, Balureofer | ¢0.0 | £0.0 | £0.0 | £0.0 | £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 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 |  | ¢0.0 |
| Raphoe Town Centre | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{0} 0$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | ${ }^{80} 0$ | ${ }^{0} 0.0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{0} 0.0$ | £0.0 |  | £0.0 |
| Other Zone 11 | E0.0 | f0.0 | £0.0 | £0.0 | £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 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 |
| 10 | ¢0.0 | f0.0 | ${ }^{60.0}$ | 50.0 | f0.0 | f0.1 | f0. | ${ }^{60.3}$ | ${ }^{6} 0.0$ | f0.0 | f0.0 | ${ }_{66.8}$ | ${ }_{66.8}$ | f0.0 | f0.0 | f0.0 | f0.0 | $\mathrm{fo.}^{1}$ | f0.0 | ¢0.0 | 60.1 | f0.0 | f0.0 | f0.0 | f19 | ${ }_{6} 19$ |
| Hisde Suney Area | ${ }^{2} 23$ | 519 | ${ }_{51.4}$ | 52.4 | 52.3 | ${ }_{51.5}$ | ${ }^{\text {f12,9 }}$ | ${ }^{524}$ | 5.7 | ${ }^{50.0}$ | 50.0 | 50.0 | 57.7 | ${ }^{51.8}$ | ${ }_{513}$ | ${ }^{80.5}$ | ${ }_{51.1}$ | 50.7 | f0.6 | ${ }^{55.4}$ | ${ }^{511.3}$ | ${ }^{53.0}$ | f0.0 | f0.0 | f0.0 | ${ }^{63.0}$ |
| (syen Nuls | ${ }_{58} 8$ | ${ }^{54} 7$ | ${ }_{\text {f1. }}$ | ${ }^{2} 2.1$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f1.2 }}$ | ${ }_{\text {f1. }} 9$ | 520.0 | ${ }^{\text {¢ }} 9$ | ${ }_{\text {f1. }}$ | ${ }^{\text {£4, }}$ | ${ }^{67.2}$ | ${ }^{16.7}$ | ${ }^{\text {E4 }}$ | ${ }_{52} 2$ | £0. 7 | £0.9 | f0.2 | f0.5 | 50.2 | ${ }^{99} 3$ | 52.2 | f0.0 | ${ }^{1} 2.9$ | ${ }^{\text {e }} 3.5$ | ${ }^{6} 8.5$ |



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



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

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | ${ }^{8}$ | 9 | 10 | 11 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\square^{\text {lem }}$ | ${ }_{\text {fiss }}$ | ${ }^{93}$ | ${ }^{661}$ | ${ }_{\text {E897 }}$ | ${ }^{28}$ | ${ }^{550}$ | ${ }^{8,1}$ | ${ }_{\text {oxal }}$ | ${ }_{88}^{88}$ | ${ }^{13,7}$ | fi39 | ${ }_{887}^{887}$ | \％ome | ${ }^{9.7}$ | ${ }_{55}$ | ${ }^{8.1}$ | ${ }_{5} 5$ | ${ }^{126}$ | ${ }_{527}$ | ${ }_{4.46}^{494}$ | ${ }^{\text {roal }}$ | ${ }^{\text {Ea／}}$ | F7．8 | ${ }_{881}$ | ${ }_{5}^{5} 1$ |  |
| ZNEE．C－cuor |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\substack{\text { ¢ } \\ 500}}$ | $\underset{\substack{500 \\ 500}}{ }$ | ${ }_{\substack{\text { f00 } \\ \text { foo }}}$ | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{\substack{\text { E00 } \\ \text { E00 }}}{ }$ | ${ }_{\substack{\text { foo } \\ \text { f00 }}}$ | $\underset{\substack{500 \\ 500}}{ }$ | ${ }_{\substack{\text { co．} \\ \text { f0．0 }}}$ |  | $\underset{\substack{500 \\ \text { foo }}}{ }$ | ${ }_{\text {co }}^{500}$ | 比旡 | coio | ${ }_{\substack{500 \\ \text { E0．}}}$ | coo | ¢00 | $\underset{\substack{500 \\ 500}}{ }$ | $\begin{gathered} \text { se0 } \\ 5000 \\ 500 \end{gathered}$ | ${ }_{\text {for }}^{501}$ | 500 | co． | $\stackrel{\substack{500 \\ 500}}{ }$ | $\underset{\text { foo }}{500}$ | $\begin{gathered} \text { En00 } \\ 500 \\ 500 \end{gathered}$ | ¢00 | coio |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 退 |  | 50. | 00． | 80.0 |  | eas | 80． | 50， |  |  | e．0． |  | e．0． | ¢0．0 | 80. | 20．0 | 20． | 20．0 | 20． | 20．0 | 50.8 | 20．0 | e．0． | 50. | e．o |  |
| Toner wewowsimuk | ${ }^{0} 00$ | \＆00 | f00 | ¢00 | ¢00 | ${ }^{500}$ | ${ }^{0} 0$ | ${ }^{0} 0.0$ | £00 | £00 | £00 | ${ }_{\text {¢0 }}$ | ${ }^{\text {e0，}}$ | ${ }^{0} 0$ | ع00 | ${ }^{80}$ | foo | E00 | о0 | ${ }^{0} 3$ | ${ }^{203}$ | ${ }^{0} 0$ | ${ }^{100}$ | 500 | ${ }^{0} 0$ | ${ }^{\text {eno }}$ |
| Somen | ${ }_{0} 0$ | \＆00 | 80. | 502 | ${ }^{0} 8$ | £00 | ${ }_{801}$ | ${ }^{20.6}$ | \％00 | ¢00 | £00 | £00 | ع．0． | £00 | too | ¢00 | ¢00 | 500 | ¢00 | 500 | ${ }^{60.1}$ | \＆00 | 800 | \％00 | ${ }^{\text {mo }}$ | ¢0． |
| znetoma | ${ }_{50} 0$ | \＆0． |  | 602 | ${ }^{60}$ |  |  |  | ¢0， | soo |  | m00 | ${ }^{\text {m0，}}$ |  |  | m00 | ¢00 |  |  |  |  |  |  |  |  |  |
| 2nes－umavaor |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{\text {¢0，}}$ | f02 | E06 | ¢00 | 500 | 509 | 500 | ${ }^{617}$ | ${ }^{13} 7$ | 500 | 800 | £00 | ${ }^{3.7}$ | 500 | 800 | 501 | 500 | 500 | 502 | ${ }^{80}$ | ${ }^{80} 3$ | ${ }^{\text {E14 }}$ | ${ }^{50}$ | 800 | 500 | ${ }^{14}$ |
|  | 50. | ¢00 | £00 | 800 | 800 | £00 | 50. | £0．0 | 800 | ¢00 | 500 | 800 | ع0．0 | 50. | 50. | E00 | 500 | ¢00 | 500 | 500 | 80．0 | ${ }^{2} 0$ | 500 | 800 | 800 | 50. |
| Ohterane 8 | 500 | 500 | 500 | 50. | 500 | ¢00 | 50. | 80.0 | 800 | 500 | too | 500 | ¢0．0 | 500 | 500 | 500 | 500 | 800 | 500 | ¢00 | 80. | 500 | 500 | 800 | 800 | 80. |
| 2ne 8 tom | 80. | g02 | 50.8 | 80. | 20．6 | ${ }^{1.6}$ | 502 | ${ }^{83} 8$ | ${ }^{3} 7$ | 80. | £0．0 | e0． | ${ }^{8,7}$ | ع0． | £0．0 | m0． | ع0．0 | 60． | ${ }^{\text {f．}}$ ． 6 | ${ }^{80} 0$ | ${ }^{205}$ | ${ }_{6} 14$ | 80． | 20． | E00 | 8.4 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\begin{gathered} \text { foo } \\ 5000 \\ 500 \end{gathered}$ | ¢ 500 |  |  |  |  |  | coio |  |  |  |  | cois |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\underset{\substack{ \pm 00 \\ \text { fen }}}{ }$ | $\begin{gathered} 500 \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} \text { fe00 } \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ 500 \\ 500 \end{gathered}$ | ¢00 | coo | $\underset{\substack{500 \\ 500}}{ }$ | $\substack{\text { co．} \\ \text { fo．}}$ | 500 | ¢0， | ¢00 | coo | cois | f0．0． <br> f0． | E00 | too | 500 | E00 |  |  | E0．0 |  | 80 | E00 |  | cion |
| Mover |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ${ }_{\text {co．}}$ |
| One | ¢0， | soo | ¢0．0 | s0．0 | 50． | s0． | ¢0．0 | m00 | 50．0 | 83 | t0． | 50．0 | ${ }^{83}$ | 50．0 | e00 | s0． | s0．0 | 800 | s0．0 | E0． | e0， | 50．0 | 20．6 | E0．0 | ¢0．0 | 50.6 |
| （20） |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\substack{1500 \\ \text { en }}}$ | $\begin{gathered} \text { E000} \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \substack{\text { feno }\\ } \\ \hline \end{gathered}$ | 500 <br> 500 <br> 10 | $\begin{gathered} 500 \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} \text { foion } \\ \substack{600} \\ \hline 0 . \end{gathered}$ | $\begin{gathered} 500 \\ 5000 \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} 50.0 \\ 5000 \\ 5000 \\ \hline 0.0 \end{gathered}$ | $\begin{gathered} \text { En00 } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} 820 \\ \substack{800 \\ 500} \end{gathered}$ | $\begin{gathered} \text { fiol } \\ 500 \\ 500 \\ \hline 08 \end{gathered}$ | $\begin{aligned} & 8,0, \\ & \substack{800 \\ 500} \\ & \hline \end{aligned}$ | $\begin{gathered} 560 \\ 50.0 \\ 50.0 \\ \hline 0.0 \end{gathered}$ | $\begin{gathered} \text { En00 } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ 5000 \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ 5000 \\ 5000 \\ 500 \end{gathered}$ | $\underset{\substack{500 \\ 500 \\ 500}}{5}$ | $\begin{gathered} \text { E000} \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ 5000 \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} \text { Eno } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ 5000 \\ 5000 \\ 500 \end{gathered}$ | $\substack{500 \\ \text { foc } \\ 500}$ | ${ }_{\substack{528 \\ \text { foo }}}$ | $\begin{gathered} 500 \\ 5000 \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { nl1 } \\ \substack{\text { fe0 }} \\ \hline \end{gathered}$ | （tal |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | ${ }^{500}$ |  |  |  |  |  |  |  |  |  |  |  | ${ }^{6}$ |
|  | 500 | 500 | 500 | \＆00 | 500 | 500 | 500 | 500 | \％00 | f01 | ${ }^{821}$ | 504 | ${ }^{226}$ | too | 800 | too | 500 | 50. | too | 500 | s0． | $\pm 00$ | 807 | 55 |  | $\pm .2$ |
|  | ${ }^{50}$ | ${ }^{500}$ | ${ }^{500}$ | 500 | ${ }^{500}$ | ${ }^{500}$ | ${ }^{500}$ | ${ }^{500}$ | ${ }^{0} 00$ | 500 | ${ }^{200}$ | 800 | ${ }^{50.0}$ | ${ }^{50}$ | \＆00 | \＆00 | ¢00 | 500 |  |  |  | \％00 |  |  |  |  |
|  | 500 | 80. | 80. | 800 | 800 | ${ }^{50}$ | 80 | 50. | 80. |  |  |  | 80 | 500 | 50. |  |  |  | 800 | 500 | 80. | 50. | 800 | ${ }^{0} 0$ | 500 | 80.0 |
|  | 500 | \＆00 | 80． | \＆00 | 800 | \＆00 | 50 | ${ }^{80.1}$ |  | ${ }^{6} 0$ | 860 | 800 | ${ }^{663}$ | 500 | 50. | 800 | 800 | 800 | 500 | 500 | 80. | ${ }^{20}$ | ${ }^{0} 0$ | ${ }^{516}$ |  | ${ }^{6} 9$ |
|  | 800 | 500 | 50. | 50. | 500 | 500 | 500 | ${ }^{\text {m0，}}$ | ${ }^{\text {t00 }}$ | 50.1 | \＆10 | ${ }^{6} 04$ | ${ }^{4.5}$ | \％00 | 500 | £00 | 50. | 500 | 500 | 500 | 80. | \％00 | 500 | ${ }^{6} 0$ | ${ }_{500}$ | ${ }^{\text {cos }}$ |
|  | too | ¢00 | ¢00 | ¢00 | 500 | 500 | ¢00 | ${ }^{\text {s00 }}$ | ${ }^{\text {to }}$ | ¢00 | £00 | ¢00 | ${ }^{\text {m0，}}$ | ¢00 | ¢00 | \＆00 | ¢00 | ¢00 | ¢00 | £00 | E0．0 | ¢00 | ¢00 | m00 | £00 | 80．0 |
|  | 800 | 800 | 800 | \％00 | 500 | 800 | ¢00 | ${ }^{80} 0$ | ${ }_{\text {f00 }}$ | ع00 | ${ }^{0} 00$ | 500 | ${ }^{60.0}$ | ${ }_{\text {¢0，}}$ | ع00 | £00 | E00 | £00 | £00 | 800 | ${ }^{50.0}$ | E00 | 500 | \＆00 | £00 |  |
| 2ne 10 omal | ¢0．0 | ¢0． | 60． | 80. | ¢0． | 80. | 0.1 | ${ }^{6} 02$ | £0， | $5^{2} 7$ | g109 | c． 1 | ${ }^{16,8}$ | \＆00 | 800 | \＆0．0 | ¢0． | \＆00 | s00 | ¢00 | ¢0．0 | \＆00 | ${ }_{6} 8$ | 8 | 62. | ${ }_{\text {cis }}$ |
| Dneli－Smanotar |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 500 | 800 | 800 | 800 | 500 | 800 |  |  |  | 800 | 500 |  | ${ }^{\text {¢0，}}$ |  |  | 500 | ${ }^{50}$ |  | 80. |  |  |  | £00 | 800 |  |  |
| Satuoder Jow centur | ¢ 500 | 500 500 | ¢00 | ¢00 | ¢ 500 | ¢00 | coi | coio | （ty | ¢00 | coi |  | ¢0．4． | （tom | ¢00 | ¢00 | ¢00 | ¢00 | ¢00 |  |  | ¢00 | 500 |  |  | cis |
| comel | ¢00 | （ta0 | ${ }_{\text {coit }}^{100}$ | （00） | coid |  | 500 | coion | （tion | too | cot |  | coio |  |  |  |  |  |  |  | （ta0 | （800 | 800 |  | cos |  |
|  | $\begin{gathered} 1000 \\ 6000 \end{gathered}$ |  | ${ }_{\text {coi }}$ | too | coo | too | 500 | coin | \％ 800 | \％ | \％00 |  | co． | \％00 | 500 | E00 | 500 | \％00 | £0．0 |  | \％0．0 | ¢00 | E00 | E0． |  | \％0．0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  | coio | ¢00 |  |  | 400 |  |  |  | （ta． | （ta0 |  |  |  | coin |
| onerzone 11 | ${ }_{\substack{200}}^{200}$ | ${ }_{\text {coo }}^{100}$ | ${ }_{\text {en }}^{100}$ | ${ }_{500}$ | ${ }_{500}^{100}$ | ${ }_{500}$ | c00 | co． |  | ${ }_{500}^{200}$ | 500 | 102 <br> f00 <br> 0 | co． | 500 | 500 | 800 | E00 | ¢00 | 500 | 500 | 50.0 | E00 | 500 |  |  |  |
| 110 maL | £0．0 | \％0． | s0． | £0．0 | e．0． | 80． | s0． | ¢0． | E0， | £0．0 | £0．0 | m05 | c0， | £0． | ع0． | ¢0． | 50. | ع0． | £0．0 | s．0． | ¢0．0 | £0． | 80． | ¢0．0 | 8.5 | ${ }^{225}$ |
| Ousde smey area | 50. | s0． | 80． | 50. | ${ }^{\text {sio }}$ | 802 | ${ }^{24}$ |  | ${ }^{\text {f13 }}$ | \＆0． | 50．0 | \＆0． |  | \＆0． | 50． | 80． | 802 | ${ }^{50.6}$ | ${ }^{603}$ | ${ }^{3} 5$ |  | ${ }^{1.8}$ | 80. | 80． | 80． | ${ }^{519}$ |
| stramus |  |  |  |  |  |  |  | 80.0 |  |  |  |  | \＆0．0 |  |  |  |  |  |  |  | coi |  |  |  |  |  |
|  | ${ }^{509}$ | ${ }^{1.3}$ | ${ }^{605}$ | ${ }^{504}$ |  | 50.5 | 509 | cois |  |  |  | ${ }^{637}$ |  | ${ }^{500}$ |  |  | ${ }^{500}$ | ${ }^{600}$ | ¢00 | 501 | ${ }^{6} 0$ | ${ }_{601}$ | ${ }^{60} 7$ | 604 | £00 | ${ }^{12}$ |



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

| Stope/ Cente | Chemistand medical goods |  |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | Booksetr. |  |  | 8 | 9 | 10 | 11 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ZONES 1-7 <br> TOTA | 8 | 9 | 10 | 11 | ZONES 8-11 |  |  |  |  |  | 6 | 7 |  |  |  |  |  |  |
| ${ }_{\text {¢ }}^{\text {¢fm }}$ | ${ }_{\text {c7292 }}^{639}$ | ${ }_{\text {fl1, }}^{\text {f17, }}$ | ${ }_{\text {flio. }}^{\text {f10. }}$ | ${ }_{\text {f15.58 }}^{\text {f15 }}$ | ${ }_{\text {c.4.5 }}^{\text {fat }}$ | ${ }_{\text {f7.29 }} 7$ | ${ }_{\text {f115 }}^{6115}$ | $\underset{\substack{\text { f99, } \\ \text { c9, } \\ \hline}}{ }$ | ${ }_{\substack{\text { f14.0 }}}^{\text {f14, }}$ | ${ }_{\text {creme }}^{\text {c23,4 }}$ | ${ }_{\substack{\text { c23,8 } \\ \text { 27, }}}$ | ${ }_{\text {f149 }}^{\text {f14, }}$ | $\underset{\substack{\text { ¢76.1. }}}{\text { f76.1 }}$ | ${ }_{\text {fis }}^{157.7}$ | ${ }_{\text {¢9, }}^{\text {¢96 }}$ | ${ }_{\substack{\text { E4, } \\ \text { 4.9 }}}$ | $\underset{\substack{\text { f7, } \\ \text { ¢7 }}}{ }$ | ${ }_{\text {f22, }}^{52.1}$ | ${ }_{\text {E83, }}^{68.2}$ | ${ }_{\text {f6.0. }}^{\text {f6.01 }}$ | ¢ |  | ${ }_{\text {f113 }} 11$ | ${ }_{\text {f114 }}^{\text {f114 }}$ | ${ }_{7 \times 12}^{87.2}$ | $\underset{\substack{856.7 \\ \hline 86.7}}{\text { cien }}$ |
| ZONE G - claud |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy Village centre | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | $\mathrm{fo}^{0}$ | f0.0 | $\mathrm{fog}^{\text {¢ }}$ | f0.0 | ${ }^{60.9}$ | 50.0 | £0.0 |  | £0.0 | ¢0.0 | f0.0 | 80.0 | 80.0 | f0.1 | £0.0 | f0, 1 | £0.0 | 80.2 | ${ }^{\text {f0. }}$ | f0.0 |  | £0.0 | 50.0 |
| Feeny Village Centre | ${ }^{6} 0.0$ | ${ }_{\text {¢0. }}$ | ${ }_{\text {¢0. }}$ | ${ }_{\text {¢0. }} 0$ | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {¢ } 0.8}$ | ${ }_{\text {e0. }}$ | ${ }_{60.8}$ | f0.0 | E0.0 | f0.0 | E0.0 | ${ }_{\text {¢0. }}$ | ${ }_{50.0}$ | f0.0 | ${ }_{\text {f0. }} 0$ | ${ }^{50.0}$ | f0.0 | f0.0 | ¢0.0 | ${ }^{60.0}$ | ${ }^{\text {¢0, }} 0$ | ${ }^{60} 0$ | f0.0 | £0.0 | ${ }^{60.0}$ |
| Dungiven Town Cente | £0.0 | £0.0 | ¢0. 2 | £0.0 | £0.0 | £2.1 | ¢0.0 | 52.2 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | $\mathrm{E}_{0} 0$ | f0.0 | f0.0 | f0.0 | f0.0 | f0. 1 | ¢0.0 | ${ }^{6} 0.1$ | f0.0 | f0.0 | f0.0 | £0.0 | ${ }^{60.0}$ |
| ZONE GTTXL | ¢0.0 | £0.0 | 60.2 | £0.0 | f0.0 | ${ }^{63.7}$ | ¢0.0 | ${ }^{2} 3.9$ | £0.0 | ¢0.0 | ¢0.0 | e0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | f0.1 | 60.0 | f0.2 | 0.0 | ${ }^{60.3}$ | f0.0 | f0.0 | ¢0.0 | e0.0 | ¢0.0 |
| ZONE 7 - Newiownsilwart |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Newtownsewart Village Centre | £0.0 | £0.0 | £0.0 | £0.0 | £0. | £0. | ${ }_{\text {f1. }} 6$ | ${ }^{51.6}$ | £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 |
| Showgrounds Retail Park, Sedan Avenue, OMAG M\&S, Next, Peacocks, River Island, Sports Direct, | ${ }^{0.0}$ | £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. | f0. | £0. | ¢0.0 | £0.0 | ¢0.0 | E0.0 | £0. | £0. | ¢0.0 | 60.0 |
| zone 7 Total | f0.0 | £0.0 | £0.0 | E0.0 | e0.0 | £0.0 | ${ }^{\text {f1. }} 6$ | ${ }^{1} 1.6$ | f0.0 | ¢0.0 | 60.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | ¢0.0 | 60.0 | ¢0.0 | 60.0 | ¢0.0 | ¢0.0 | £0.0 | e0.0 | ¢0.0 | 0.0 | ¢0.0 |
| One - UMAVADY | £0. | £0.0 | ${ }^{60.3}$ | £0.0 | f0.0 | f1.0 | f0.0 | ${ }_{51.3}$ | ${ }^{\text {fl1. }}$ | f0.0 | f0.0 | 50.0 | f11.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }_{\text {f0, }}$ | f0.0 | f0.0 | f0.2 | ${ }^{\text {f0. }}$ | ${ }^{60.3}$ | ${ }^{\text {f2 }} 4$ | f0.0 | f0.0 | £0.0 | ${ }^{52.4}$ |
| Windyhili Reail Park, Windyhill Road, UMAVADOY (ELSS |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Engineeing) | £0. | £0. | £0.0 | £0. | £0.0 | £0.0 | f0.0 | ¢0.0 | E0.0 | 50.0 | 50.0 | 50.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | 80.0 | f0.0 | £0.0 | 80.0 | f0.0 | f0.0 | E0.0 | ¢0.0 |
| Other Zone 8 | ¢0.0 | £0.0 | f0.2 | ¢0.0 | f0.0 | f0.0 | £0.0 | 60.2 | E0.1 | £0.0 | f0.0 | f0.0 | 60.1 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | 60.0 |
| ZONE 8TTAL | ¢0.0 | ¢0.0 | 60.8 | ¢0.0 | ¢0.0 | 6.8 | ${ }^{63} 3$ | f10.9 | f11.2 | ¢0.0 | ¢0.0 | f0.0 | f11.2 | ¢0.0 | ¢0.0 | 60.1 | 60. | f0. 1 | 60.5 | ¢0.0 | 60.7 | ${ }^{52} 2$ | ¢0.0 | ¢0.0 | ¢0.0 | 52.4 |
| ONE 9- Instowen |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (euncrana Town Centre | co. ${ }_{\text {coio }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {co. }}^{\text {fo. }}$ |  |  | ${ }_{\text {coio }}^{\text {fo. }}$ |  |  | ¢0.0 | ¢14.3 |  |  | ${ }_{\substack{\text { flu. } \\ \text { f0. }}}$ |  |  |  |  |  |  |  | ${ }_{\substack{\text { f0.0. } \\ \text { f.0 }}}$ |  |  |  |  |  |
| Putuvilug C e ente | ¢0.0 | £0.0 | ¢0.0 | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}$ | fo. | co. | fico | ${ }_{\substack{10.4 \\ \text { f0.0 }}}^{102}$ | ${ }_{\text {f00.0 }}^{100}$ | $\substack{\text { f0.0 } \\ \text { f.0 }}$ | co. | fico | fo.0 | fo.0 | fo.0 | ${ }_{50.0}^{100}$ | foic |  | co. | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ | ¢0.0 | ¢0.0 |  |  |
| Camdonagh Town Centre | ${ }^{60.0}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | E0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | $\mathrm{faO}_{0} 0$ | f0.0 | f0.0 | f0.0 | £0.0 | ${ }_{\text {c0.0 }}$ | ${ }_{\text {f0. }} 0$ | f0.0 | f0.0 | £0.0 | ¢0.0 |
| Movill Town Centre | ${ }^{\text {e0. }}$ | £0.0 | $\mathrm{m}_{0} 0$ | $\mathrm{E}_{0} 0$ | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | 52.2 | f0.0 | ¢0.0 | 52.2 | ${ }^{50.0}$ | f0.0 | 80.0 | f0.0 | f0.0 | f0.0 |  | ¢0.0 | 80.0 | f0.0 | f0.0 |  | ¢0.0 |
| ZONE 9 TTTL | ¢0.0 | m0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | 16.9 | ¢0.0 | e0.0 | 11.9 | E0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 0.0 | $\mathrm{maO}_{0}$ | ¢0.0 | ${ }^{5} 5.8$ | E0.0 | e0.0 | ${ }_{65.8}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {L }}$ Letereneny Town Cente | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{50.0}$ | ${ }^{60.0}$ | 50.0 | ${ }^{1} 13$ | ${ }^{\text {f2, }}$ | ${ }^{50.5}$ | ${ }^{\text {E4, }}$ | £0.0 | f0.0 | £0.0 | ${ }^{80.0}$ | 80.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{50.0}$ | £0.0 | £0.0 | f0.0 |  |  |
| Centra, Mountain Top, Leteenenny | $\underbrace{}_{\substack{\text { fa0. } \\ \text { f0.0 }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fol }}^{\text {f0.0. }}$ | $\underbrace{\substack{\text { fo. }}}_{\text {co. }}$ | $\substack{\text { f00. } \\ \text { f0.0 }}^{0}$ |  | $\substack{\text { f00.6 } \\ \text { f0.0 }}_{\text {20, }}$ | ¢0.0 | ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underbrace{}_{\substack{\text { fa0. } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { fa0. } \\ \text { f0.0 }}}$ |  |  | ${ }_{\text {f0.0 }}^{\text {f0. }}$ |  | $\underset{\text { fo. }}{\text { f0.0 }}$ | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ |  | ${ }_{\text {f0.0 }}^{50.0}$ | ${ }_{\text {f00.0 }}^{\text {f0. }}$ | ${ }_{\text {f0.0. }}^{\text {f0. }}$ | ${ }_{\substack{50.0 \\ 60.0}}$ |
| Forte Shopping Centre, Neil TBIaney Road, LITIERERENNY (Ounnes Haltords, tomebase, Clarks, Camphone | ${ }^{60.0}$ | £0.0 | £0.0 | £0.0 | f0.0 | ¢0. | E0.0 | ¢0.0 | f0. | £0.0 | ${ }_{\text {f2 } 20}$ | £0. | ${ }_{52} 2$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0. | ${ }^{\text {¢0, }}$ | £0.0 | ¢0.9 |
|  | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | $\mathrm{f0}^{3}$ | £0.0 | 60.3 | £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 |
| Laxins olditown, Leterekeny | £0.0 | £0.0 | $\mathrm{fog}_{0}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | ${ }^{\text {¢0. }}$ | f0.0 | ¢0.3 | f0.0 | f0.0 | ${ }_{\text {f0. }}$ | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0. | £0.0 | ${ }^{0} 0$ |
| let | ${ }^{\text {¢ }}$. 0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | E0.0 | £0.0 | E9, | £0.0 | ¢9.7 | £0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{88} 9$ | £0.0 | 8.9 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0.0 | £0.0 | E0.0 | f0.0 | £0.0 | E0.0 | 60.0 | f0.0 | £0.0 | ${ }_{\text {f3, }} 9$ | $\mathrm{E0.7}$ | ${ }_{54} 4$ | $\mathrm{E}_{0} 0$ | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | f0.4 | f0.4 | E0.3 | 51.2 |
| MCEEhinneys XL Manorcunningham, Letereenny | f0.0 | £0. | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0. | ¢0.0 | 60. | £0.0 | 60.3 | £0.0 | £0.0 | £0. | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{60.0}$ | ¢0.0 | ¢0. | f0.4 | 60.4 | ${ }^{1.6}$ |
| The Courtyard Shopping Centre, Lower Main Street, LETIERKENNY (Iceland, Eurogiant, Heatons Sportsworld, | ${ }^{50.0}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0. | E0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0. | ${ }^{60.0}$ | ¢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 TTOLL | 50.0 | E0.0 | E0.0 | E0.0 | ${ }^{\text {f0. }}$ | g0.0 | £0.0 | 60.0 | ¢0.0 | ${ }^{61.3}$ | f19.8 | 6.2 | f22.3 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 50.0 | ¢0.0 | £0.0 | E0.0 | m0.0 | ${ }_{611}$ | f10.6 | ¢0.7 | E12.5 |
| Zone il- stanorar |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0. | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {g.0 }}$ | ${ }_{\text {f0. }}$ | E0.0 | E0.0 | ${ }_{61.7}$ | ${ }^{617}$ | ${ }^{\text {f0. }}$ | f0.0 | ${ }_{\text {f0. }}$ | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | $\mathrm{fo}^{0}$ | ${ }^{60.0}$ | ${ }^{0} 00$ | ¢0.0 | £0.0 | f0. 2 | ${ }^{60.2}$ |
| Bally ofey Town Cente | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | 60.0 | f0.0 | £0.0 | f0. 0 | $\mathrm{Eq.0}^{0}$ | ${ }^{6.0} 0$ | f0.0 | f0.0 | f0.0 | f0.0 | fo. 0 | fo. 0 | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ${ }_{\text {f1 }} 18$ | ${ }^{61.8}$ |
| Castefifn Town Centre | £0.0 | £0.0 | f0.0 | ${ }_{\text {f0. }}$ | f0.0 | f0.0 | f0.0 | ${ }_{60.0}$ | E0.0 | £0.0 | f0.0 | ${ }_{\text {f3, }} 0$ | ${ }_{\text {e3. }}{ }^{\text {a }}$ | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | ${ }_{\text {co. }}$ | f0.0 | £0.0 | f0.0 | f0.0 | ${ }_{60.0}$ |
| Co.op, Hollow Rad, Castefifin | £0.0 | £0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | £0.0 | £0.0 | f0.0 | ¢0.0 | E0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | £0.0 | ${ }^{0} 0.0$ |
| Lul, Donegal Road, Eallybofey | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{mo.0}^{0}$ | ¢0.0 | f0.0 | £0.0 | f0.0 | f0.5 | 60.5 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | $\mathrm{E}_{0} 0$ | f0.0 | f0.0 | £0.0 | ${ }^{6} 0.0$ |
| Naveny Shopping Centre, Navenny, AAulvorer | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 50.0 | f0.0 | f0.0 | ${ }^{115}$ | ${ }^{6.5}$ | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | $\mathrm{E}_{0} 0$ | f0.0 | f0.0 | £0.0 | ¢0.0 |
| Raphoe Town Centre | f0.0 | £0.0 | f0.0 | ${ }^{60.0}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | f0.0 | ${ }^{80.0}$ | ${ }^{50.0}$ | E0.0 | ${ }^{50.0}$ | 80.0 | f0.0 | ${ }^{80.0}$ | E0.0 | E0.0 | E0.0 | £0.0 | E0.0 | f0.0 | ${ }_{500}^{60.0}$ | ${ }^{\text {f0.0 }}$ | ${ }_{50.0}^{50}$ | f0.0 | ¢0.0 | ${ }_{\substack{60.0 \\ 60.0}}$ |
| Otherzone 11 | ¢0.0 | £0.0 | f0.0 | $\mathrm{f}_{0} 0$ | f0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | 50.2 | 60.2 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | ${ }^{80.0}$ | ¢0.0 | f0.0 | £0.0 | ¢0.0 |
| ONE 11 TOTL | 50.0 | f0.0 | 50.0 | 50.0 | f0.0 | f0.0 | ¢0.0 | 60.0 | f0.0 | f0.0 | f0.0 | ${ }_{\text {f13.0 }}$ | f13.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | 60.0 | m0.0 | f0.0 | f0.0 | 52.0 | 52.0 |
| Outide S Suvey Area | ${ }^{60.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{50.0}$ | ${ }^{60.1}$ | ${ }^{60.4}$ | ${ }^{\text {en }}$ | ${ }^{88.1}$ | ${ }^{88.9}$ | ${ }^{\text {f1.4 }}$ | £0.0 | ${ }^{60} 7$ | ${ }^{60.5}$ | ${ }^{52.6}$ | ${ }^{60.0}$ | f0.0 | ${ }^{60.1}$ | 50.1 | 50.5 | ${ }^{60.2}$ | ${ }^{53.0}$ | ${ }^{53.8}$ | ${ }^{60.8}$ | £0.0 | f0.0 | f0.0 | ${ }^{50.8}$ |
| ${ }_{\text {Inten }}^{\text {Intemet/ deliven }}$ | ${ }_{\text {f10 }}$ | 60.4 | £0. | ${ }_{\text {f1. }}$ | ${ }_{\text {foo }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0. }}$ | ${ }_{63.1}$ | ${ }^{\text {f }}$. 4 | ¢0.0 | ${ }^{11.6}$ | ${ }^{\text {f0.0 }}$ | 52.0 | ${ }_{\text {¢ } 4.8}$ | ${ }_{\text {¢2 }} 8$ | ${ }_{619}$ | ${ }_{61.8}$ | ${ }^{6} .7$ | ${ }_{611}$ | ${ }_{\text {f1 }} 1$ | ${ }_{514.8}$ | ${ }_{\text {f2 } 26}$ | 60.7 | ${ }_{60} 8$ | ${ }_{\text {f3 }} 8$ | ${ }^{67.9}$ |



## 

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

| SIDRE/ Centre | 1 | 2 | 3 | 4 | 5 | ${ }_{6}^{\text {uxui }}$ | goods | $\begin{array}{\|c\|} \hline \text { sports goods } \\ \hline \text { ZONES 1-7 } \\ \text { TOTAL } \end{array}$ | 8 | 9 | 10 | 11 | $\begin{gathered} \text { ZONES 8-11 } \\ \text { TOTAL } \end{gathered}$ | $\begin{gathered} \operatorname{GraND} \\ \operatorname{TotaL}(f) \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }_{\text {ctm }}^{\text {cmm }}$ | ${ }_{\text {c31.5 }} 8$ | ${ }_{\text {f17.31 }}^{617}$ | ${ }_{\text {flo }}^{102}$ | ${ }_{\text {f15 }}^{156}$ | ${ }_{\text {cise }}^{55}$ | ${ }_{\text {cream }}^{88.4}$ | ${ }_{\text {f120 }}^{\text {f129 }}$ | ${ }_{6999}$ | ${ }_{\text {l143 }}^{194}$ | ${ }_{\text {ctand }}^{524}$ | ${ }_{5}^{524.5}$ | ${ }_{\text {f153, }}^{1515}$ | ${ }_{6}^{578.3}$ |  |
| ZONE 6 - CLAUD Claudy Village Centre Dungiven Town Centre Dungiven Town Cen |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ¢0. | f0. | f0.0 | f0.0 | f0.1 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.1 | f0.0 | ${ }^{\text {f0. }} 0$ | ${ }^{\text {f }} 0.0$ | ¢0.0 | f0.0 | ${ }^{\text {f12 }}$ |
|  | 80.0 | £0.0 | £0.0 | ${ }^{\text {q0. }}$ | £0.0 | £0.0 | ${ }^{6} 0.0$ | 60.0 | f0.0 | ${ }^{6} 0.0$ | f0.0 | ¢0.0 | ${ }^{6} 0.0$ | ${ }^{60.8}$ |
|  | £0.0 | £0.0 | £0.0 | £0.0 | f0.1 | £0.0 | ¢0.0 | 60.1 | ¢0.0 | fo. 0 | fo. 0 | f0.0 | ¢0.0 | 63.9 |
| ZONE 6 TOTAL | ¢0.0 | £0.0 | £0.0 | £0.0 | 60.2 | 50.0 | ¢0.0 | 50.2 | £0.0 | $\mathrm{E}_{0} 0$ | f0.0 | ¢0.0 | ¢0.0 | 6.0 |
| 20NET - New |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nemtownsemart Vliage Cente | £0. | £0.0 | £0.0 | £0.0 | £0.0 | £0. | £0.0 | ${ }^{60.0}$ | ¢0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | ¢4.8 |
| Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, \&S, Next, Peacocks, River Island, Sports Direct, | ${ }_{0} 0.0$ | £0.0 | $\mathrm{fo}^{8}$ | $\mathrm{fl}_{1}$ | f0.0 | 60.7 | £0.0 | 52.6 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | 80.0 | ${ }^{6} .8$ |
| zone 7 TTAL | ${ }^{6} 0.0$ | ${ }_{\text {¢0.0 }}$ | ${ }_{60.8}$ | ${ }_{\text {f1. }} 1$ | f0.0 | ${ }_{60} 0$ | ¢0.0 | ${ }_{52.6}$ | f0.0 | ${ }^{\text {fa.0 }}$ | ${ }^{\text {fa }}$ | f0.0 | ${ }^{6} 0.0$ | ${ }_{612}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ZONE 8 - UMAVADY <br> Limavady Town Centre <br> Windyhill Retail Park, Windyhill Road, LMAVADY (ELSS Engineering) | E0.0 | f0.5 | f0.0 | f0. 0 | 50.2 | f0.0 | ${ }^{\text {E1.6 }}$ | ${ }^{2} .4$ | E2.0 | E0.0 | £0.0 | ¢0.0 | ${ }^{2} 20$ | E45.2 |
|  | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | 60.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{60.3}$ |
| other Zone 8 | £0.0 | £0.0 | £0.0 | £0.0 | f0. 0 | £0. | £0.0 | ¢0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.0 | 60.7 |
|  | 50.0 | ${ }^{6} 0.5$ | ¢1.5 | ${ }^{62} 3$ | ¢0.6 | ${ }_{61.3}$ | ${ }_{6} 16$ | ¢7.9 | f2.0 | £0.0 | f0.0 | e0.0 | f2.0 | ${ }^{881.4}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{80.0}$ | £0.0 | £0. | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {£ }} 43$ | £0.0 | f0.0 | ${ }^{\text {f4.3 }}$ | ${ }^{8320}$ |
|  | ${ }_{50.0}^{600}$ | ¢0.0 | E0.0 | ${ }^{ \pm 0.0}$ | ${ }^{\text {f0. }}$ | ${ }^{ \pm 0.0}$ | f0.0 | fo.0 | 50.0 | f0.0 | ${ }_{\substack{\text { f00. } \\ 600}}$ |  | ¢0.0. | ${ }_{\substack{\text { e0.4 } \\ \text { e. } \\ \hline 0.0}}$ |
|  | ¢0.0 | fo. | ${ }_{\text {fo. }}$ | fo. | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {co.0 }}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | co.6 |
|  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | ${ }^{64.0}$ |
| ZONE9 TOTL | ¢0.0 | ¢0.0 | g0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | E4.3 | f0.0 | ¢0.0 | ${ }^{64.3}$ | 137.5 |
| (tane |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0. | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | ${ }^{53.2}$ |
| Letterkenny Town Centre Centra, Mounta in Top, Letterkenny <br> Cumys/PC World, Blaney Road, Letterkenny <br> Forte Shopping Centre, Neil TBlaney Road, LEITERKENNY |  | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ | ${ }_{\text {fo. }}^{\text {fo.0 }}$ | ${ }_{\text {fo. }}^{\text {fo.0 }}$ |  | ${ }_{\substack{\text { fo.0. } \\ \text { fo. }}}$ | f0.0 |  |  | fo.f0.0 <br> foi | $\underbrace{}_{\substack{\text { f0.0. } \\ \text { fo. }}}$ | ¢0.6 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0. | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | 67.8 | f2.9 | f10.7 | 63.5 |
|  | £0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.9 | £0.0 | ¢0.9 | ${ }_{6} 1.3$ |
| let | £0. | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | E0.0 | fo. 0 | ¢0.0 | ¢0.0 | 60.3 |
|  | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ${ }^{0} 0$ | ¢0.0 | ${ }_{\text {f } 22}$ | ¢9.8 | f0.0 | f12. | ${ }^{535} 6$ |
| Letterkenny Reta il Park, Oldtown, LETIERKENNY (TK Ma xx Next, Argos, New Look, M\&S, Wallis, River Isla nd) Letterkenny Shopping Centre, Port Road, LEIIERKENNY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0.0 | £0. | £0. | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {g }}$. 9 | f0.0 | $\underline{60.9}$ | ¢20.8 |
| MceElinneys XL, Manorcunningham, Letterenny The Courtyard Shopping Centre, Lower Main Street, LETIEREENNY (Iceland, Eurogiant, Heatons Sportword, <br>  | £0. | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | E0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ${ }^{6} 19$ |
|  | £0.0 | £0.0 | m0. | ${ }_{\text {f0. }}$ | ¢0.0 | ¢0.0 | f0.0 | E0.0 | e0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | c0.4 |
| ZONE 10 TTXL | ¢0.0 | f0.0 | ¢0.0 | ${ }_{\text {fo. }}$ | f0.0 | ¢0.0 | $\pm 0.0$ | ${ }_{\text {f0.0 }}$ | ¢0.0 | 52.2 | ¢19,3 | E2.9 | ${ }^{224.5}$ | f130.6 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (e) | ${ }_{0} 0.0$ | ${ }^{\text {f0. }}$ | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }} 0$ | f0.0 | ¢0.0 | 66.7 |
|  | ¢0. | f0.0 | ¢0.0 | fo. 0 | ¢0. | ¢0. | £0.0 | ¢0.0 | £0. | ¢оо | ¢0. | ${ }^{\text {f36 }}$ | ${ }^{636}$ | ¢9,2 |
| Ballybofey $T$ own Cente castefenn Town Cente | ¢0.0 | ¢0.0 | fo. 0 | ${ }_{\text {fo. }}^{0}$ | fo. 0 | ${ }_{\text {fo. }}^{00}$ | ¢0.0 | ${ }_{\text {f0. }}^{60}$ | f0.0 | f0.0 | f0.0 | ¢0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{642}$ |
| co.op, Hollow Road, Castefinn | £0.0 | £0.0 | f0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | ${ }_{60.8}$ |
| Lul, Donegal Road, Eallybofey | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ${ }^{0} 0$ | ${ }^{\text {f0. }}$ |
|  | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | ${ }_{6} 1.5$ |
|  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo}^{0} 0$ | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ${ }^{60.0}$ | ${ }^{6} 0$ |
| Other Zone 11 | £0. | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | fo. 0 | ¢0.0 | ¢0.0 | 60.2 |
| 11 10maL | ¢0.0 | £0.0 | ${ }^{60.0}$ | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | 50.0 | f0.0 | ${ }^{\text {en }}$. | ${ }^{\text {e3, }}$ | ${ }^{63} 3.4$ |
| Outide Suvey Area <br> $\begin{array}{l}\text { sriz Nulls } \\ \text { intemet/ deliven }\end{array}$ | ${ }_{514}$ | f0.6 | ${ }^{60.2}$ | ${ }_{55.2}$ | ${ }^{\text {f0.5 }}$ | 84.9 | ${ }^{518}$ | ${ }^{514.6}$ | 52.2 | f0.0 | 50.0 | ${ }^{\text {f0.0 }}$ | ${ }^{52.2}$ | ${ }^{\text {f109.4 }}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{\text {4 }}$. 0 | ${ }^{\text {¢ } 4,0}$ | ${ }^{\text {¢0, }}$ | ${ }^{\text {¢0, }}$ | £0.9 | ${ }^{\text {f1. }} 4$ | ${ }^{\text {¢4, }}$ | f16, 2 | ${ }^{5} 5.1$ | ${ }^{52} 2$ | ${ }^{5} .1$ | f6.6 | f19.1 | ${ }_{142}{ }^{3}$ |



TABLE 7C：
COMPARISON GOODS
TURNOVER，BY ZONE，
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| SToEs C CMIE |  |  |  |  |  | ${ }_{6}$ | 7 | －．ictace |  |  |  |  | ¢ miskil |  |  |  |  | 5 | ${ }_{6}$ | 7 |  |  | 9 | 10 | 11 | （ticsil |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | ${ }_{\text {coid }}^{\text {geal }}$ | $\underbrace{\substack{\text { E65 }}}_{\text {E625 }}$ | ${ }_{\substack{18,9}}^{\text {913，}}$ |  | ${ }_{\text {cis2 }}^{\substack{861}}$ |  | $\underbrace{\substack{\text { c3，}}}_{\text {E0，}}$ | ${ }_{\substack{715 \\ 508}}^{\text {cis }}$ | ${ }_{\text {E7315 }}^{\text {E75 }}$ | $\underbrace{\substack{\text { en }}}_{\text {ceas }}$ | ${ }_{\substack{\text { P2356 } \\ \text { E169 }}}$ | 321 | 175 | 99 | 139 | ${ }_{4}$ | ${ }^{6} 9$ | g0． | ${ }_{\text {e3，}}$ | 130 | ${ }^{218}$ | 221 | 138 |  |
|  | 50， | E4， | $\pm 129$ | ${ }_{\text {f12 }}$ | ¢09 | ¢．8 | ${ }_{512}$ | ${ }^{\text {s102 }}$ | til7 | 10.7 | 4.0 | ${ }_{\text {¢14 }}$ | 557 | ${ }^{228}$ | ${ }^{9} 9$ | ¢59 | ${ }^{5} 56$ | ${ }_{0} 0.6$ | ${ }_{83} 7$ | ${ }^{1} 4$ | ${ }_{50,1}$ | ${ }_{5} 2$ | 16.8 | E．5 | 20． | ${ }^{23,5}$ |
| Till |  |  |  |  |  |  | ${ }^{51}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| （e） | ${ }^{528}$ |  | 551 |  | \％99 | ${ }^{83}$ | ${ }^{0} 0$ | 60．8 |  |  |  | ${ }^{114}$ | ¢199 | f100 | 452 | 126 | ${ }_{\text {f1 }}$ | f05 | ${ }_{\text {E16 }}$ | E06 | ${ }^{620}$ | ${ }_{514}$ | E20 |  | £00 | ${ }_{4} 9$ |
| Fac tory，Fosters，Game，Holland \＆Barrett，JD Sports，New Look，Sports Direct） | ${ }_{\text {E14 }}$ | ${ }^{607}$ | £00 | 100 | 500 | 500 | 500 | ${ }_{2} 1$ | 500 | 500 | 500 | E00 | 50．0 | ${ }^{33}$ | 500 | 800 | \＆00 | 500 | 500 | E00 | ${ }^{\text {® }}$ ， | 500 | f01 | 500 | 800 | ${ }^{\text {ma，}}$ |
| （oumer | ${ }^{50}$ | 504 | 502 | 50， | 500 | 500 | 500 | ${ }^{0.6}$ | 502 | 500 | \＆00 | 500 | ${ }^{502}$ | 50. | 502 | f0， | \＆00 | 800 | 800 | 800 | ${ }^{003}$ | ${ }_{80} 1$ | 800 | 500 | 500 | 60．1 |
| Dent－Londondery CITC Cevine | ${ }^{163}$ | ${ }^{\text {988 }}$ | 8.6 | ${ }^{69}$ | ¢00 | ${ }_{4} 4$ | 509 | ${ }_{\text {cts }} 6$ | ${ }^{8} 7$ |  |  |  | ${ }_{6} 6$ | 994 | ${ }^{4} 4$ | ${ }^{32}$ | ${ }^{4} 4$ | 801 | 52 | ${ }^{808}$ | 294． | ${ }^{36}$ | ${ }^{\text {E4，}}$ |  | 80. | е183 |
| Meotside Pixict e ente | ¢00 | ¢00 |  | ¢00 | ¢00 | ${ }_{\substack{\text { f0，} \\ \text { ¢0，}}}$ | foo | ¢0， | ¢00 | ¢00 | ¢00 | foo | cion |  |  | ${ }_{\substack{\text { 60．} \\ \text { ¢0，}}}$ | foo | ¢00 | ¢00 | foo | co． | cion |  |  | too | cion |
| Sol |  | ¢ |  |  |  |  |  |  |  |  |  |  | ciso |  |  | coo |  |  |  |  | ciso |  |  |  | ${ }_{\substack{100 \\ \text { f00 }}}^{\text {cos }}$ | coio |
| Pliametheal centre | ¢00 | ¢00 | ¢00 | ¢00 | ¢00 |  |  | （ta0 | ¢05 |  |  |  | ¢0， |  |  |  |  |  |  |  | 800 |  |  |  |  | coio |
|  |  | $\begin{gathered} \text { fe00 } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { fe00 } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { feol } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { folo } \\ \substack{600} \\ \hline 600 \end{gathered}$ |  | $\begin{gathered} \text { feon } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { feon } \\ \substack{500 \\ 50} \end{gathered}$ | $\begin{gathered} \text { feno } \\ 5000 \\ 500 \end{gathered}$ |  | $\begin{gathered} \text { feol } \\ 5000 \\ 500 \end{gathered}$ |  | $\begin{gathered} \text { feon } \\ 5000 \\ 500 \end{gathered}$ |  |  | $\begin{gathered} \text { feon } \\ 500 \\ 500 \end{gathered}$ |  | $\begin{gathered} \text { feon } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { feol } \\ 5000 \\ 500 \end{gathered}$ | （teo | $\begin{aligned} & \text { fop } \\ & 5000 \\ & 500 \end{aligned}$ |  | 䞞 000 |  | （ta0 | cise |
| Reail Patkeneman Poad | E00 ¢0 | ¢00 | ¢00 | 500 | ${ }_{\text {foo }}^{600}$ | foo | 500 | coio | ¢00 | ¢00 | ¢00 | E00 |  | coi | ${ }_{\text {E00 }}^{\text {E0 }}$ | ¢00 | ¢00 | ${ }^{\text {E00 }}$ | ${ }^{800}$ | ¢00 | ¢00 | 800 | ${ }_{\text {E00 }}^{50}$ |  |  | E．0． |
| Sedeme | $\begin{gathered} \substack { 808 \\ \begin{subarray}{c}{800 \\ 008{ 8 0 8 \\ \begin{subarray} { c } { 8 0 0 \\ 0 0 8 } } \end{gathered}$ | teo | ${ }_{\text {cose }}$ | 250 <br> 5 <br> 50 <br> 20 | ¢00 | ${ }^{200}$ | 500 | ${ }_{50.8}^{20.8}$ | 500 | coit | 500 | fao | ${ }^{200}$ | $\begin{gathered} 8.80 \\ 500 \\ 500 \end{gathered}$ | ${ }^{200}$ |  | too | （100 | 800 | 500 |  | 800 | 50 |  | 800 | ciso |
| Preat |  | ${ }^{2000}$ |  | 800 |  | $\begin{gathered} 500 \\ 5000 \\ 500 \end{gathered}$ | ${ }_{500}$ | ${ }_{500}^{200}$ | ${ }_{500}^{200}$ | $\stackrel{5}{500}$ | $\begin{gathered} 500 \\ \substack{500 \\ 0} \\ \hline 00 \end{gathered}$ | 500 <br> 50 <br> 0 | 5000 <br> E0． <br> 0 | $\begin{gathered} 500 \\ \substack{500 \\ 0} \\ \hline 00 \end{gathered}$ | ${ }_{500}^{200}$ | E00 | E00 | too | 800 | f00 | ce： | 800 | too | E00 | too | citio |
| 退 | $\begin{gathered} \substack{800 \\ \hline 800 \\ \hline 800 \\ \hline} \end{gathered}$ |  | ¢000 |  |  | coi | （00） | $\underset{\substack{90.0 \\ 50.0}}{ }$ | 1800 <br> 500 | coit | coi |  | cifo | ${ }_{500}^{200}$ |  | $\begin{gathered} \text { R000 } \\ 5000 \\ 500 \end{gathered}$ | 旡 500 | 旡 500 | coit | coo | $\underset{\substack{20.0 \\ \text { eno }}}{ }$ | （100 |  | 00 | 500 | cien |
| DNE 1 Tomu | 514 | ${ }^{29}$ |  | ${ }_{5121}$ |  |  | ${ }_{6} 12$ | ${ }_{\text {fun }}$ | f122 | ca， | sao | ${ }^{14}$ | ${ }_{\text {csa }}$ | 528 | f01 | ${ }_{661}$ | ${ }_{556}$ | ${ }_{\text {a }}$ | ${ }_{88}$ | ${ }^{4}$ | ${ }_{50,5}$ | ${ }_{552}$ | f172 | a | ¢00 | ${ }^{23,9}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{6}^{122}$ | ${ }_{\text {f18 }}^{18}$ | ${ }_{602}^{15}$ | ${ }_{\text {f00 }}^{\text {f00 }}$ | ${ }_{\text {coi }}^{500}$ | ${ }_{\text {f03 }}^{108}$ | ${ }_{603}^{100}$ | ${ }_{9.0}^{79.1}$ | ${ }_{\substack{\text { foo } \\ \text { f00 }}}$ | foo |  | $\underbrace{\text { f00 }}_{\text {foo }}$ | coio | ${ }_{\text {cos }}^{\text {f0，}}$ | ${ }_{\text {coid }}^{\text {fit }}$ | ${ }_{\text {f01 }}^{105}$ | ${ }_{603}^{100}$ | ${ }_{\text {coi }}^{100}$ | ${ }_{602}^{502}$ | ${ }_{500}^{500}$ | ${ }_{8.0}^{18.5}$ | 500 | ${ }_{5}^{500}$ | ${ }_{\text {coo }}^{500}$ | 500 | coio |
| Crescent Link Retail Park，Crescent Link Road（Argos， Boots，Next Home，Ha lfords，Maplin，Mothercare，Toys R Us， | ¢15 | ${ }^{118}$ | 02 | 800 | 500 | f0， | f00 | ${ }^{3} 6$ | \＆00 | 800 | 800 | 800 | ${ }^{50.0}$ | $\pm 10$ | 607 | 800 | E00 | ¢00 | 800 | ${ }^{80}$ | ${ }^{\text {E．6 }}$ | －0， | 500 |  | 800 | ${ }^{50.0}$ |
| 隹 | $\substack{\text { soo } \\ \text { f00 }}$ | ${ }_{\substack{\text { foo } \\ \text { foi }}}$ | ${ }_{\substack{\text { f00 } \\ \text { foi }}}$ | ¢00 | $\underbrace{}_{\substack{\text { foo } \\ \text { foo }}}$ |  |  | ${ }_{\substack{\text { foo } \\ \text { ¢0．}}}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | cion |
| \％er | ${ }^{2000}$ | ${ }^{2000}$ | $\begin{gathered} \text { coo } \\ \substack{600} \\ e 00 \end{gathered}$ | coi | $\begin{gathered} \text { coo } \\ \substack{600 \\ \text { cos }} \\ \hline \end{gathered}$ | ${ }_{500}$ | ${ }_{500}$ | cien | （800 | com | 500 |  | ciso | 800 | coo | coo | ¢00 | 止 | 旡 | ¢00 | cion | （00） | \％oo | 旡 | $\begin{aligned} & 500 \\ & \hline 600 \\ & 500 \end{aligned}$ | cien |
| Otuerso | ${ }_{500}$ |  | 500 |  |  |  |  | coio |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 500． |
| DNEL TomL | ${ }^{10.1}$ | 66 | g．9 | ع0．0 | ¢0．1 | ${ }^{12}$ | ¢03 | 819 | £0．0 | E．0 | 20．0 | ع0．0 | 50．0 | 2.0 | ${ }^{27}$ | 80， | $0_{0}$ | m0． | ¢0．4 | ع0． | ${ }_{56,1}$ | ¢00 | 800 | 80．0 | ع0．0 | ع0．0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A | $\underset{\substack{\text { E00 } \\ \text { fen }}}{ }$ | $£ 0.0$ $£ 0.0$ | ${ }_{\substack{\text { foio } \\ \text { f00 }}}$ | ¢ | ${ }_{\text {coo }}^{\text {foo }}$ | E00 <br> 500 <br> 100 | $\underset{\substack{400 \\ 500}}{ }$ |  | $\underbrace{}_{\substack{\text { cien } \\ \text { coi }}}$ | ${ }_{\substack{\text { too } \\ \text { ¢0，}}}$ | ${ }_{\text {E00 }}^{\text {E00 }}$ | ${ }_{\substack{\text { E00 } \\ \text { E00 }}}$ |  | $\underset{\substack{800 \\ 500}}{ }$ | ${ }_{\text {coo }}^{\text {E00 }}$ | ${ }_{\text {E000 }}^{500}$ | ${ }_{\text {coo }}^{500}$ | ${ }_{\text {coo }}^{\text {E00 }}$ | ${ }_{\text {coo }}^{\text {E00 }}$ | $\underbrace{}_{\substack{\text { E00 } \\ \text { E00 }}}$ | ${ }_{\text {cion }}^{\text {coio }}$ | ${ }_{\text {f00 }}^{600}$ | ${ }_{\text {coo }}^{\text {E00 }}$ | ${ }_{\text {E00 }}^{500}$ | ${ }_{\substack{\text { too } \\ \text { ¢00 }}}$ |  |
| onerzane 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2NE 3 mal | ¢0．0 | 80. | f02 | £0． | E0． | £0． | £0．0 | ${ }^{6} 02$ | 50. | 500 | £0．0 | 500 | 50．0 | 50， | 50.0 | 80. | 50. | 80. | 50. | 80. | 50.0 | 50， | 800 | 80. | 80. | 50. |
|  |  |  | f02 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{13}$ | ${ }^{50}$ | ${ }^{500}$ | ${ }_{506}$ | ${ }_{502}$ |  |  | ${ }^{2} 2.1$ | 500 |  |  |  |  | 50. | 500 | 500 | ${ }^{6} 01$ |  |  |  | ${ }^{602}$ | 500 |  |  | 500 |  |
| Clin | 80. | ${ }^{0} 0$ | 80. | too | 500 | ${ }^{0.1}$ | 805 | ${ }^{20.7}$ | ¢00 | ${ }^{0} 0$ | 800 | 80. | e0．0 | ${ }^{6} 0$ | ¢00 | 000 | 800 | 200 |  | ¢00 | e．0 | 500 |  |  | 500 | ${ }^{0.0}$ |
| ane | 500 | ${ }^{20}$ | ¢00 | ${ }^{0} 0$. | ${ }^{\text {¢10 }}$ | 80 | 802 | ${ }^{1.9}$ | 50. | 800 | ${ }^{0.6}$ | ${ }^{14}$ | ${ }^{2} 0$ | 80. | ¢00 | 80， | 800 | ${ }^{203}$ | 80， | 04 | ${ }_{0} 0$ | ${ }_{500}$ | ¢00 | 500 | ${ }^{18}$ | ${ }^{\text {f．8 }}$ |
| Sabane Tow centre | 50. | ${ }^{608}$ | ${ }^{502}$ | 125 | E10 |  | 800 | ${ }^{145}$ | 80. | ${ }^{0} 0$ | ¢00 | ${ }^{06}$ | ${ }^{20.6}$ | 50. | 800 | ＝00 | ${ }_{645}$ | ${ }_{80} 8$ | ${ }_{0} 0$ | 04 |  | 800 | 500 |  | ${ }^{0} 5$ | ${ }^{0.5}$ |
| Msvilag | 500 | ¢00 | ${ }^{80}$ | \％00 | 800 | 500 | 500 | ${ }^{200}$ | 800 | 800 | 800 | 800 | 50．0 | 80. | 800 | 800 | 800 | ¢00 | ع00 | 800 | $\substack{500 \\ 500 \\ 500}$ | 800 | 800 |  | 800 | ¢0．0 |
| 2ne 4 | 800 | 800 | ${ }^{80} 0$ | 800 | £00 | 800 | \％00 | 80． | 800 | 800 | £00 | 800 | ${ }^{50.0}$ | ${ }^{80} 0$ | E00 | 800 | 800 | 800 | 80. | 800 | ${ }_{\text {eno }}$ | £00 | 800 | ${ }^{\text {¢0，}}$ | £00 | ع0．0 |
| \％omL | ${ }^{\text {f13 }}$ | 50.8 | 50. | f13， | 22 | m03 | ${ }_{60}$ | ${ }_{\text {¢19，}}$ | 50. | £0．0 | E0．6 | 220 | ${ }^{26}$ | ع0．0 | 50.0 | 80. | 547 | 50. | 50. | 50．8 | ${ }^{665}$ | E0．0 | soo | 80. | 23 | ${ }^{2} 23$ |
|  | 500 | E00 | E00 | ${ }^{102}$ | ${ }^{\text {E1．}}$ | ${ }^{\text {coo }}$ | E00 | ${ }^{\text {a }}$ | ${ }^{\text {e0 }}$ | E00 | E00 | £00 | ${ }^{500}$ | ${ }^{\text {t00 }}$ | £00 | E00 | E00 | ${ }_{506}$ | ${ }^{200}$ | £00 | ${ }^{50.6}$ | ${ }^{0} 0$ | \＆00 | ${ }^{50}$ | 800 | ${ }^{20} 0$ |
| DNE 5 गma | 50. | 80. | 80. | 602 | 516 | ع0．0 | ع0． | ¢19 | ¢0．0 | ع0． | £0．0 | £0．0 | E0．0 | £0．0 | 50.0 | £0．0 | £0． | m0．6 | ¢0．0 | ¢0．0 | 50．6 | ¢0．0 | 50. | £0．0 | ع0．0 | ${ }_{\text {coi }}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {Preen }}$ | $\stackrel{\substack{\text { fen } \\ \text { fol } \\ \hline}}{ }$ | $\underset{\substack{\text { E00 } \\ \text { en }}}{ }$ | $\stackrel{\substack{\text { feo } \\ \text { foo }}}{ }$ | $\underset{\substack{\text { E．0．} \\ 500}}{ }$ | E00 <br> fol <br> 100 | $\underset{\substack{\text { E00 } \\ \text { foo }}}{ }$ |  | coio | $£ 0.0$ $£ 0.0$ |  |  |  | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{\substack{800 \\ \text { to }}}{ }$ | $£ 0.0$ $£ 0.0$ |  | $£ 0.0$ $£ 0.0$ | $\underset{\text { too }}{500}$ | $\underset{\text { 800 }}{800}$ | $£ 0.0$ $£ 0.0$ | $\underset{\substack{80.0 \\ \text { E．0．}}}{ }$ | $£ 0.0$ $£ 0.0$ | $£ 0.0$ $£ 0.0$ | 500 <br> 500 <br> 0 | $£ 0.0$ $£ 0.0$ | co． |
| DNE 6 Toul | £0．0 | 50.0 | 50.0 | 80. | s00 | 50. | s0． | £0．0 | 50. | ¢0．0 | £0．0 | 80. | 50. | 50．0 | 50．0 | s0． | £0． | 80. | £0．0 | 80. | cien | 50.0 | s00 | s00 | 800 | E0．0 |

TABLE 7C：
COMPARISON GOODS
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| me | 1 |  |  |  |  | 6 |  | capest |  |  |  |  |  |  |  |  |  |  | 6 | 7 |  |  | 9 | 10 |  | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\substack{\text { cin } \\ \text { f127 }}}$ | ${ }_{\text {ctici }}^{\text {¢681 }}$ | ${ }_{\substack{\text { fio3 } \\ \text { fios }}}^{\text {at }}$ | $\underbrace{\substack{\text { c，}}}_{\substack{8.1 \\ 8.06}}$ |  | ${ }_{\text {cki }}^{887}$ |  | ${ }_{999}$ | $\underbrace{\text { fic3 }}_{\text {lic3 }}$ | $\underbrace{}_{\substack{\text { fics } \\ \text { fi65 }}}$ | $\underbrace{\substack{\text { nioa }}}_{\text {lios }}$ |  | $\underbrace{\substack{\text { g．a }}}_{\text {¢9，}}$ |  |  | ${ }_{\text {ctas }}^{4.4}$ | ${ }_{\text {cili }}^{\text {f138 }}$ | $\stackrel{\text { f19 }}{\text { fill }}$ | ${ }_{\text {8，}}^{8.25}$ |  | $\underbrace{8.6}_{8.6}$ | $\underbrace{\substack{\text { che }}}_{\substack{964 \\ 664}}$ | ${ }_{665}^{665}$ | ${ }_{\text {cta }}^{4.0}$ | ${ }_{\substack{\text { moat } \\ \text { peos }}}$ |
|  | 9.4 | ${ }^{3} 6$ | ${ }_{52}$ | ${ }_{3} 1$ | f0． | ni4 | ¢о9 | 13.6 | ${ }^{14}$ | 554 | ${ }^{509}$ | ${ }^{13}$ | ${ }_{\text {ces }}$ | ${ }^{\text {an }}$ | ${ }^{0.6}$ | ${ }^{\text {g0．}}$ | ¢0， | f0．0 | ${ }^{6} 3$ | ${ }^{0.1}$ | ${ }_{3} 9$ | ${ }^{603}$ | ${ }^{2} 9$ |  | E00 | ${ }^{3} 2$ |
| 何 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 506 | ¢00 | ${ }^{\text {003 }}$ | ¢0， | 601 | ¢0， | £00 | ${ }^{\text {e0，}}$ | ${ }^{\text {¢0，}}$ |  | 509 | m00 | ${ }^{\text {e9，}}$ | £00 | m01 | £00 |  | ¢00 | t00 | \％00 | ${ }^{\text {m0．}}$ |  |  |  |  | 80．0 |
|  | ¢00 | 500 | 500 | 800 | 500 | 500 | ¢00 | ¢00 | \％00 | 500 | 800 | £00 | ${ }^{50} 0$ | 500 | f00 | 500 | \＆00 | 500 | 500 | ¢00 | 50. | 500 | 500 | 500 | 800 | 50. |
| come | ${ }_{50}$ | ${ }^{603}$ | 500 | 500 | 500 | 80. | 800 | 80．4 | 800 | 800 | 800 | 500 | ¢0．0 | 50. | 500 | 50. | 500 | ¢00 | 800 | 80 | 80．0 | 800 | 500 | 500 | 800 | 80.0 |
| Doentionodondenc CIT C Cevine | ${ }_{66}$ | ${ }^{13}$ | ${ }^{19}$ | ${ }^{53}$ | 800 | ${ }^{113}$ | 509 | ${ }^{173}$ | ${ }^{14}$ | 554 | ع00 | ${ }^{\text {E13 }}$ | ${ }^{88} 8$ | ${ }_{517}$ | ${ }^{506}$ | E04 | tos | 500 | ¢03 | ${ }^{001}$ | ${ }^{3.6}$ | ${ }^{603}$ | 82 | 800 | 500 | ${ }^{3} 2$ |
|  | ${ }_{\substack{\text { f00 } \\ 0 \\ 0}}$ | ${ }_{\substack{\text { f00 } \\ \text { foo }}}$ |  | ¢00 | ¢ ${ }_{\text {foo }}^{\substack{0}}$ | ¢00 | foo | ¢0．0． | ¢ ${ }_{\substack{\text { f00 } \\ \text { ¢0 }}}$ | ¢00 |  | foo | cen | ¢00 |  |  |  | foo | ¢00 | ¢00 | 80．0． |  | ¢00 | ¢00 | foo | cion |
| Sombew |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | f00 | coic |
| 边 | ¢0． | ¢ | ${ }_{\substack{\text { foo } \\ \text { fol }}}$ | ¢00 | ¢00 | ¢00 |  | ${ }_{\substack{\text { fo．} \\ \text { g0．}}}$ | （too |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ¢00 |  |
|  |  |  | 800 <br> 501 <br> 5 | $\begin{gathered} \text { Ef000} \\ 5000 \\ 500 \end{gathered}$ |  | $\underset{\substack{900 \\ 500}}{ }$ | $\underset{\substack{800 \\ \text { E00 }}}{ }$ |  | $\underset{\substack{500 \\ 500}}{ }$ |  |  |  | cion |  |  | $\begin{aligned} & \text { te00 } \\ & 500 \\ & 500 \end{aligned}$ | $\underset{\substack{500 \\ 500}}{ }$ | coit |  |  | cien | $\substack{900 \\ 500}$ 50 | coo | $\underset{\substack{800 \\ \text { to }}}{ }$ | ¢00 | 50．0 |
|  | 506 | ${ }^{602}$ | ${ }_{\text {ciog }}^{600}$ | ${ }^{500}$ | ${ }^{500}$ | ${ }^{500}$ |  | cis | ¢00 | ¢00 | ¢00 | coo | ¢0．0 |  | 500 | 800 | ¢00 |  |  |  | 800 | ${ }^{\text {E0，}}$ | E00 | E00 | E00 | 800 |
| 隹 | $\begin{gathered} \text { covo } \\ \substack{600} \\ \end{gathered}$ | ${ }^{200}$ | ${ }_{\text {foo }}$ | 500 | ${ }^{200}$ | ${ }^{180.0}$ | 500 | cise | ${ }_{500}$ | ${ }_{5}^{200}$ | ${ }_{\text {cto }}^{120}$ | foo |  | ${ }_{\text {foo }} 0$ | ${ }_{5}^{200}$ | f0．0 | ${ }^{600} 0$ | \％00 | ${ }_{\text {f0．}}^{60}$ | ${ }^{500}$ | ${ }^{20.0}$ | E00 | E00 | 500 | f00 |  |
| Peeremile | £0.0 | ${ }^{500}$ | $\begin{gathered} \text { foiog } \\ \substack{000} \\ 500 \end{gathered}$ |  | 200 <br> 500 | $\begin{gathered} 500 \\ \substack{500 \\ 0} \\ \hline 00 \end{gathered}$ | 500 50 0 | 50.0 <br> 50.0 <br> 10. | 500 50 | coi | 590 | 800 |  | ${ }_{500}$ | 500 | 100 | 800 | E00 | 500 | $\substack{500 \\ \text { E00 }}$ | $\underset{\substack{4000 \\ 500}}{ }$ | te0 | 细 |  | E00 | coio |
|  | $\begin{gathered} \text { cive } \\ \substack{606 \\ 0.0} \end{gathered}$ | $\begin{gathered} \text { cos } \\ \substack{6050} \\ \hline 600 \end{gathered}$ | ¢000 | cois | cois |  |  | citic | ${ }^{2000}$ | foo | coit |  | cition | ent | （100 |  | coit | E00 | 旡 500 | coo | ene． | $\underset{500}{500}$ | 500 | 止 | 600 | cition |
| zne 1 mom | f125 | ${ }_{547}$ | 2.4 | 831 | E0．1 | ${ }^{14}$ | ${ }^{0} 9$ | ${ }_{5051}$ | ${ }_{5} 1.5$ | 554 | ${ }^{0} 9$ | ${ }^{19}$ | ${ }^{9} 9$ | ${ }^{3} .0$ | f0， | f0， | 60．6 | £0． | 80．4 | 50.1 | 55.2 | E03 | 529 | 80. | £0．0 | ${ }^{3} 2$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\substack{\text { f08 } \\ 900}}$ | ${ }_{6}^{1507}$ | ${ }_{\text {coo }}^{\substack{\text { foo }}}$ | ${ }_{502}^{502}$ | E00 | ${ }_{\text {coi }}^{\text {E00 }}$ | ${ }_{\substack{\text { for } \\ \text { for }}}^{\text {col }}$ | ${ }_{\text {cis }}^{10.0}$ | ${ }_{\text {coi }}^{500}$ | ${ }_{\text {for }}^{\text {f00 }}$ |  | foo | ${ }_{601}^{602}$ | ${ }_{\text {cor }}^{\text {coi }}$ | ${ }_{\text {coo }}^{\text {f0，}}$ | E00 | ${ }_{\text {E00 }}^{500}$ | f00 | ${ }_{\text {coo }}^{\text {f00 }}$ | ${ }_{\text {coo }}^{\text {f00 }}$ | ${ }_{602}^{602}$ | ¢00 |  | ${ }_{\text {coi }}^{500}$ | 800 | coio |
|  | 29 | ${ }^{83}$ | ${ }^{117}$ | ${ }^{604}$ | 502 | f13 | ${ }^{0.3}$ | f0， | ${ }^{6} 0$ | ¢00 | ${ }^{0} 0$ | ${ }^{0} 0$ | ${ }^{\text {cos }}$ | ${ }_{647}$ | ${ }^{32}$ | ${ }^{611}$ | 80 | ${ }^{601}$ | 805 | ${ }^{601}$ | f0： | f0， | ¢00 | 80. | ${ }^{0} 0$ | ${ }^{50.1}$ |
|  | f15 |  | ${ }_{\text {f03 }}^{60}$ |  |  | ${ }_{\substack{601 \\ 500}}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{20} 0$ | ${ }^{2004}$ | 502 | 500 | 500 | coid | 500 | cois | ¢00 | 800 | （800 | cito | ce．a | ${ }_{500}^{200}$ |  | 年 60 | （100 | coo | 100 | 100 | cien | 800 | ¢00 |  | 800 | ciso |
|  | $\begin{gathered} \text { coo } \\ \substack{600} \\ \hline \end{gathered}$ |  | ${ }_{\substack{\text { too } \\ \text { f01 }}}$ |  |  |  |  | cois | ¢ |  |  |  | coio |  |  |  |  |  |  |  |  |  | foot |  |  | coio |
| we 2 maL | 55. | E6． | 52 | ¢09 | 602 | ${ }^{1.7}$ | \％05 | ${ }^{173}$ | 50. | m0．1 | g．0． | ¢0．0 | ${ }^{60.8}$ | ${ }_{6} 4$ | 8.5 | $\mathrm{EL2}^{2}$ | ${ }_{0}$ | s0． |  | 502 | ${ }^{6113}$ | 80． | 20．0 |  | £0．0 |  |
| Tone |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\begin{gathered} \text { foto } \\ \substack{600} \\ 500 \end{gathered}$ | $\begin{gathered} \text { fe00 } \\ \substack{600 \\ 0.0} \end{gathered}$ | ${ }_{\substack{802 \\ 605}}$ | $\underset{\substack{500 \\ 500}}{ }$ | $\begin{gathered} \text { E000 } \\ \substack{6000} \end{gathered}$ |  | $\underset{\substack{500 \\ 500}}{ }$ |  |  |  |  |  |  | $\underset{\substack{\text { fo．} \\ \text { fo．}}}{ }$ | （tion | $\underbrace{}_{\substack{501 \\ 500}}$ | $\begin{gathered} 500 \\ 500 \\ 500 \\ 0 \end{gathered}$ | coit | $\begin{gathered} \text { soon } \\ 5000 \\ 500 \end{gathered}$ |  | coin |  | 500 |  |  | coio |
| （oumation |  |  |  |  |  |  |  | cois | cois |  |  |  | coio |  |  |  |  |  |  |  |  |  | 500 |  | （100 | coio |
| mut | 80. | 502 | 80， | \％00 | \％00 | E0．0 | £0． | 4.5 | 50， | £00 | 80. | 50. | £0．0 | 50. | f000 | 802 | 50. | 80. | 80. | 80. | 502 | 50. | 50. | 50. | 500 | 50.0 |
|  | ${ }_{\substack{\text { f00 } \\ \text { f00 }}}$ | ${ }_{\substack{\text { f00 } \\ \text { foi }}}$ | ${ }_{\text {c0，}}^{501}$ |  | ${ }_{\substack{502 \\ 500}}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ${ }_{\text {coid }}^{600}$ |  |
| Panch Roat，SRabane | ${ }^{50} 0$ | ${ }_{500}$ | f00 | ¢00 | ¢00 | 50. | 500 | ${ }^{2} 0.0$ | ${ }_{500}$ | 500 |  |  | 80．0 | 800 | 800 | ¢00 | ¢00 | ¢00 | 800 |  |  | ¢00 | ¢00 |  | 800 |  |
|  |  | 800 | 800 | ${ }_{601}$ | 800 | 80 | ${ }^{\text {s00 }}$ | ${ }^{60.1}$ | 500 | 800 | ¢00 | ${ }^{\text {¢0，}}$ | ${ }^{\text {¢0，}}$ | \＆00 | ¢0， | \％00 | Or | ¢0， |  | 800 | ${ }_{\text {coil }}$ | ${ }^{\text {¢0，}}$ | 800 |  | 800 | ${ }^{0.0}$ |
| Sone | 800 | 500 | 50 | 800 | 50. | 500 | ${ }_{500}$ | ع0．0 | 800 | 500 | 800 | 50.7 | ${ }^{50,7}$ | 50. | 500 | 500 | 502 | ${ }^{6} 01$ | 800 | 500 | ${ }^{60}$ | ${ }^{50}$ | 500 |  | 800 | ¢0．0 |
| Samane Toun centre | 500 | 800 | 60， | ${ }^{388}$ | 502 | 50. | ${ }^{506}$ | ${ }^{64}$ | 80. | 800 | 80. |  | ${ }^{80.6}$ | 80. | ${ }^{\text {f00 }}$ | 80. | E1． | 800 | 80. | 500 | ${ }^{81}$ | ${ }^{\text {¢0．}}$ | 500 |  | 80， | ${ }^{60.1}$ |
| Son milvivisae Cente | 500 | 800 | 800 | 800 | 50. | 50. | 800 | 50. | 800 | 800 | 50. | \＆00 | 80.0 | 500 | 50. | 800 | 500 | 500 | 800 | 800 | 80．0 | 80 | \＆00 | 800 | －0， | ¢0．0 |
| Otherzne 4 | 500 | \＆00 | 800 | 800 | 800 | 500 | 800 | ${ }^{80} 0$ | 800 | 800 | 800 | 50. | ¢0．0 | 800 | E00 | 800 | 50. | 500 | 800 | 800 | m0．0 | ${ }^{500}$ | 800 | ${ }^{\text {¢0，}}$ | 800 | ¢0．0 |
| E400L | 50. | 80． | s0． | 83 | g02 | £0．0 | ع0．6 | cas | 800 | 500． | £0．0 | ${ }^{13}$ | ${ }^{6}$ | s0． | E0．0 | f0．0 | 49 | f0． | 800 | £0．0 | ${ }^{2} .1$ | £0．0 | £0．0 | 80. | 80． | 60． |
|  | ${ }^{\text {E00 }}$ | ${ }^{\text {E02 }}$ | E00 | ${ }^{504}$ | ${ }^{\text {E15 }}$ | ${ }^{50}$ | ${ }^{603}$ | ${ }^{24}$ | ${ }^{603}$ | ${ }_{500}$ | E00 | ${ }^{00}$ | ${ }^{603}$ | ${ }^{\text {t0 }}$ | ${ }^{500}$ | £00 | ${ }^{80}$ | ${ }_{506}$ | \＆00 | 500 | ${ }^{50.8}$ | ${ }^{20} 0$ | ${ }^{200}$ | 500 | ${ }^{\text {e0 }}$ | ${ }^{0.0}$ |
| ora | 80. | 502 | 80. | ¢0．4 | 1.5 | 80. | ${ }^{6} 5$ | ${ }^{24} 4$ | 603 | £0．0 | g．0 | f0．0 | ${ }^{6}$ | 50． | £0．0 | ¢0． | 502 | ${ }^{0.6}$ | 50.0 | £0． | 60．8 | ¢0． | ¢0．0 | ¢0．0 | ع0． | e．0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\begin{gathered} \text { col } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { enoo } \\ \substack{5000} \end{gathered}$ | $\underset{\substack{500 \\ \text { E00 }}}{ }$ | ${ }_{\substack{800 \\ \text { E00 }}}$ | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{601}{500}$ |  | $\underset{\substack{50.0 \\ \text { eno } \\ 0.1}}{ }$ | $\underset{\substack{150 \\ 500}}{ }$ |  | $\underset{\substack{500 \\ \text { E00 }}}{ }$ |  | cion | $\substack{800 \\ 500}$ | ${ }_{\text {to }}^{500}$ |  | $\underset{\substack{150 \\ 500}}{ }$ | $\underset{\substack{500 \\ \text { f00 }}}{ }$ | $\underset{\substack{500 \\ 603}}{ }$ |  | $\begin{aligned} & { }_{500}^{500} \\ & 500 \end{aligned}$ | $\begin{aligned} & \text { £0.0 } \\ & 50.0 \end{aligned}$ | （800 | $\underset{\substack{500 \\ \text { E00 }}}{ }$ | 800 | cion |
| DNE 6 Toma | s00 | 80. | s00 | s0． | 80. | 50. | \＆0． | 80.1 | 80.0 | f00 | s0． | f00 | ¢0．0 | 50， | f0．0 | 500 | 800 | 500 | 803 | £0． | ${ }_{50} 0$ | 80.0 | s00 | 80. | 800 | f0．0 |

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

| SToE／C CMme |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 10 |  | ${ }^{11}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\underbrace{}_{\substack{\text { fila } \\ \text { fis6 }}}$ | ${ }_{\substack{\text { fioge } \\ \text { f109 }}}^{\text {a }}$ |  | ${ }_{\substack{\text { fioz } \\ \text { fur }}}^{\text {a }}$ | ${ }_{883}^{883}$ |  | $\underbrace{\substack{\text { c85 }}}_{\text {cres }}$ |  | $\substack{\text { fioo } \\ \text { fioo }}$ | $\underbrace{\text { f162 }}_{\text {lick }}$ | $\underbrace{\text { E165 }}_{\text {fi65 }}$ | $\underbrace{\text { f03 }}_{\text {f03 }}$ | ${ }_{\substack{\text { csas } \\ \text { c30 }}}$ | $\underset{\substack{\text { lila } \\ \text { fild }}}{ }$ | ${ }_{\substack{669 \\ 669}}^{\text {ct }}$ | ${ }_{8.55}^{8.7}$ |  | ${ }_{\text {f196 }}^{\text {fis }}$ | ${ }_{8.19}^{8.1}$ | ${ }_{552}^{521}$ | ${ }_{\text {crers }}^{88.8}$ | ${ }_{\substack{555}}^{55}$ | ${ }_{692}^{89}$ | ${ }_{9.6}^{89.6}$ | ${ }_{\text {c61 }}^{661}$ | ${ }_{\text {cos }}^{\text {cio3 }}$ |
|  | 49 | ${ }_{\text {fil }}$ | ${ }^{1.3}$ | ${ }^{14}$ | £0． | ${ }^{\text {a }} 1$ | f0．4 | ${ }_{502}$ | ${ }_{512}$ | ${ }_{88} 8$ | E0． | ${ }_{50} 0$ | 10.5 | 83.6 | ${ }^{111}$ | E0．8 | ${ }^{112}$ | ${ }^{50} 0$ | E0．6 | £0． | ${ }^{1 / 3}$ | ${ }^{009}$ | 83. |  | E00． | ${ }_{5} 9$ |
| Tole |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 隹 | ¢15 | ¢02 | £0， | ${ }^{\text {f02 }}$ | 500 | f0， | ${ }_{601}$ | ${ }^{2} 2$ |  | 500 |  | ¢00 | ${ }^{500}$ | £00 | E01 | ¢00 | £00 | 500 |  | \％00 | ${ }^{0.1}$ |  |  |  |  | £0．0 |
|  | ¢06 | 800 | 500 | 500 | 500 | 800 | ¢00 | E0．6 | \％00 | ¢00 | f00 | £00 | ${ }^{50} 0$ | 500 | ¢00 | 500 | \＆00 | \＆00 | f00 | ¢00 | $\pm 0$. | 500 | ¢00 | 500 | 800 | 50.0 |
| Oin | 500 | £0， | ${ }^{0} 0$ | £0， | £0， | f00 | 500 | ${ }^{8} 0.0$ | \％00 | E00 | £0， | ¢00 | ${ }^{50.0}$ | 500 | ¢00 | \％0， | \＆00 | 500 | £0， | \＆00 | ${ }^{\text {¢0，}}$ | 500 | £00 | ¢00 | ¢00 | 50．0 |
| Deny－ionomondeny Crim Cevine | 527 | ${ }^{50}$ | ${ }^{113}$ | 512 | ¢00 | $\pm 10$ | ${ }^{0}$ | ¢，${ }^{\text {a }}$ | 512 | ${ }^{87}$ | ¢00 | ${ }_{507}$ | ${ }^{10.5}$ | ${ }_{53}{ }^{\text {c }}$ | ¢09 | 508 | 512 | 500 | 506 | ${ }_{80}$ | 8.2 | ¢09 | ${ }^{3} 8$ | 50. | 00 | ${ }^{3} 9$ |
| vortsise oisicictentre | 500 | ${ }^{500}$ | ${ }^{\text {E00 }}$ | 500 | 500 | ${ }^{500}$ | E00 | 80．0 | 500 | E00 | E00 | 800 | ${ }^{\text {¢0，}}$ | 500 | \％00 | 500 | 500 | 500 | 50 |  | £0．0 | 800 | E00 | 500 | 800 | ${ }^{500}$ |
| Peat morosidice ente | cos | ¢ | ${ }_{\text {coi }}^{\substack{\text { foo } \\ \text { foi }}}$ | cois | $\underbrace{\text { foo }}_{\text {coo }}$ | ${ }_{\text {coio }}^{\text {foo }}$ | ¢00 |  | ¢00 |  | ¢00 | $\substack{\text { E00 } \\ 500}$ | coion | ¢00 | ${ }_{\text {coi }}^{\text {f00 }}$ | E00 | ¢00 | ${ }_{\text {cioo }}^{\text {E0，}}$ | ¢ |  | ${ }_{\substack{\text { co．} \\ \text { ¢0．2 }}}$ | ¢000 | ${ }_{\text {coo }}^{\text {foo }}$ | coit | $\substack{\text { E00 } \\ 500}$ |  |
| ana | ${ }_{\text {f }}^{50}$ | ${ }_{5}^{800}$ | ${ }_{\text {foo }}^{100}$ |  | ¢00 | 500 |  | （00． |  |  |  |  |  | ${ }^{2} 0$ |  |  |  |  |  |  | E0．0 |  |  |  |  | 50．0 |
|  |  | （ta0 | （tiog | （ta0 |  |  | （00） | （tion |  | 䞨 | 䧶 |  | coin |  | coin | $\begin{gathered} \text { foo } \\ 5000 \\ 500 \end{gathered}$ | 比年00 | 比年000 |  | citio | coiz |  |  | 500 | ¢00 | （tan |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | （tion | coit | ¢00 | ${ }_{\substack{601 \\ 500}}$ | ${ }_{\substack{\text { fico } \\ 500}}$ | ¢00 | f00 | ${ }^{80.1}$ | ${ }_{\substack{\text { E00 } \\ 500}}$ | ¢ | ¢ | ¢00 | como | $\begin{gathered} \text { E04 } \\ 500 \\ \hline 0.0 \end{gathered}$ | ${ }_{\substack{\text { fol } \\ 500}}$ | 500 | ¢0， | ¢00 |  | $\begin{gathered} \text { neo } \\ 500 \end{gathered}$ | 0．0． | cioo | coi |  | cois | coio |
|  |  | 500 <br> 500 <br> 50 | $\begin{gathered} \text { foion } \\ \substack{\text { foi }} \end{gathered}$ | 500 <br> 500 <br> 0.0 | $\underset{\substack{250 \\ 500}}{ }$ | $\underset{\substack{500 \\ \text { f00 }}}{ }$ | 500 | coin |  | £0．0 |  | $\begin{aligned} & 500 \\ & 5000 \\ & 500 \end{aligned}$ |  | $\begin{gathered} 500 \\ 500 \\ 002 \\ 0 \end{gathered}$ | $\begin{aligned} & 500 \\ & 5000 \\ & 500 \end{aligned}$ | $\substack{500 \\ 500}$ | $\begin{gathered} 500 \\ 5000 \\ 500 \end{gathered}$ |  | $\begin{gathered} \text { soo } \\ 5000 \\ 0 \end{gathered}$ | $\begin{aligned} & 500 \\ & 5000 \\ & 500 \end{aligned}$ | $\substack{500 \\ 602}$ <br> 60.0 | $\begin{gathered} \text { soo } \\ 5000 \\ 500 \end{gathered}$ | ${ }_{\text {E00 }}^{500}$ | $\underset{\substack{500 \\ \text { E00 }}}{ }$ | $£ 0.0$ $£ 0.0$ | ciso． |
|  | $\underset{\substack{\text { E．00 } \\ \text { fen }}}{ }$ | $\begin{gathered} \text { Efoo } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \substack{\text { foo } \\ f 000} \end{gathered}$ | $\begin{gathered} \text { se0 } \\ 5000 \\ 500 \end{gathered}$ | $\underset{\substack{500 \\ 500}}{ }$ | $\begin{gathered} \text { foo } \\ f 000 \end{gathered}$ | 500 <br> 500 <br> 100 | $\underset{\substack{200 \\ \text { foo }}}{ }$ | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{\substack{500 \\ 500}}{ }$ | $\begin{gathered} \text { 500 } \\ 5000 \\ 500 \end{gathered}$ | $\begin{aligned} & 500 \\ & 5000 \\ & 500 \end{aligned}$ | $\begin{gathered} \text { s.o. } \\ \text { foo } \\ 0 \end{gathered}$ | $\underset{\substack{\text { E00 } \\ 5012}}{ }$ | $\begin{gathered} 500 \\ 5000 \\ 500 \end{gathered}$ | 500 <br> 500 <br> 100 | $\begin{gathered} 500 \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { foon } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { 500 } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ 5000 \\ 5000 \end{gathered}$ | s．0． <br> f0． <br> 0.0 | $\begin{gathered} \text { 500 } \\ 5000 \\ 500 \end{gathered}$ | $\underset{\substack{800 \\ \text { E00 }}}{ }$ | $\underset{\substack{800 \\ \text { E00 }}}{ }$ | $\begin{gathered} 500 \\ 5000 \\ 6000 \end{gathered}$ | cio． |
| Sole | $\underset{\substack{500 \\ 5000}}{\substack{5}}$ | ¢ | $\begin{gathered} \text { fe00 } \\ \substack{500} \end{gathered}$ | ¢ | ¢00 | $\begin{gathered} \text { feo } \\ 5000 \end{gathered}$ |  | coict | $\underset{\substack{\text { to } \\ 500}}{ }$ |  |  | coo | cion | $\underset{\substack{51.4 \\ 500}}{ }$ | ¢00 | ¢00 | （too | 500 | $\underset{\text { foo．}}{\substack{50.0}}$ | ¢00 | cis | ¢ | （ta0 | ¢ |  | coict |
| Dnel 10 mL | ${ }_{54} 5$ | ${ }^{13}$ | ${ }^{13}$ | 5.6 | ¢0． | ${ }^{\text {g．1 }}$ | 80． | $\mathrm{sl2}^{2}$ | ${ }^{113}$ | ${ }_{\text {887 }}$ | ع0．0 | 60， | ${ }_{\text {f10，}}$ | ${ }_{6} 69$ | n．6 | ¢0， |  | E0． | ${ }^{\text {ma，}}$ | 80．1 | ${ }^{\text {sil4 }}$ | ¢09 | ${ }^{3}$ | ¢0． | £0． | 639 |
| ZONE 2 －DERRY－LONDONDERRY EAST Lisnagelvin District Centre，Lisna gelvin Roa Lisnagelvin Retail Park，Dungiven Road（TK | ${ }_{\substack{\text { E0，} \\ 0.7}}^{\text {0，}}$ | ${ }_{\text {for }}^{501}$ | ${ }_{\substack{\text { f0，} \\ \text { f02 }}}$ | ¢00 | ${ }_{500}^{800}$ | $\substack{\text { en } \\ 500}^{0 .}$ | coo | ${ }_{\text {ci．}}^{60.7}$ | $\underbrace{}_{\substack{\text { E00 } \\ \text { s00 }}}$ | ¢00 | 500 | ${ }_{\substack{\text { f00 } \\ \text { f00 }}}$ | coo |  | ${ }_{601}^{601}$ | ¢00 | ${ }_{\substack{\text { foo } \\ \text { f00 }}}$ | ${ }_{\text {foo }}^{\text {f00 }}$ | ${ }_{\substack{500 \\ \text { f00 }}}$ | ${ }_{\text {col }}^{\text {800 }}$ | ${ }_{\text {cos }}^{50,}$ | ${ }_{\substack{\text { coo } \\ \text { f00 }}}$ | ${ }_{\substack{500 \\ 500}}$ | ¢ 500 | ¢00 | coio |
|  | £108 | 872 | ${ }_{83}$ | ${ }^{14}$ | m05 | 123 | 809 | ${ }^{2666}$ | f10 | ¢00 | f03 | ${ }^{0} 0$ | ${ }^{613}$ | ${ }_{54} 4$ | ${ }^{4} 4$ | $\pm 19$ | ¢0， | ¢00 | f10 | 0.1 | ${ }_{5127}$ | ${ }^{0} 0$ | 801 | 50. | 500 | ${ }^{60}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\underset{\substack{600 \\ 500}}{ }$ | $\underset{\substack{500 \\ 50}}{ }$ | $\xrightarrow{800}$ | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{\substack{500 \\ 500}}{ }$ | $\substack{\text { feno } \\ \text { f00 }}$ | $\underset{\substack{800 \\ 500}}{ }$ | se0． <br> f00 <br> 0.0 | $£ 0.0$ $£ 0.0$ | 500 <br> 500 <br> 50 | $£ 0.0$ $£ 0.0$ | $\substack{500 \\ 500}$ | $\mathbf{£ 0 . 0}$ $\mathbf{£ 0 . 0}$ | $£ 0.0$ $£ 0.0$ | $\underset{\substack{800 \\ 500}}{ }$ | $£ 0.0$ $£ 0.0$ | $£ 0.0$ $£ 0.0$ | $\substack{800 \\ 500}$ | $£ 0.0$ $£ 0.0$ | $\begin{aligned} & 500 \\ & 5000 \\ & 500 \end{aligned}$ | cion | $£ 0.0$ $£ 0.0$ | £0．0 |  | 500 |  |
| Mayder | $\underset{\substack{800 \\ \text { en }}}{ }$ | ¢00 | ${ }_{\substack{\text { co } \\ \text { ¢00 }}}$ | coi | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{\substack{500 \\ 500}}{ }$ |  | $\underset{\substack{\text { fo．} \\ \text { 0．} \\ \hline}}{ }$ | ¢00 | $£ 0.0$ $£ 0.0$ |  |  | coio | （too |  | 500 |  | 500 | $£ 0.0$ $£ 0.0$ |  | coo | （too | ${ }_{\substack{\text { foo } \\ \text { f00 }}}$ | coi | ¢000 | ¢00． |
| \＃e20xu | ¢19 | 9.7 | ${ }^{\text {s．0 }}$ | ${ }_{14}$ | E0， | ${ }^{2} 4$ | ¢09 | ${ }^{28,7}$ | ${ }_{\text {f．0 }}$ | m0．0 | ${ }^{6} 5$ | £0． | ${ }^{\text {a }}$ | ${ }_{6} 4.6$ | ${ }_{\text {e．}}^{6}$ | ¢．9 | ${ }_{\text {e0，}}$ | moo | ． | 802 | ${ }_{\text {c132 }}$ | ع0．6 | s0． |  | 80.0 |  |
| Tone |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\begin{gathered} \text { feop } \\ \substack{600} \\ 0 \end{gathered}$ |  | $£ 0.1$ $£ 0.0$ | $\underset{\substack{500 \\ 500}}{ }$ | （ta0 | ${ }_{\substack{5 \\ 5000}}^{100}$ | $\underset{\substack{500 \\ 500}}{ }$ |  |  |  |  |  |  | $\underset{\substack{500 \\ 500}}{ }$ |  |  | $\begin{gathered} 500 \\ 500 \\ 500 \\ \hline 60 \end{gathered}$ |  | $\begin{gathered} \text { soon } \\ 5000 \\ 500 \end{gathered}$ |  | coin |  | $\underset{\substack{500 \\ \text { f00 }}}{ }$ |  |  |  |
|  |  |  |  |  |  |  |  | coin |  |  |  |  | coio |  |  |  |  |  |  |  |  |  |  |  | coo | coio |
| wa | 80， | £0． | 502 | £0．0 | £0．0 | £0．0 | £0． | 50. | 50， | £00 | 50. | £0．0 | 50.0 | e0． | 80. | ع0， | 80. | 80. | 50．0 | 80. | 50.7 | s0． | 50. | 50. | \％0． | 80.1 |
|  | 50， | 500 | 50. | ${ }^{55} 9$ |  | f0．1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| manch Roat，sabane | 500 | ${ }^{500}$ | ${ }_{601}$ | ${ }^{50}$ | ${ }_{601}$ | ¢00 |  | ${ }^{80.1}$ | ${ }_{500}$ | E00 |  |  | ${ }^{50.0}$ | ${ }_{500}$ | 500 | 500 | 800 | ${ }_{80} 8$ |  |  |  | ${ }_{\text {800 }}$ | 500 |  | 500 |  |
| Clieno eesperewear，Galase | 80. | \＆00 | 800 | t01 | ${ }^{80}$ | f00 | \％00 | ${ }^{802}$ | 500 | 800 | ¢00 | ¢00 | ${ }^{\text {¢0，}}$ | 50. | ¢00 | 800 | ${ }^{2} 0$ | \＆00 |  | ع00 | e．0． | ${ }^{\text {¢0，}}$ | 800 |  | 500 | ¢0．0 |
|  | 80. | ¢00 | 500 | ${ }^{6} 5$ | 804 | ¢00 | ${ }^{601}$ | ${ }^{\text {e．}}$ ， | 800 | 500 | 500 | 502 | ${ }^{602}$ | 500 | 500 | 50 | 80. | 50 | 500 | 800 | ${ }^{80.1}$ | 500 | 800 | 50. | 500 | ¢0．0 |
| Samane Toun centre | 50. | 800 | 500 | 555 | 802 | 80． | ${ }^{602}$ | ${ }^{660}$ | 800 | 80. | 80. | ${ }^{607}$ | ${ }^{60,7}$ | 800 | ${ }^{500}$ | 800 | 127 | 801 |  | ${ }_{802}$ | ${ }^{83}$ | ${ }^{0} 0$ | 800 |  | ${ }^{0} 5$ | ${ }^{0.5}$ |
| Son milvivisae Cente | 500 | 800 | 800 | 800 | 500 | 50. | 500 | 50. | 800 | 50. | ¢0． | \＆00 | 80.0 | 500 | \＆00 | 500 | 502 | 500 | 80. | 801 | ${ }^{02}$ | 800 | \＆00 | 80. | 800 | ¢0．0 |
| Otherzne 4 | 500 | \＆00 | 800 | 800 | 800 | 800 | ${ }^{500}$ | ع0．0 | 800 | 800 | 500 | 800 | ${ }^{20} 0$ | 800 | £00 | \％00 | ${ }^{6} 0$ | 800 | 800 | 800 | ${ }^{60.4}$ | ${ }^{500}$ | 500 | ${ }^{\text {¢0，}}$ | 800 | ${ }^{50.0}$ |
| 470mL | 80. | s0．0 | 80.1 | 559 | 50.8 | f0． 1 | 802 | ¢．0 | 800 | E00 | 50．0 | ¢09 | ¢0， | 50．0 | 80. | f0．0 | 134 | f0． | 800 | m03 | ${ }^{388}$ | £0．0 | 80. | 80. | mos | m0．5 |
|  | ${ }^{500}$ | ¢00 | E00 | ${ }^{500}$ | ${ }^{\text {802 }}$ | ${ }^{500}$ | ${ }^{\text {eno }}$ | ${ }_{502}$ | ${ }^{\text {¢0 }}$ | £00 | f00 | E00 | ${ }^{20} 0$ | E00 | ${ }^{\text {f01 }}$ | ${ }^{50}$ | ${ }^{601}$ | ${ }_{508}$ | 50 | ${ }^{\text {e0 }}$ | ${ }^{\text {nio }}$ | E00 | ${ }^{500}$ | ${ }^{\text {0，}}$ | ${ }^{\text {e0 }}$ | ${ }^{0.0}$ |
| ora | 80. | 50. | 80. | ع0．0 | 802 | 50. | £0．0 | ${ }^{62}$ | ¢0． | E0．0 | £0．0 | £0．0 | ع0． | 50． | g0． | \＆0． | 50.1 | ${ }^{0.8}$ | 50．0 | £0． | ${ }^{\text {fin }}$ | ¢0． | ¢0．0 | ¢0．0 | g00 | c0．0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Feeny | $£ 0.0$ $£ 0.0$ | $\underset{\substack{800 \\ 600}}{ }$ |  | $£ 0.0$ $£ 0.0$ | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{\substack{\text { foo } \\ \text { f04 }}}{ }$ |  | ${ }_{\substack{\text { co．} \\ \text { f0．}}}$ | $\underset{\substack{800 \\ \text { to }}}{ }$ | $£ 0.0$ $£ 0.0$ | $£ 0.0$ $£ 0.0$ |  | cion | ${ }_{500}^{800}$ | $£ 0.0$ $£ 0.0$ |  | $\underset{\substack{\text { soo } \\ \text { foo }}}{ }$ | $\underset{\substack{800 \\ 600}}{ }$ |  | $500$ | ${ }_{\substack{\text { co．} \\ \text { f0．} \\ \hline}}$ | $£ 0.0$ $£ 0.0$ | $£ 0.0$ $£ 0.0$ | $£ 0.0$ $£ 0.0$ | coi | ${ }_{\text {coion }}^{\text {eno．}}$ |
| DNE 6 Toma | s00 | s0． | 50. | s0． | 80. | 504 | \＆0． | 80．6 | 80.0 | ¢0．0 | f0．0 | £0． | ¢0．0 | 50．0 | £0．0 | \＆0． | f00 | 800 | f09 | £0． | E09 | 80.0 | s00 | 80. | 800 | ${ }_{\text {c0，}}$ |

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

| me | 1 |  |  |  |  |  | 7 |  |  |  |  |  |  |  |  |  |  |  |  | 7 |  |  | 9 | 10 |  | ${ }^{11}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\underset{\text { ¢887 }}{\text { E887 }}$ | $\frac{5121}{\text { pr10 }}$ | ${ }_{\text {fils }}^{\text {f1190 }}$ | ${ }_{\substack{\text { fis2 } \\ \text { fial }}}^{\text {cil }}$ | ${ }_{\substack{553 \\ 659}}^{\text {en }}$ |  |  |  |  |  | ${ }_{\text {cex }}^{\text {pear }}$ |  |  | ${ }_{\text {lias }}^{\text {fias }}$ |  |  |  | ${ }_{\text {cose }}^{\text {R24 }}$ | ${ }_{\text {cise }}^{\substack{8,8}}$ | ${ }_{\text {¢7, }}^{\text {gnd }}$ |  | ${ }_{\text {881 }}^{881}$ |  | ${ }_{\text {flis }}^{\text {f135 }}$ |  |  |
|  |  | ${ }_{\text {sal }}$ | ${ }_{3} 4$ | gi4 | \&0. | ${ }_{\text {¢17 }}$ | \%0.1 | ${ }_{\text {sur }}$ | ${ }_{\text {¢0, }}$ | ${ }_{59}$ | ${ }_{19}$ | ¢0.0 | ${ }_{\text {cra }}$ | $\pm 1.6$ | ${ }_{6} 67$ | ${ }_{29} 9$ | ${ }_{\text {f13 }}$ | ${ }_{0} 0$ | ${ }_{\text {n17 }}$ | ${ }_{\text {f006 }}$ | ${ }^{255} 5$ | ${ }_{\text {al }}$ | 54 | ${ }_{\text {¢0, }}$ | ع.0 | ${ }_{554}$ |
| Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, | 995 | ${ }^{113}$ | 809 | f01 | £00 | E06 | £00 | ${ }^{126}$ | 502 | ¢00 | E19 | 800 | ${ }^{2} 2$ | ${ }_{\text {E49 }}$ | ${ }_{83}$ | ${ }^{16}$ | ¢06 | ¢02 | 606 | 500 | ¢109 | ${ }_{502}$ | ¢02 | 500 | 80 | ${ }^{\text {00, }}$ |
| Ric hmond Shopping Centre, Feryquaay Street (Argos, Card Factory, Fosters, Game, Holland \& Barrett, JD Sports, New | 603 | 500 | 800 | \%00 | 500 | ¢00 | ${ }^{601}$ | ${ }^{20.4}$ | ${ }^{500}$ | 500 | 800 | £00 | 50. | 503 | ¢04 | f0, | ¢00 | 500 | 800 | ¢00 | ${ }^{0.8}$ | 500 | 500 | 500 | ¢00 | 50. |
| Oneme | ${ }^{00}$ | ${ }^{506}$ | \&00 | \&00 | \&00 | 500 | 50. | ${ }^{50.6}$ | ${ }^{500}$ | 500 | 500 | 500 | ${ }^{500}$ | 500 | 502 | ¢00 | \&00 | ¢00 | 500 | 500 | ${ }^{602}$ | 500 | 800 | \&00 | 800 | 500 |
| Deny-undondery cir Cevine | 596 | ${ }_{66}$ | 825 | ${ }^{13}$ | 500 | ${ }^{11}$ | ¢00 | ${ }^{30,6}$ | 50. | ${ }_{58} 8$ | ¢00 | 800 | ${ }_{65} 6$ | ${ }_{66} 6$ | ${ }_{53}$ | 512 | 80. | 801 | ${ }^{10}$ | ${ }^{06}$ | ${ }^{132}$ | ¢09 | ${ }^{40}$ |  | \%00 | ${ }_{5} 5$ |
|  | ${ }_{\substack{607 \\ \text { f00 }}}$ | ¢00 | ${ }_{\substack{600 \\ \text { f00 }}}$ | ¢00 | ¢00 | ¢00 | ¢00 | ¢0, | ¢ 500 | ¢00 |  | foo | coion | ¢ 500 | ¢00 |  | ¢00 | f00 | ¢00 | foo | ¢00, |  | $\underbrace{}_{\substack{\text { E00 } \\ \text { f00 }}}$ | ¢00 | f00 | ¢0, |
| Soingsoun Disticte cente |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ${ }_{500}$ | ${ }_{\text {cion }}$ |
| ean | ¢00 | ¢ 500 | ${ }_{\substack{800 \\ 600}}$ | ¢00 | ¢00 | ¢00 |  | ¢0.0. | ¢00 |  |  |  |  | ¢ 500 |  |  |  |  |  |  | 800 | ¢ 500 | 500 | ¢00 | 500 | coio |
|  | $\begin{gathered} \text { fe00 } \\ 5000 \\ 500 \end{gathered}$ | $\begin{aligned} & \text { feon } \\ & 5000 \\ & 500 \end{aligned}$ | $\underset{\substack{\text { te0 } \\ \text { fol } \\ 601}}{ }$ | $\underset{\substack{1500 \\ 500}}{\substack{50 \\ \hline}}$ | $\underset{\substack{1900 \\ 500}}{\substack{50 \\ \hline}}$ | $\underset{\substack{1900 \\ 500}}{\substack{50 \\ \hline}}$ |  | $\begin{gathered} \text { feno } \\ \substack{500 \\ 50} \end{gathered}$ | $\begin{gathered} \text { fen } \\ 5000 \\ 500 \end{gathered}$ |  | $\begin{gathered} \text { feon } \\ 5000 \\ 500 \end{gathered}$ |  | coit | $\begin{gathered} \text { feon } \\ 5000 \\ 500 \end{gathered}$ |  | $\underset{\substack{\text { te0 } \\ \text { fol } \\ 501}}{ }$ | $\begin{gathered} \text { fe000} \\ \substack{600} \\ \hline \end{gathered}$ | $\begin{gathered} \text { feon } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { feon } \\ 5000 \\ 500 \end{gathered}$ | (t00 |  | $\begin{gathered} \text { feon } \\ 5000 \\ 500 \end{gathered}$ | $\underset{\substack{1500 \\ 560}}{\substack{50 \\ \hline}}$ | $\begin{gathered} \text { feon } \\ \substack{600} \\ 50 \end{gathered}$ |  | (ta0 |
|  | ${ }_{\substack{\text { foo } \\ \text { f00 }}}$ | ¢00 | ¢ | ¢00 | cois |  |  | cion | ${ }_{\substack{\text { fio } \\ \text { ¢00 }}}$ | ¢00 | coit | coo | ¢00 | cos |  | ¢00 |  |  |  |  |  | ¢00 |  | coo |  |  |
| cence | $\begin{array}{\|c} \substack{\text { cois } \\ 5000} \\ \hline \end{array}$ | ¢00 | cot | $\begin{gathered} \substack { 500 \\ \begin{subarray}{c}{600{ 5 0 0 \\ \begin{subarray} { c } { 6 0 0 } } \\ {500} \end{gathered}$ | $\begin{gathered} \text { col } \\ \hline 6000 \\ 5000 \end{gathered}$ | $\underset{\substack{\text { E00 } \\ 500}}{ }$ |  | $\begin{gathered} \text { coco } \\ \substack{\text { coin }} \end{gathered}$ | (teo | coit | ceit | coi | ${ }_{\text {coicle }}$ | $\begin{gathered} \substack{500 \\ 500 \\ 5 \\ 500} \end{gathered}$ | $\begin{gathered} \text { col } \\ 5000 \\ 500 \\ 500 \end{gathered}$ | (tion | $\begin{gathered} \text { toin } \\ 5000 \\ 500 \end{gathered}$ | $\underbrace{500}_{\text {sit }}$ |  | coo | $\substack{8.00 \\ \text { s.0. } \\ 50}$ | $\begin{gathered} \text { col } \\ 5000 \\ 500 \\ 500 \end{gathered}$ | ${ }^{8500}$ 800 | £0.0 | 5 | coio |
|  |  | (tion | (ta0 | $\begin{gathered} \text { E.00 } \\ \substack{600} \\ 0 \end{gathered}$ | (ta0 | $£ 0.0$ $£ 0.0$ |  | $\begin{gathered} \text { se00 } \\ \substack{600} \\ \hline \end{gathered}$ |  | coit | (ta0 | citio |  | $\begin{gathered} \frac{500}{500} \\ \substack{600} \\ 0 \end{gathered}$ | $\underset{\substack{500 \\ 500}}{ }$ | $\substack{500 \\ 500}$ | 500 | $\substack{500 \\ \text { foo }}$ | $\begin{gathered} \text { soo } \\ 5000 \\ 0 \end{gathered}$ | 线 500 | $\substack{500 \\ \text { E.0. }}$ | $\underset{500}{500}$ | 线 |  |  | citio |
|  |  | $\begin{gathered} 500 \\ 500 \\ 500 \\ 50 \end{gathered}$ | $\begin{gathered} \text { coin } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { col } \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} \text { coin } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ \substack{500 \\ 500} \\ \hline \end{gathered}$ |  | $\begin{aligned} & \text { se00 } \\ & \text { fun } \\ & \text { ni } \end{aligned}$ | $\begin{gathered} \text { 5000 } \\ \substack{600 \\ 60} \end{gathered}$ | $\begin{gathered} 500 \\ 5000 \\ 5000 \end{gathered}$ | $\begin{gathered} \text { se00 } \\ \substack{500} \\ 50 \end{gathered}$ |  | $\substack{500 \\ 500}$ | $\begin{gathered} \text { coin } \\ \substack{500} \\ \hline 0 \end{gathered}$ | $\begin{gathered} \text { En00 } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { se00 } \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} \text { coin } \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} \text { Eno } \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ 500 \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ 5000 \\ 500 \end{gathered}$ | $\substack{8.00 \\ \text { f00 } \\ 500}$ |  | $\begin{gathered} \text { E000 } \\ 5000 \\ 500 \end{gathered}$ | $\begin{gathered} 500 \\ 500 \\ 500 \\ 500 \end{gathered}$ | (tao | (eno |
| zone 10mat | ${ }_{615}$ | ${ }_{88} 8$ | ${ }_{3} 8$ |  |  | ${ }^{117}$ | ${ }^{0} 0$ | ${ }_{\text {c6, }}$ | ti1 | 62 | ${ }^{1} 9$ | ¢0.0 | ${ }^{92}$ | ${ }_{6} 12$ | ${ }_{66} 7$ | ${ }_{3} 8$ | ${ }_{13}$ | 80.3 | ${ }_{51}$ | 20.6 | c5, | si1 | ${ }_{54}$ | \&00 | 80. | ${ }^{55} 4$ |
| $\begin{aligned} & \text { ZONE } 2 \text { - DERRY - LONDONDERRY EAST } \\ & \text { Lisnagelvin District Centre, Lisna gelvin Road (T } \\ & \text { Lisnagelvin Retail Park, Dungiven Road (TK Ma } \end{aligned}$ | ${ }_{\substack{104 \\ \text { f00 }}}$ | ${ }_{\text {f02 }}^{18}$ | ¢00 | ${ }_{500}^{50}$ | 500 | ${ }_{602}^{602}$ | ¢00 | ${ }_{\text {208 }}^{20}$ | ${ }_{\substack{500 \\ 500}}$ | ¢00 | ¢00 | foo | ${ }_{\text {coio }}^{\text {cio }}$ | ${ }_{\text {coo }}^{\text {coo }}$ | $\underbrace{}_{\substack{\text { fo3 } \\ \text { ¢0, }}}$ | ${ }_{\substack{\text { fol } \\ \text { 00, }}}$ | ¢00 | ${ }_{\text {coo }}^{\text {f00 }}$ | ${ }_{\substack{\text { f00 } \\ 500}}$ | 500 | ${ }_{\text {cos }}^{\substack{80.4}}$ | ¢00 | ¢00 | ¢00 | 800 |  |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Motherc are, Toys R Us, Catrigt | ${ }^{551}$ | ${ }^{885}$ | 225 | -09 | 800 | ¢03 |  | ${ }^{175}$ | 502 | ¢00 | 800 | \%00 | ${ }^{602}$ | 502 | f01 | \&00 | 800 | 500 | 500 | 800 | ${ }^{603}$ | 800 | ¢00 | ${ }^{6} 0$ | 500 |  |
|  | ${ }_{\substack{\text { f00 } \\ \text { f00 }}}$ | $\underbrace{}_{\substack{\text { E00 } \\ \text { ni4 }}}$ | ¢0, | ¢00 |  | ¢00 |  | ${ }_{\substack{\text { fio } \\ \text { nis }}}$ |  |  |  |  | cion |  |  |  |  |  |  |  | 80.0 |  |  |  |  | ¢0.0 |
|  | $\begin{gathered} \substack{\text { coo } \\ \text { fe0 } \\ \hline 00} \\ \hline \end{gathered}$ | cot | (tal |  | (ta0 | 1500 <br> 500 <br> 50 | (ta0 | ciso | (ta0 | (ta0 | (ta0 | (tion | cien | (ta0 |  | (ta0 |  |  | (ta0 | (100 | (ition | coit | (ta0 |  | (100 | cition |
| Onerene 2 | ${ }^{2006}$ |  |  |  |  |  |  | ${ }_{614}^{20.9}$ | 500 |  |  |  | c0.0 | ${ }_{504}^{2004}$ |  |  |  | ${ }_{500}$ |  |  |  | 800 | f00 |  |  | ${ }_{\text {coion }} 80.0$ |
| mne 2 Toul | ${ }_{661}$ | 5125 | 29 | ${ }^{\text {and }}$ | ع0.0 | E0.6 | ${ }^{0.1}$ | ${ }^{23} 4$ | 502 | ¢0. | E0.0 | 50. | 602 | 20.6 | 60.8 | m0. | ع0.0 | 80. | f0.1 | 80. | ${ }^{\text {t.6 }}$ | 80. | ¢0. | 80. | E00 | 50.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\begin{gathered} \text { y } \\ \substack{6000} \\ \hline 000 \end{gathered}$ | $\begin{gathered} \text { colo } \\ \substack{600 \\ 500} \end{gathered}$ | $\begin{gathered} \text { Etion } \\ \text { fit } \end{gathered}$ | $\begin{gathered} \text { cico } \\ \substack{600 \\ 5 \\ 60} \end{gathered}$ |  |  |  | $\begin{gathered} \text { ne0 } \\ \text { nit } \end{gathered}$ | $\begin{gathered} \substack{500 \\ 5000 \\ 5 \\ 500} \end{gathered}$ |  |  |  |  | $\begin{gathered} \substack{600 \\ 6000 \\ 6 \\ 500} \end{gathered}$ | $\underset{\substack{800 \\ \text { E00 }}}{ }$ | $\underset{\substack{800 \\ \text { foo }}}{ }$ | $\begin{gathered} \substack{500 \\ 5000 \\ 5 \\ 500} \end{gathered}$ | $\underset{\substack{800 \\ \text { foo }}}{ }$ | $\begin{gathered} \substack{500 \\ 5000 \\ 5 \\ 500} \end{gathered}$ | $£ 0.0$ $£ 0.0$ | $\underset{\substack{8.0 .0 \\ 500}}{ }$ | $\begin{gathered} \text { enco } \\ 500 \\ 500 \end{gathered}$ | 500 | $\underset{\substack{800 \\ \text { foo }}}{ }$ | 500 | cion |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2NE 3 $\quad$ DuL | 80. | ¢0.0 | ${ }^{\text {c43 }}$ | £0.0 | £0. | g0. | £0. | ${ }_{\text {cas }}$ | 50, | £0.0 | E0.0 | f0.0 | 50.0 | 50. | g00 | f0, | 80. | s00 | s0. | 80. | 80.1 | 50. | 50. | 50. | 80. | 50.0 |
|  | f00 f00 | ¢00 | ${ }_{\substack{\text { co. } \\ \text { 602 }}}$ | ${ }_{602}^{12,5}$ | coio | ¢00 | cois 5 |  | (ta0 | ¢000 | ¢00. | ¢03 |  | (com | ${ }_{\text {coid }}^{601}$ | ¢000 | $\underbrace{\substack{\text { ci. }}}_{\text {coid }}$ | ¢00 | ${ }_{\substack{0.1 \\ 500}}$ | cion | ${ }_{5}^{598}$ | (ta0 | ¢000 | 800 | ¢0, | cien |
| Sex | ${ }_{5}$ | ¢00 | ¢00 | \%00 | ¢00 | ¢00 | ¢00 | ${ }_{50,0}$ | 500 | ¢о0 | ¢00 | £00 | ${ }_{500}$ | \%00 | \%00 | ¢00 | 500 | f00 | 500 | ${ }_{\text {gor }}$ | ${ }_{802}$ | 500 | £00 | ¢00 | ¢04 | ¢0,4 |
| Semen | 500 | E00 | 50 | ${ }^{602}$ | 500 | E00 | £00 | 50.2 | 50. | 800 | t00 | ${ }^{60} 3$ | ${ }^{203}$ | \%00 | ¢0, | \&00 | 500 | 500 | ¢00 | ${ }_{80}$ | 80.0 | ${ }_{500}$ | ¢00 |  | ¢00 | ¢0.0 |
| (xabane tom cente | ${ }_{60} 0$ | ${ }^{50}$ | 502 | ${ }_{132}$ | 800 | ${ }^{50}$ | 506 | ${ }_{\text {ca, }}$ | ${ }_{0} 0$ | 50. | 50. | E00 | ${ }^{80} 0$ | ${ }_{50}$ | ${ }^{50}$ | 80. | ${ }_{4} 46$ | ${ }^{\text {r0, }}$ |  | ${ }_{80}{ }^{\text {a }}$ | ${ }_{5}^{55}$ |  |  |  | E04 | ¢0.4 |
| Son milvivisae Cente | 500 | 800 | 800 | 05 | ${ }^{50}$ | 500 | ${ }^{\text {s00 }}$ | 805 | 800 | 50. | 500 | 800 | 80. | 800 | 800 | 80 | 901 | 500 | ${ }^{\circ} 0.0$ | 800 | ${ }^{0.1}$ | ${ }^{\text {e0, }}$ | ${ }^{\text {e0 }}$ |  | 80 | ¢0.0 |
| Otherz 2 e 4 | 500 | 800 | ¢00 | ${ }^{02}$ | 500 | 800 | ع00 | 802 | ${ }^{80} 0$ | 500 | ¢00 | 800 | 80. | 800 | 800 | 800 | 50. | 800 | 80 | 800 | ${ }^{50.0}$ | ${ }^{8} 0$ | 800 | ${ }^{\text {co. }}$ | 800 | 50.0 |
| Ne400L | s0. | 80. | ع0.4 | ${ }_{\text {sa2 }}$ | ع0.0 | £0.0 | E0.6 | 153 | E0, | E00 | £0.0 | ${ }^{003}$ | ${ }^{60} 3$ | £0. | m0. | f0.0 | ${ }^{4} 4$ | 602 | 80. | tio | ${ }_{66,1}$ | ¢0.0 | £0. | 80.0 | ¢0.8 | 50.8 |
| Tines castibic | 50. | E00 | E00 | ${ }^{\text {E0 }}$ | ${ }_{\text {c48 }}$ | E00 | ${ }^{503}$ | ${ }_{51}^{51}$ | ${ }^{500}$ | ${ }^{500}$ | E00 | E00 | ${ }^{\text {e0. }}$ | ${ }^{500}$ | E00 | 500 | 80, | ${ }^{\text {f06 }}$ | ${ }_{500}$ | £00 | ${ }^{50,7}$ | ${ }^{0} 0$ | £00 | E00 | £00 | ¢0.0 |
|  | 80.0 | 80. | £0.0 | 50. | ${ }_{\text {c.4 }}$ | 50.0 |  | ${ }^{\text {s. }} 1$ | ¢0.0 | ¢0.0 | 50.0 | 50.0 | 50.0 | ¢0.0 | 50.0 | s0.0 | e. | ${ }^{0.6}$ | e.o | e.o | 60, | ¢0.0 | 50.0 | 80.0 | s00 | E0.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {Pa }}$ | $\underset{\substack{\text { fen } \\ \text { f00 }}}{ }$ | $\underset{\substack{800 \\ 600}}{ }$ |  | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{\substack{\text { E09 } \\ \text { E24 }}}{ }$ | $\underset{\substack{500 \\ 500}}{ }$ |  | £0.0 | $\underset{\substack{800 \\ 600}}{ }$ | $\underset{\substack{200 \\ 500}}{ }$ |  | cion | $£ 0.0$ $£ 0.0$ | $\underset{\substack{800 \\ \text { foo }}}{ }$ | $\underset{\substack{500 \\ 500}}{ }$ | $\underset{\substack{500 \\ 500}}{ }$ | $£ 0.0$ $£ 0.0$ | $\underset{\substack{\text { to1 } \\ \text { 001 }}}{ }$ | $£ 0.0$ $£ 0.0$ | ${ }_{\substack{80.1 \\ 60.1}}$ | $£ 0.0$ $£ 0.0$ | $£ 0.0$ $£ 0.0$ | $\underset{\substack{500 \\ 500}}{ }$ | 800 | cion |
| One6tomi | s0.0 | ¢0.0 | 602 | 80. | E0.0 | ${ }^{\text {sa4 }}$ | 50. | ${ }_{\text {c4 }}^{6}$ | s00 | 80. | s00 | 50. | c0.0 | 50. | s00 | m00 | s01 | 80. | 502 | s00 | 60.3 | s0.0 | c00 | 50.0 | 80. | 80.0 |

TABLE 7C：
COMPARISON GOODS
TURNOVER，BY ZONE，
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| ¢®／Cenme |  |  |  |  |  | ${ }_{6}$ | 7 |  |  |  |  |  | Sistil | $\begin{aligned} & \text { Gravo } \\ & \text { Toutile } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ${ }_{\substack{\text { cia3 } \\ 6839}}$ | ${ }_{\text {cex }}^{\text {c2，}}$ | cita | ${ }_{\text {c214 }}^{\text {g210 }}$ |  | ${ }_{\text {cill }}^{\text {f1159 }}$ |  |  | ${ }_{\text {ciog }}^{6199}$ | $\underbrace{\text { ciel }}_{\substack{838 \\ 838}}$ | ${ }_{843}^{843}$ | ${ }_{\text {p12 }}$ |  |  |
|  | ต\％ | ${ }_{\text {s．}} 8$ | 20 | £10 | ${ }_{228}$ | ¢0．4 | 550 | ${ }^{2667}$ | ¢58 | 201 | 500 | 500 | 259 | ${ }_{\text {¢ } 43.6}$ |
|  | ${ }_{\text {¢0 }}$ |  | E00 |  |  | £0， | ${ }_{\text {¢0 }}$ | ${ }^{8.6}$ |  | ${ }^{1.4}$ | f00 | 800 | 2.0 | ¢395 |
| Mss． |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Richmond Shopping Centre，Feryquuay Street（Argos，Car Factory，Fosters，Game，Holland \＆Ba rett，JD Sports，New | ${ }^{113}$ | 500 | 500 | ¢00 | ¢00 | ¢00 | £00 | ${ }^{113}$ | 500 | ${ }^{500}$ | ${ }^{500}$ | ¢00 | £0．0 | ${ }_{\text {s }}^{8} 8$ |
|  | 508 | f00 | 500 | £00 | E00 | 500 | 500 | ${ }^{20.8}$ | \＆00 | 80， |  |  | m0．0 | ${ }^{3} 2$ |
| Deny－Lomonodemicricic | ${ }_{668}$ | ${ }_{440}$ | 820 | ${ }^{\text {c10 }}$ | 82 | 604 | ${ }^{44}$ | ${ }^{210}$ | ${ }_{551}$ | ${ }^{\text {¢18 }}$ | 500 | 500 | ${ }^{239}$ | E92． |
| Noortside oisitic entre | ${ }^{500}$ | ${ }^{500}$ | 200 | 50 | E00 | 500 | 500 | 80．0 | E00 | E00 | 500 | 500 | E00 | ${ }^{113}$ |
|  | ¢00 | ${ }_{500}^{180}$ |  |  |  |  | ¢00 | （00．0 | coo |  |  |  | coio | ${ }_{\substack{8,1}}^{80.1}$ |
| Ballya mett Local Centre | ¢00 | ¢00 | ¢00 | ¢00 |  |  |  |  |  |  |  |  | ¢00 | ${ }_{609}^{629}$ |
|  | ¢00 | $\underset{\substack{\text { E00 } \\ \text { fo4 }}}{ }$ | coid |  |  |  |  | cio． | coi 50 |  |  |  | ¢0．0． | ${ }_{413}^{115}$ |
|  | ${ }_{6}^{612}$ | ¢00 | 800 | ¢00 |  | ¢00 | ¢00 | ¢020 | ¢00 |  |  |  |  | ¢8， |
|  |  | $\underset{\substack{800 \\ 603}}{ }$ | $\underset{\substack{500 \\ 502}}{ }$ | cos | $\underset{\substack{500 \\ \text { f0，}}}{ }$ | 擮 600 | 线 50 | cien |  | （00） | 擮 600 | ¢00 | ciso |  |
|  | ${ }_{\substack{500 \\ \text { fio }}}$ | $\begin{gathered} \text { 560 } \\ 5000 \\ 500 \end{gathered}$ | 500 <br> 500 <br> 0 | 擮 600 | ${ }^{501}$ foo |  | 线 500 | $\substack{801 \\ \text { E0．0 } \\ 0.0}$ |  | coit | $\substack{500 \\ 500}$ | （ta0 | $\substack{50.0 \\ 50.0}$ |  |
| Somer |  | $\begin{gathered} \text { feon } \\ \substack{500} \\ 500 \end{gathered}$ | $\begin{gathered} \text { feol } \\ 500 \\ 500 \end{gathered}$ |  |  |  |  | $\substack{900 \\ 500 \\ 500}$ <br> 0.0 | $\begin{gathered} \text { feo } \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} \text { feol } \\ 500 \\ 500 \end{gathered}$ |  |  | $\substack{\begin{subarray}{c}{900 \\ 500} }} \\{50.0} \end{subarray}$ | ${ }_{\substack{281 \\ 821}}^{201}$ |
| TNE | 13,7 | 665 | 82 | $\mathrm{EL}_{4}$ | ${ }^{3} 3$ | t0．4 | 55. | ${ }^{526}$ | ${ }_{5}^{5} 5$ | 80.1 | to． | £0． | 259， | Ev70． |
| Tone |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\text {cos }}^{\text {foo }}$ | ${ }_{\text {f08 }}^{507}$ | ${ }_{\substack{500 \\ \text { f00 }}}$ | ¢00 | ${ }_{\text {foo }}^{\text {f01 }}$ | ¢00 | $\underbrace{}_{\substack{\text { E03 } \\ \text { f00 }}}$ | ${ }_{\text {cos }}^{506}$ | ¢04 | ${ }_{\substack{\text { fi4 } \\ \text { fid }}}$ | foo | 500 | ${ }_{\substack{80.4 \\ \text { fi4 }}}$ | ${ }_{\substack{\text { firc } \\ \mathrm{fr2}}}$ |
| Crescent Link Retail Park，Crescent Link Road（Argos， Boots，Next Home，Ha lfords，Maplin，Mothercare，Toys R Us | 5216 | E7\％ | $\pm 19$ | ${ }^{1} 14$ | ¢08 | g02 | ${ }^{603}$ | ${ }^{83} 9$ | E04 | \＆00 | £00 | £00 | ${ }^{\text {e0．}}$ | ${ }^{2120} 4$ |
| （eater |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ¢ | $\begin{gathered} \text { cion } \\ \substack{500} \\ \hline \end{gathered}$ | cois |  | 500 | 践 | 500 | co． | 500 | 500 | ¢00 |  | ${ }_{\text {cis }}^{50.0}$ | ${ }_{\substack{12.5 \\ n 10}}$ |
|  | ¢ |  | coio |  |  |  |  |  | $\begin{aligned} & 500 \\ & 5000 \\ & 500 \end{aligned}$ | $£ 0.0$ $£ 0.0$ | $£ 0.0$ $£ 0.0$ |  | ¢0．0 | $\underbrace{}_{\substack{80, 809}}$ |
| zone $20 \mathrm{maL}^{\text {a }}$ | 522 | 93 | $\pm 19$ | ¢14 | c0． | 602 | 0．7 | ${ }^{566}$ | ${ }^{0.8}$ | E14 | 50. | s00 | ${ }_{5} 2$ | $\mathrm{ElO}_{6} \mathrm{~S}_{1}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\text {coicle }}^{1800}$ | ${ }_{\text {coict }}^{100}$ | \％00 | ${ }_{\text {ctoo }}^{500}$ | foo | ¢00 |  |  | ${ }_{\text {coo }}^{500}$ | ¢00 | （100 |  |  |  |
| （oummo evis | ¢000 |  | ¢00 |  | 500 |  |  | c．0．0 | cois 5 | ¢00 |  | ¢00 | cio． | cict |
| znes moma | 50.0 | 80． | 50. | 80．0 | 80． | ع0．0 | £00 | to．4 | s0． | ¢0．0 | g0． | 80.0 | e0．0 | ¢， |
| Somed |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\text {coo }}^{\text {f00 }}$ | ${ }_{\text {foo }}^{50}$ | ${ }_{\text {foid }}$ | ${ }_{600}^{428}$ | ${ }_{\text {coio }}^{500}$ | ${ }_{600}^{120}$ |  | ${ }_{\text {fan }}^{\text {fat }}$ | ${ }_{\text {coi }}^{500}$ | ${ }_{\text {coiol }}^{600}$ | ${ }_{\text {coo }}^{\text {foo }}$ | ${ }_{\text {coi }}$ | ${ }_{60.0}^{80.0}$ | ${ }_{8,1}^{18.1}$ |
|  | 500 | 800 | 800 | 800 | 500 | 500 | ¢00 | ${ }^{0.0}$ | 500 | 500 | 500 | ${ }^{\text {E1．6 }}$ | ${ }^{51.6}$ | ${ }^{3} 2$ |
| Stion | 500 | f00 | ${ }_{607}$ | ${ }^{13} 7$ | ${ }_{80}$ | 509 | 500 | ${ }_{59} 3$ | 500 | \＆00 | ¢00 | ${ }^{\text {E1 }} 6$ | ${ }^{\text {fi．6 }}$ | £160 |
| tom cente | ¢00 | 50. | ${ }_{667}$ | ${ }^{\text {E11 }}$ | ${ }^{0} 0$ | ¢05 | 500 | ${ }_{88}^{88}$ | ${ }^{500}$ | 500 | 500 | ${ }^{8} 0$ | c．0 | 8699 |
| Miswlige Centre | ${ }^{50}$ | 50. | 500 | 500 | ${ }^{0} 0$ | 500 | ${ }^{60}$ | ${ }^{203}$ | ${ }_{80}$ | 50. | 500 | ${ }^{\text {c00 }}$ | ${ }_{\text {co．}}$ | ${ }^{\text {ci6 }}$ |
| oter Tone 4 | 800 | ¢00 | ¢00 | 800 | 800 | 50 | 500 | £0．0 | 800 | ¢00 | E00 | 80， | 500 | 50．6 |
| DNE 40 PDL | 50．0 | 80．4 | E，4 | ${ }_{54} 4$ | 800 | ${ }^{1.4}$ | f03 | ${ }_{\text {sa4 }}$ | E0．4 | 50. | f0．0 | 83. | ${ }^{63} 5$ | 994 |
|  | ${ }^{500}$ | ${ }^{200}$ | E00 | ${ }^{\text {E4，}}$ | ${ }^{\text {co，}}$ | ${ }^{2} 0$ | ${ }^{\text {¢0，}}$ | ${ }_{\text {eal }}^{4}$ | ${ }^{80}$ |  |  | ${ }^{500}$ | ${ }^{20.0}$ | ${ }^{1770}$ |
| ONE 5 Tomi | 500 | s0． | 50. | 54. | ¢0．0 | 50. | 800 | ${ }_{541}$ | 50.0 | 50.0 | 50. | £0．0 | ¢0．0 | 8170 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | $\begin{gathered} \text { feon } \\ \substack{500} \\ 500 \end{gathered}$ | $\begin{gathered} \text { feon } \\ \substack{600} \\ \hline 0.0 \end{gathered}$ | $\begin{aligned} & \text { fool } \\ & 5000 \\ & 500 \end{aligned}$ | $\begin{gathered} \text { fen } \\ 6000 \\ 500 \end{gathered}$ | $\begin{gathered} \text { foo } \\ 500 \\ 500 \end{gathered}$ | $\begin{gathered} \text { feol } \\ 5000 \\ 500 \end{gathered}$ |  | $\begin{gathered} \text { fool } \\ 500 \\ 500 \end{gathered}$ | $\underset{\substack{\text { te0 } \\ 500}}{\text { fol }}$ | $\begin{gathered} \text { feon } \\ \substack{600} \\ \hline \end{gathered}$ | $\begin{gathered} \text { foo } \\ 500 \\ 500 \end{gathered}$ | $\substack{\text { seo．} \\ \text { s．o．} \\ \text { en }}$ | $\underbrace{10 .}_{\substack{809 \\ 647}}$ |
| 2NE 6 TomL | 80. | s0．0 | to． | 50． | 503 | ¢0． | 50． | 0.3 | 50.0 | ${ }^{\text {£0．0 }}$ | fa0 | 800 | ¢0．0 | ¢． 1 |

TABLE 7C:
COMPARISON GOODS
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| Stope/ Centre | Clotres and Shoes- 1 ttchice |  |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 |  | and Som | s-2nd choice | 8 | 9 | 10 | 11 | ${ }^{2}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |  |  |  |  | 6 | 7 |  |  |  |  |  |  |
|  | ${ }_{\substack{\text { f107.1. } \\ \text { F4, }}}$ |  | ${ }_{\text {cren }}^{\text {c70.1 }}$ | ${ }_{\text {ctas }}^{564}$ | ${ }_{997}^{513.9}$ | ${ }_{\text {cren }}^{\text {f12, }}$ | ${ }_{\text {cres. }}^{585}$ | ${ }_{\substack{8312.8 \\ \text { f219 }}}$ | ${ }_{\text {cta3.4 }}^{\text {ca }}$ | ${ }_{\text {cter }}^{\text {c72. }}$ | ${ }_{\text {c7 }}^{67.5}$ | ${ }_{\text {ctain }}^{546}$ |  | 532.1 | f17.5 | 9.0 | 131.9 | E4.2 | 66.3 | f0. 8 | $\underline{93.8}$ | f13.0 | f21.8 | 52.1 | f13.8 | f00. |
| ZONE 7 - NEWIOWNSTEWARI <br> Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, <br> M\&S, Next, Peacocks, River Island, Sports Direct, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0. | £0. | 60. | £0. | £0.0 | 50.5 | 60.8 | f0. | £0. | £0.0 | £0.0 | ¢0.0 | £0.0 | £0. | £0. | £0.0 | £0.0 | ¢0.0 | ¢0.2 | 80.2 | £0. | ¢0.0 | £0.0 | £0.0 | £0.0 |
|  | £0.0 | £0.0 | £0.0 | 60. 3 | ${ }_{61.4}$ | £0.0 | $\mathrm{f} 22^{2}$ | ${ }_{\text {E4.0 }}$ | £0.0 | £0. | £0.0 | £0. | 60.0 | E0.0 | £0. | £0. | f0. 1 | £0.9 | £0. | 60. | ${ }_{5} 1.8$ | £0.0 | ¢0.0 | £0. | £0.0 | 60.0 |
| zone 7 Total | ${ }^{50.0}$ | ¢0.0 | 80.0 | f0.6 | ${ }_{\text {f1. }}$ | f0.0 | 52.7 | ${ }_{\text {e4, }}$ | ${ }^{0} 0.0$ | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | ${ }_{50.0}$ | ${ }^{50.1}$ | ¢0.9 | ¢0.0 | f10 | ${ }_{52} .0$ | ${ }^{6} 0.0$ | ${ }_{\text {f0.0 }}$ | ${ }_{50.0}$ | ¢0.0 | ${ }^{50.0}$ |
| ZONE 8 - LMAVADY <br> Town Centre <br> Windyhill Reta il Park, Wind yhill Road, LMAVADY (ELSS Other Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {foo }}^{\text {fo. }}$ | ${ }_{\text {f0.0 }}^{17.5}$ | ${ }_{\text {f0.0 }}^{10.0}$ | ${ }_{\text {co. }}^{12.7}$ | ${ }_{\text {f0. }}^{60 .}$ | ${ }_{\text {foo. }}^{\text {fo. }}$ | ${ }_{\text {foo. }}^{\text {fo. }}$ | ${ }_{50.0}^{50.0}$ | ${ }_{\text {c0.2 }}^{65 .}$ | ${ }_{\text {f0. }}$ | f0.0 | ${ }_{\text {f0.0 }}^{0.0}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}^{100}$ | ${ }_{\text {f0. }}^{50.4}$ | ${ }_{\text {f0. }}^{100}$ | ${ }_{\text {f0.0. }}^{80.0}$ | ${ }_{\text {f0. }}^{18.0}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {f00. }}$ | ${ }_{\substack{40.0 \\ \text { f0. }}}$ |  |
|  | ${ }_{50.0}$ |  | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0. }} 0$ | ${ }_{\text {fo. }}$ | f0.0 | fo. | f0.0 |  |  | ${ }_{50.0}$ | f0.0 | f0.0 | ${ }_{\text {fo. }}^{100}$ | ${ }_{\text {fo }} 0$ | ${ }_{\text {f0. }}$ | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{50.0}^{200}$ | ${ }_{\text {f0.3 }}^{60.0}$ | ${ }_{\text {fo. }} 28$ |  |  |  | ${ }_{60.1}$ |
| ZONE 8 TTAL | ${ }^{50.0}$ | f0.4 | f0.8 | $\mathrm{fl}_{1}$ | 52.9 | ${ }^{61.5}$ | 55.4 | ${ }_{512,3}$ | ¢7.0 | f0.0 | ¢0.0 | ¢0.0 | ${ }^{6} 7.0$ | ¢0.0 | f0.0 | $\mathrm{f}_{0} .4$ | $\mathrm{f}_{0} 5$ | 51.9 | f0.4 | f19 | 55.2 | 52.9 | ¢0.0 | ¢0.0 | f0.0 | ${ }_{52.9}$ |
| ZONE 9 - INISHOWE Buncrana Town Centre Burt Villa ge Centre Camdonagh Town CentreMoville Town Centre Moville Town Centre |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | E0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {m0. }}$ | £0. | ${ }^{\text {f0.0 }}$ | f0.0 | ¢0.0 | ${ }^{0} 0$ | f 23 | ¢0.0 | £0.0 | ${ }^{52} 3$ | ${ }^{\text {m0. }}$ | £0.0 | ¢0.0 | E0.0 | E0.0 | E0.0 | E0.0 | m0.0 | £0.0 | ${ }^{\text {f1. }}$ | £0.0 | f0.0 |  |
|  | ${ }_{\substack{\text { co.0 } \\ \text { f0. }}}$ | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ |  | co. ${ }_{\text {fo. }}^{\text {fo. }}$ | ¢0.0. | ${ }_{\substack{\text { fe0. } \\ \text { f0.0 }}}$ | ${ }_{\text {f00.0 }}^{60.0}$ |  | ¢0.0. | feo. | ${ }_{\substack{\text { f00. } \\ \text { f0.0 }}}$ | ${ }_{\text {f00. }}^{\text {f0.0 }}$ |  | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}^{50.0}$ |  | ${ }_{\text {co. }}^{60.0}$ |  |  | ${ }_{\text {f0. }}^{\text {f0. }}$ | ¢0.0. | ¢0.0 |
|  | ${ }_{\text {fol }}^{50.0}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {foo }}$ | ${ }_{\text {fo. }}$ | f0.0 | co. | fo. | ${ }_{60.7}$ |  |  | co. | fe0. | ${ }_{\text {f00. }}$ |  |  |  |  | ${ }_{50.0}^{500}$ | co. | ¢0.0 | ${ }_{\text {foo }}^{\text {fo. }}$ | ${ }_{\text {foo }}^{\text {fo. }}$ | ${ }_{\text {f00.0 }}$ | co. |
|  | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | £0.0 | $\mathrm{E}_{0} 0$ | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | $\mathrm{E}_{0} 0$ | $\mathrm{E}_{0} 0$ | £0.0 | ¢0.0 | E0.0 | f0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | $\mathrm{E}_{0} 0$ | f0.0 | ¢0.0 |
| ZONE9 TTTAL | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | 80.0 | f0.0 | E0.0 | ${ }^{6} 3.0$ | ¢0.0 | f0.0 | ${ }^{63.0}$ | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | ${ }_{510}$ | ¢0.0 | ¢0.0 | f.1. |
| ONEE 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{50.0}$ | ${ }^{\text {£0, }}$ | ${ }^{80.0}$ | ${ }^{80.0}$ | ${ }^{\text {£0. }}$ | £0.0 |  | ${ }^{50.0}$ | 50.0 | ${ }^{60.7}$ | ${ }^{53.9}$ | ${ }_{52} 27$ | 87, | ¢0.0 | ${ }_{50.0}^{50.0}$ | 50.0 | ${ }_{50,3}^{50.3}$ | £0.0 | £0.0 | £0.0 | 60.3 | ${ }^{\text {f0. }}$ | ${ }^{60.6}$ | E0.9 |  | ${ }_{\substack{53.2 \\ 500}}$ |
| Centa Mountain Top, Leteerenny, | ${ }_{\substack{\text { co.0 } \\ \text { f0. }}}$ | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{f 0.0}^{50.0}$ | ${ }_{f 0.0}^{50.0}$ | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\substack{\text { fa0. } \\ \text { f0.0 }}}$ | ¢0.0 | ¢0.0. | ${ }_{\substack{\text { fa0.0 } \\ \text { f0.0 }}}$ | $\substack{\text { co. } \\ \text { fo. }}_{\text {¢0. }}$ | ¢0.0 | co. | ¢0.0. |  | ${ }_{\substack{\text { fa0.0 } \\ \text { f0.0 }}}$ | ${ }_{\text {f00. }}^{\substack{10.0}}$ | ${ }_{50.0}^{50.0}$ | ${ }_{80.0}^{60.0}$ | ${ }_{50.0}^{50.0}$ | co. | ${ }_{\substack{\text { co. } \\ \text { ¢0. }}}$ | $\begin{aligned} & f 0.0 \\ & \text { f0.0 } \end{aligned}$ | ${ }_{\text {co. }}^{\substack{\text { fo. } \\ \text { 0.0 }}}$ | ¢0.0 | $\substack{\text { co. } \\ \text { fo.0 }}_{\text {co }}$ |
| Forte shoping Centre, Neil Tluney Road, LITIRR |  |  |  |  |  |  |  |  |  |  |  |  |  | £0. |  |  |  | ¢0. | ¢0. | ¢0. |  | ¢0. |  |  |  | ${ }^{11.3}$ |
| Warehouse, Clare Clothing, Right Piric eires) | 00. | ¢0.0 | e0.0 | 80. | 80. |  | 40.0 | to. 0 | 80.0 | 80.7 | ${ }^{1.3}$ | 80.0 | ${ }_{5} 2.1$ | 0.0 | f0. |  | ¢0. 0 | ${ }^{2} 0$ | ${ }^{8} 0$ | f0.0 |  | 0.0 | 00. | ${ }^{80.6}$ | 80.4 | ${ }^{\text {fis }}$ |
|  | ¢0.0 | £0. | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 50.0 | £0.0 | £0. | £0. | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 |
| Laxins Olditown, Letetekenny | £0. | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | f0.0 | E0.0 | £0. | £0. | £0. | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{0} 0.0$ | £0.0 | f0.0 | £0.0 | f0.0 |
|  | E0.0 | E0.0 | f0.4 | 0.0 | £0.0 | e0.0 | $\mathrm{fog}^{0}$ | ¢0.4 | £0.0 | ${ }_{52} 8$ | E293 | E4.7 | ${ }^{\text {E3, }}$ | £0.0 | £0. | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {e. }} 0$ | £0.0 | ¢0.0 | ${ }^{\text {e0. }}$ | ${ }_{615}$ | ${ }^{12}$ | ${ }_{\text {f1. }}$ | ${ }_{\text {f15, }}$ |
| leterem |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Zze clothing) | $\pm 0.0$ | f0. | E0.0 | E0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | to. 0 | ${ }_{\text {f11 }}$ | ${ }_{66.5}$ | $\pm 28$ | f10.4 | £0. | £0. | E0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | ${ }^{80.0}$ | ${ }^{\text {f1.1 }}$ | ${ }^{\text {f3. }}$ | £0.9 | $\pm 5.0$ |
| Mceblineys XL L Manorcu uningham, Leteerenny | £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. | E0.0 | f0.0 | £0. | £0. | £0.0 | ¢0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 |
| (e) | ¢0.0 | f0.0 | f0.0 | E0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0. | £0. | £0. | £0.0 | ¢0.0 | E0.0 | £0. | £0. | £0. | ¢0.0 | ${ }^{\text {f0. }}$ | £0. | 80.0 | ${ }^{\text {f0. }}$ | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 |
| Zone 10 Ttal | ${ }^{\text {g }}$. 0 | ${ }^{50.0}$ | f0.4 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{\text {c0. }}$ | ${ }^{\text {g }}$. 0 | ¢5.4 | ${ }_{\text {¢ } 4.1}$ | f10.1 | E56.6 | ¢0.0 | £0.0 | ${ }^{6} 0$ | 50.3 | 50.0 | 50.0 | 50.0 | ${ }_{50.3}$ | ¢0.0 | ${ }^{\text {s }}$. 6 | f16.7 | ${ }_{54}{ }^{3}$ | ${ }^{224.6}$ |
| ONE II- STranotarar |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{0} 00$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{m}_{0} 0$ | ${ }^{\text {f0. }}$ | ${ }^{\text {m } 0.0}$ | $\mathrm{fo}^{0}$ | ${ }^{\text {¢ } 4.8}$ | ${ }^{\text {c4. }}$ | £0.0 | £0. | ${ }^{80.0}$ | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {g0. }}$ | £0.0 | £0.0 | ${ }^{\text {f1. }}$ | ${ }^{61.3}$ |
| Ballybofey Town Centre | ${ }^{50.0}$ | f0.0 | f0.0 | f0.0 | £0.0 | ${ }^{60.1}$ | ¢0.3 | ${ }^{60.4}$ | E0.0 | ${ }^{60.0}$ | ¢0.0 | ${ }^{63,5}$ | ${ }^{63.5}$ | 80.0 | f0.0 | E0.0 | E0.0 | E0.1 | ${ }^{\text {e0. }}$ | E0.0 | ${ }^{80.1}$ | £0.0 | f0.0 | £0.0 |  | ${ }^{113}$ |
| Castefin Town Centre | E0.0 | ${ }^{50.0}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | £0.0 | f0.0 |  | 50.0 | E0.0 | ${ }^{60.0}$ | f0.0 | ¢0.8 | ¢o. | 40.0 |  | ¢0.0 | f0.0 | 50.0 | 50.0 | \%000 | fo. ${ }_{\substack{\text { fo. } \\ \text { ¢. }}}$ |  |  |  | ${ }_{\text {P0, }}^{10.0}$ | 80.0 |
|  | (ta.0 | ¢0, | co. | $cfo0 fo$ | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ¢0.0. | $\substack{\text { fo. } \\ \text { f0.0 }}$ | ¢0.0 | fo. ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ |  | cois | ca.0 | f0.0 | fo. | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}^{10.0}$ | ${ }_{\text {fo. }}^{50.0}$ |  | ${ }_{\text {f0.0. }}^{40.0}$ | ${ }_{\text {fo. }}^{10.0}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ |  | $\underset{\text { f0.0 }}{\substack{\text { fa }}}$ |
| Naver |  | ${ }_{\text {¢0.0. }}^{100}$ | ${ }_{\text {f0.0. }}^{10.0}$ | ${ }_{\text {fo. }}^{10.0}$ | ${ }_{\text {foo. }}$ | ${ }_{\text {fo. }}$ | f0.0 | $\underset{\substack{\text { f0.0.0 }}}{\substack{\text { c. }}}$ | f0.0 | ${ }_{\text {fo. }}^{60.0}$ | ${ }_{\text {foo }}^{\text {fo. }}$ | f0.0 | f0.0 | ${ }_{\text {fo. }}$ | f0.0 | f0.0 | f0.0 | f0. | ${ }_{50.0}$ | ${ }_{\text {¢0, }} 0$ | ${ }_{\text {f0.0. }}^{40.0}$ | ${ }_{50.0}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}$ | ${ }_{60.0}$ |
| Raphoe Town Centre | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | $\mathrm{fo.0}^{0}$ |  |  |  | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | E0.0 | fo. | f0.0 | f0.0 | f0.0 | ¢0.0 |  |  |  | ${ }_{\text {f0. }}$ |  | ${ }_{\text {f0.0 }}$ |  |
| Otherzone 11 | ${ }_{50.0}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0. }}$ | f0.0 | fo.0 | f0.0 | fo. | ${ }_{\text {fo. }}$ | ${ }_{\text {f0.0 }}$ | f0.0 | ${ }_{\text {f00.0 }}$ | ${ }_{\text {fo. }}$ | f0.0 | f0.0 | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}^{60.0}$ | ${ }_{\text {fo. }}^{60.0}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0.0 }}$ | f0.0 |
| ZONE 11 Total | 50.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.1 | ¢0.3 | fo. 4 | ¢0.0 | ¢0.0 | ¢0.0 | ¢9.1 | ${ }_{\text {g9. }}$ | E0.0 | £0.0 | ¢0.0 | E.0 | ${ }^{50.1}$ | ¢0.0 | f0.0 | ${ }^{60.1}$ | E0.0 | f0.0 | ¢0.0 | ${ }_{\text {f2.6 }}$ | ${ }^{52.6}$ |
| Ouside Survey Area | ${ }_{52} 2$ | ${ }^{2} 26$ | 61.8 | ${ }^{3} .2$ | ${ }^{6} 30$ | ${ }_{52}$ | ${ }^{177.6}$ | ${ }_{5328}$ | 6.5 | 50.0 | E0.0 | E.0 | ${ }^{97.5}$ | ${ }_{52.1}$ | ${ }_{\text {f1. }}$ | 60.7 | 61.5 | f0.9 | f0. | ${ }^{67} .3$ | ${ }^{\text {f14, }}$ | 52.9 | E0.0 | E0.0 | ${ }_{\text {f0.0 }}$ | 52.9 |
|  | ${ }^{2} 9.5$ | ${ }_{66.1}$ | ${ }^{12} 4$ | ${ }^{\text {f2 }} 8$ | f0.4 | ${ }^{10.6}$ | ${ }^{2} 25$ | f25.4 | ${ }_{\text {f3, }}$ | ${ }_{\text {f1. }}$ | ${ }^{55.9}$ | $\mathrm{g}_{9} 9$ | 521.0 | 55.2 | ${ }_{\text {f30 }}$ | ${ }_{\text {f1.0 }}$ | ${ }_{512}$ | ${ }_{0.2}$ | ${ }^{50.6}$ | f0.3 | f11.7 | ${ }^{\text {f } 21}$ | £0.0 | ${ }^{6} 3.9$ | ${ }_{54} 9$ | $f 10.7$ |



COMPARISON GOODS
TURNOVER, BY ZONE,
2027

| STORE/ CB | Fumitur, Hoor Coveings Capets + Texties |  |  |  |  |  |  |  |  |  |  |  |  | Housenold appliances |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |
|  | ${ }^{522.1}$ | ${ }_{612,7}$ | ${ }_{\text {c6.8 }}^{568}$ | ${ }_{\text {f10,3 }}^{10.3}$ | ${ }^{83,1}$ | ${ }^{55.0}$ | ${ }^{88,7}$ | ${ }_{\text {f68,7 }}^{568}$ | ${ }^{599}$ | ${ }_{\text {f16,3 }}^{16.3}$ | ${ }_{\text {f10.5 }} 10$ | ${ }^{\text {f10.4 }}$ | ${ }_{5}^{553.1}$ | ${ }^{99.4}$ | ${ }^{55.0}$ | ${ }_{5}^{825}$ | ${ }_{\text {E4,2 }}^{54}$ | ${ }_{5}^{51,3}$ | ${ }^{519}$ | ${ }^{832}$ | ${ }_{\text {f27.4 }}$ | ${ }_{8.6}^{8.6}$ | ${ }_{66.4}^{56}$ | ${ }_{665}^{665}$ | ${ }^{\text {fa }} 4$ | ${ }^{520.5}$ |
|  | E22.08 | ¢12.72 | ¢6.81 | f10.31 | £.3.06 | E4,99 | ${ }_{68.73}$ | ${ }_{668.7}$ | ${ }^{9} 9.9$ | ${ }_{\text {f16, }}^{16}$ | E16.5 | f10.4 | ${ }_{653.1}$ | ${ }^{9.9 .43}$ | E499 | ${ }_{\text {E2.47 }}$ | ${ }_{\text {f421 }}$ | ${ }_{\text {f128 }}$ | f191 | E.3.15 | ${ }_{\text {E27,4 }}$ | ${ }_{\text {E } 3.6}$ | E6.4 | 66.5 | ${ }_{\text {f4.0 }}$ |  |
| ZONE 7 - NEWIOWNSTEWART | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | f0.4 | f0.0 | $\mathrm{fl}^{1} 3$ | ${ }^{52.4}$ | E0.0 | f0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 0.0 | £0. | £.0 | ${ }^{\text {f0. }}$ | £0.0 | 60.0 |
| Showgrounds Retail Park, Sedan Avenue, OMAG M\&S, Next, Pea cocks, River Island, Sports Direct, Poundland, New Look) | £0.0 | £0.0 | £0.0 | f0. 1 | £0.0 | £0. | £0.0 | 60.2 | £0. | £0. | £0.0 | £0.0 | 60.0 | £0. | £0. | £0. | £0. | £0.0 | £0.0 | f0. 1 | m0.1 | f0.0 | f0.0 | £0. | £0.0 | 60.0 |
| ZONE 7 TTAL | 60.0 | £0.0 | 0.0 | 0.8 | 0.4 | f0.0 | ${ }_{51.3}$ | 52.6 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | 50.2 | f0.2 | ¢0.0 | ${ }^{6} 0$ | ${ }_{50.0}$ | ¢0.0 | ${ }_{60.0}$ |
| ODEE8. UMAVADY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Wind | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ${ }_{\text {fo. }}^{50.0}$ | $\underset{\text { fo. }}{\text { fo. }}$ | ${ }_{\text {coiol }}^{\substack{\text { f0.0 }}}$ | ${ }_{\text {foo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\text {co. }}^{\substack{\text { fo. }}}$ | ¢0.6 |  | $\underbrace{\substack{\text { f0. }}}_{\text {f0.0 }}$ |  | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f3, } \\ \text { co. }}}$ |  | $\underbrace{}_{\substack{\text { f0.3 } \\ \text { f0.0 }}}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\text {f00.0 }}^{\text {f0.0 }}$ | ${ }_{\text {f00.0 }}^{\text {f0.0 }}$ | co.4 | ¢0.0 | ${ }_{\text {f0.0 }}^{51.2}$ |  | $\underbrace{\text { fo. }}_{\text {fo. }}$ | $\underset{\substack{\text { f0. } \\ \text { fo. }}}{ }$ | fo.0 | $\substack{52.3 \\ \text { f0.0 }}$ |
| Other Zone 8 | f0.0 | £0.0 | ${ }_{\text {fo. }}$ | ${ }_{\text {f00. }}^{600}$ | ${ }_{\text {foo }}$ | ${ }_{\text {fo. }}^{60.0}$ | ${ }_{\text {fo. }}^{60.0}$ | co. | fo. | ${ }_{\text {f00.0 }}$ | fo. | ${ }_{\text {foio }}^{\substack{60.0}}$ | co. | co. | ${ }_{\text {foio }}$ | fo. | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f00.0 }}$ | fo.0 |  | co. | ¢0.0. | fo. | ¢0.0. | ¢0.0. | co. |
| ZONE 8 TTAL | ${ }^{50.0}$ | f0.0 | f0.1 | 517 | ¢0.9 | £0.8 | 52.7 | 6.1 | ${ }_{53} .4$ | £0.0 | f0.0 | £0.0 | ${ }^{63} 4$ | ¢0.1 | f0.3 | ¢0.4 | ¢0.0 | ¢0.0 | ¢0.9 | 50.3 | ${ }_{52.1}$ | 52.3 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{62} 3$ |
| ZONE9 - Instown |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ¢0.0 | ${ }_{\text {co. }}^{50.0}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underbrace{\substack{\text { f0, }}}_{\text {f0.0 }}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ |  |  | ${ }_{\substack{\text { f0.0.0 } \\ \text { ¢0. }}}$ | ¢0.0. | ${ }_{\text {f0. }}^{52.1}$ |  |  | f2.1 | fe.0. |  |  |  |  |  |  | co. ${ }_{\substack{\text { co. } \\ \text { c. }}}$ | fo.0 | ${ }_{\text {fo. }}^{\substack{\text { f0. }}}$ | ${ }_{\text {f0.0 }}^{\text {f0. }}$ | f0.0 |  |
| But Village Cente | ${ }_{60.0}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | f0.0 | ${ }_{\text {fo. }}^{0}$ | fo. 0 | ${ }_{\text {fo. }}^{60}$ | ${ }_{\text {c0.0 }}$ | f0.0 | f0.0 | ${ }_{\text {fo. }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {E0.0 }}$ | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {fo. }} 0$ | f0.0 | f0.0 | f0.0 |  | ${ }_{\text {f0.0 }} 5$ | f0.0 | ${ }_{\text {fo. }} 1$ | ${ }_{\text {fo. }} 0$ | f0.0 | co. |
| Camdonagh Tow | ${ }^{\text {E0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ¢0.0 | $\mathrm{E}_{0} 0$ | £0.0 |  | ¢0.0 | ${ }^{0} 0$ | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | 80.0 | ${ }^{\text {f0, }}$ | ${ }_{\text {¢0. }}$ | ¢0.0 | $\underline{60.1}$ |
| Movile Town Centre | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }_{\text {¢0.0 }}$ | £0.0 | £0.0 | ¢0.0 | £0.0 | 51.1 | ${ }_{\text {¢0. }}$ | ¢0.0 | ${ }_{61.1}$ | E0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {c0.0 }}$ | ¢0.0 | ¢0.3 | f0.0 | ¢0.0 | ${ }_{60.3}$ |
| ZONE9 TTTL | ${ }^{\text {0.0 }}$ | ¢0.0 | f0.0 | f0.0 | m0.0 | f0.0 | m0.0 | ¢0.0 | ${ }^{0} 0$ | ${ }_{5.2}$ | ¢0.0 | f0.0 | ${ }^{63} 2$ | ¢0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f1. | f0.0 | ¢0.0 | f1.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| leterem | ${ }_{6}^{60.3}$ | f0.0 600 | ¢0.0 | ¢0.0 |  |  |  | ¢0.3 | ¢0.2 | ${ }_{5}^{550.0}$ | ${ }_{\text {co. }}^{\text {co. }}$ |  | ¢8.8 | ¢0.0 | ¢0.0 | $\underset{\substack{\text { fo. } \\ \text { foi }}}{ }$ |  | ¢0.0 | f0.0 500 |  |  | f0.0 |  |  |  | ${ }_{\substack{53.9 \\ \text { f0.0 }}}$ |
| Cums PC Wond, Boney food teteterenny | $\underbrace{\substack{10.0}}_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}^{180}$ | co. | fo.0 | ${ }_{\text {f0.0 }}$ | fo. | ${ }_{\text {coio }}$ | co. | fo. | fo.0 | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}^{500}$ | ${ }_{\text {c00.0 }}$ | (0.0. | f0.0 | fo. | ${ }_{\text {f0. }}$ | f0.0 |  |
| (Dunnes, Halfords, Homebase, Clarks, Ca phone Warehouse, Clare Clothing, Right Price Tiles) | 0.0 | £0. | £0. | £0.0 | £0.0 | £0.0 | 0.0 | ¢0.0 | £0. | £0. | ¢8.0 | $\mathrm{E0}_{0}$ | $\underline{9.1}$ | £0.0 | £0.0 | £0.0 | £0. | 80.0 | £0. | £0. | ¢0.0 | £0. | f0. 1 | ${ }^{\text {f1. }} 6$ | £0.6 | ${ }_{52} 2$ |
|  | f0.0 | £0.0 | f0.0 | $\mathrm{E}_{0} 1$ | £0.0 | f0.0 | £0.0 | 60.1 | £0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | ${ }^{0} 0$ | 0.0 | 0.0 | 0.0 | ¢0.0 | £0.0 | f0.0 | ${ }^{\text {m0, }}$ | ${ }_{\text {f0. }}$ | f0.0 | ${ }_{60.0}$ | ¢0.0 | 50.0 |
| Laxins Olditown, Leterekenn | £0.0 | £0.0 | £0.0 | £0.0 | £0. | £0. | £0.0 | ¢0.0 | £0. 0 | £0.0 | f0.0 | £0. | 60.0 | £0.0 | £0.0 | £0. 0 | £0. | f0.0 | E0.0 | E0.0 | ${ }^{\text {g0. }}$ | ${ }^{80.0}$ | ¢0.0 | £0.0 | £0.0 | ¢0.0 |
|  | £0. | £0. | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 60.2 | £0.0 | f0.3 | ¢5.4 | ¢0.0 | ${ }^{55.7}$ | £0.0 | £0.0 | £0. | £0. | ¢0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0. 1 | ${ }_{63.0}$ | £0.0 | ${ }^{63} 2$ |
| Leteremny Shopping Centre Port Road, LLITEREENWY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{\text {f0. }}$ | £0.0 | f0. 2 | f0.0 | f0.0 | E0.0 | f0.0 | f0.2 | £0.0 | f0.0 | f0.5 | £0.0 | f0.5 | ${ }^{60.0}$ | £0. | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ${ }^{80.0}$ | ${ }^{\text {f0, }}$ | £0.0 | f0. 1 | t0.2 |
| McEblineys LL Manorcu uningham, Letereenny | £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. | 80.0 | f0. | £0.0 | 80.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
|  | £0. | £0. | ¢0.0 | £0.0 | £0.0 | ¢0. | £0. | f0.0 | £0.0 | f0.0 | f0.5 | f0.0 | 80.5 | ${ }^{60.0}$ | £0.0 | £0. | £0.0 | f0. | £0. | £0.0 | ¢0.0 | ${ }^{80} 0$ | £0. | £0.0 | £0. | ¢0.0 |
| ZONE 10 Ttal | ${ }_{50.3}$ | 50.2 | ${ }_{0.2}$ | ${ }_{60.1}$ | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | f0. 8 | ${ }^{0} 2$ | 66.1 | ${ }_{\text {f14, }}$ | 63.5 | ${ }^{224}$ | e.0 | 0.0 | 0.0 | e.0 | e0.0 | f0.0 | £0.0 | ¢0.0 | E0.0 | 52.5 | ${ }^{55.4}$ | f2.0 | ${ }^{99.8}$ |
| ZONE 11 - Stranorar |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0.0 | E0.0 | ¢0.0 | ¢0.0 | E0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | E0.0 | ¢0.0 | £0.0 | E0.0 | £0.0 | £0. | £0.0 | e0.0 | E0.0 | ¢0.0 | E0.0 | £0. | ¢0.0 | £0.0 | ¢0.0 |
| Ballybofey Town Centre | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }^{80.0}$ | E0.0 | ${ }^{\text {f0. }}$ |  |  | f0.0 | E0.0 | E0.0 |  |  | ${ }^{1.4}$ | E0.0 |  | E0.0 | E0.0 | f0.0 | E0.0 |  |  | 80.0 | ${ }^{\text {f0, }}$ |  |  | ${ }^{80.5}$ |
| Castefin Town Centre | ${ }^{60.0}$ | £0.0 | ${ }^{50.0}$ | E0.0 | £0.0 | £0.0 | £0.0 | f0.0 | E0.0 | f0.0 | £0.0 | 50.8 | ${ }_{50.8}^{50.8}$ | E0.0 | ${ }^{\text {f0, }}$ | f0.0 | £0.0 | E0.0 | ${ }^{50.0}$ | fo. | ${ }^{50.0}$ | 50.0 | ${ }^{60.0}$ | ${ }^{60.0}$ | E0.0 | 60.0 |
|  | f0.0 f0.0 | ${ }_{\text {co. }}^{\substack{\text { fo. }}}$ | ${ }_{\text {fo.0 }}^{\text {fo.0 }}$ | $\substack{\text { f00. } \\ \text { f0.0 }}$ | ${ }_{\text {fo.0 }}^{\text {fo. }}$ | ${ }_{\text {fo.0 }}^{\text {f0.0 }}$ | ${ }_{\text {fo.0. }}^{\text {fo. }}$ | fo.0 | f0.0 | fe0. | ${ }_{\text {fo.0. }}^{\text {f0.0 }}$ | cio. | fo.0 | ¢0.0 | fo.0 | fo. ${ }_{\text {f0.0 }}^{\substack{\text { fa }}}$ | fo.0 | f00. | f0.0 f0.0 | cio. | fo.0 ${ }_{\substack{\text { fo. }}}$ | fo.0 |  |  |  | fo.5 |
| Naveny Shopping Cente, Navenny, EALYPofy | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | E0.0 | E0.0 | £0.0 | £0.0 | ¢0.0 | E0.0 | E0.0 | £0.0 | f0.0 | f0.0 | E0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | E0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | f0.0 | 80.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 |
| Rapho Town Cente |  | ${ }_{\text {coio }}^{\substack{\text { foo }}}$ | ${ }_{\text {co. }}^{\substack{\text { f0. }}}$ | $\substack{50.0 \\ \text { f0.0 }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {co. }}^{\substack{\text { fo. }}}$ | co.0. | fo. | $\substack{\text { f0.0 } \\ \text { f0. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ |  |  | fe0. | $\substack{\text { f0.0 } \\ \text { f0.0 }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underset{\text { fo. }}{\substack{\text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0. }}}$ |  | ${ }_{\substack{\text { fa0. } \\ \text { f0.0 }}}^{\text {cos }}$ | ${ }_{\text {fo.0 }}^{\text {fo.0 }}$ | fo.0 | ${ }_{\text {fo. }}^{\text {f0.0. }}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | $\underset{\substack{\text { f0.0 } \\ \text { f0. }}}{\text { coin }}$ | fo.0 |
| zone 11 Ttal | E0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | ¢0.0 | 52.1 | 6.1 | ${ }^{0} 0$ | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ${ }_{50.0}$ | ¢0.0 | ¢0.0 | ${ }_{\text {f10 }}$ | E. 10 |
| Ouside survey Area | ${ }_{52} 2$ | 90.5 | ${ }^{50.8}$ | 50.5 | ${ }^{60.5}$ | $\underline{60.7}$ | ${ }_{65.0}$ | ${ }^{\text {f10,4 }}$ | ${ }^{63.6}$ | 50.0 | ${ }^{50.0}$ | 50.0 | ${ }_{63.6}$ | ${ }^{50.4}$ | 50.1 | ${ }^{60.0}$ | 50.2 | f0.4 | 50.2 | ${ }_{52,4}$ | ${ }^{\text {¢ }}$. 8 | ${ }^{60.5}$ | f0.0 | ${ }^{60.0}$ | ${ }^{50.0}$ | ${ }^{60.5}$ |
|  | ${ }^{60} 5$ | ${ }_{\text {f0. }}$ | f0. 3 | f0. | $\mathrm{E}_{0} .1$ | f0. | f0.1 | ${ }_{63}{ }^{0}$ | f0.2 | ${ }^{\text {f1. }} 4$ | £0.9 | ${ }^{51.6}$ | ${ }_{64.1}$ | ${ }^{\text {f1.0 }}$ | E0.4 | f0. 1 | ${ }^{0} 0.3$ | f0. 1 | f0.1 | $\mathrm{EO}_{2}$ | ${ }_{52} 2$ | 60.3 | 60. 1 | ${ }_{\text {f1.1 }}$ | ¢0.9 | ${ }_{52} 2$ |



COMPARISON GOODS
TURNOVER, BY ZONE,
2027

| Store/ Centre | Audio visal equipment |  |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | $7{ }^{\text {DM }}$ |  | 8 | 9 | 10 | 11 | ${ }^{\text {cose }}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\text {f18.66 }}^{18.6}$ | ${ }_{\text {f10.86 }}^{\text {f10.9 }}$ | ${ }_{\text {¢7.2. }}^{\text {f7. }}$ | ${ }_{\text {f10.36 }}^{\text {f10.3 }}$ | ${ }_{68.37}^{88.3}$ | ${ }_{\text {¢ } 5.9 .9}^{5.9}$ | ${ }_{\text {¢88.88 }}^{58.5}$ |  | ${ }_{\text {f10.0 }}^{\text {f10.0 }}$ | ${ }_{\text {f16.22 }}^{516}$ | ${ }_{\text {f10.5 }}^{516.5}$ | ${ }_{\text {f10.3 }}^{\text {f10.3 }}$ |  | ${ }_{\substack{\text { f11.4 } \\ \text { f114 }}}$ | ${ }_{\text {c6.99 }}^{\text {f6. }}$ | ${ }_{\text {E8.65 }}^{58.7}$ | ${ }_{\text {¢ }}^{\text {¢ } 5.97}$ | ${ }_{\text {c1.96 }}^{\text {f1.9 }}$ | ${ }_{\text {c3.14 }}^{85.1}$ | ${ }_{\text {¢5, } 5.21}^{51}$ |  | ${ }_{\text {¢5,5 }}^{55}$ | ${ }_{9.2}^{9.2}$ | ${ }_{9}^{59.6}$ | ${ }_{\text {ck }}^{56.1}$ | ${ }_{\text {f30.3 }}^{580}$ |
| ZONE 7 - Newlownsinwart |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Newtownstewartvilige Centre | f0.0 | £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. | f0.0 | ¢0.0 | 60.4 | 80.4 | 60.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 |
|  | f0.0 | £0. | £0.0 | 60.2 | 60.3 | £0.0 | 60.1 | ¢0.7 | £0. | f0.0 | £0.0 | £0.0 | 60.0 | f0.0 | £0. | £0. | £0. | 60. | f0.0 | ${ }^{6} 0.1$ | f0.1 | £0. | £0.0 | £0. | ¢0.0 | $\underline{60.0}$ |
| ZONE 7 TTAL | ${ }^{\text {f0.0 }}$ | ¢0.0 | f0.0 | ¢0.2 | f0. 3 | ${ }^{\text {g }} 0$ | ${ }^{50.1}$ | ${ }_{60} 7$ | ${ }^{\text {f0.0 }}$ | f0.0 | ¢0.0 | ${ }_{60.0}$ | ${ }^{6} 0$ | ${ }_{50.0}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | ¢0.0 | ${ }^{0} 0.0$ | f0.0 | f0.4 | ${ }^{6} 0.5$ | ¢0.0 | ¢0.0 | 80.0 | 80.0 | f0.0 |
| ZONE 8 - Umavadr |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{\text {£0. }}$ | ${ }^{60.3}$ | $\mathrm{E}_{5} 7$ | £0. | £0.0 | ${ }^{61.0}$ | ${ }^{\text {f0.0 }}$ | 52.0 |  |  |  |  | ${ }^{\text {E4.3 }}$ |  | ${ }^{80.0}$ | ${ }^{80.1}$ |  |  |  |  | ${ }^{60.3}$ |  |  |  |  |  |
|  | ${ }_{\substack{\text { fo. } \\ \text { f0.0 }}}$ | ${ }_{\text {foo. }}^{\substack{\text { fo. }}}$ | ${ }_{\text {co. }}^{\substack{\text { fo. } \\ \text { ¢0. }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ${ }_{\text {f00. }}^{\text {f0. }}$ | f0.0 f0.0 | f0.0 f0.0 | co. ${ }_{\substack{\text { co. } \\ \text { c. }}}$ |  |  | ${ }_{\text {fo. }}^{\substack{\text { f0. }}}$ |  |  | $\underbrace{\substack{\text { f0. }}}_{\text {fo. }}$ | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | $\substack{50.0 \\ \text { f0.0 }}$ | $\substack{\text { f00. } \\ \text { f0.0 }}$ | ${ }_{\text {fo. }}^{\substack{\text { f0. }}}$ | ${ }_{\text {co. }}^{\substack{\text { fo. } \\ \text { fo. }}}$ | ${ }_{\substack{\text { f0.0.0 } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ | ${ }_{\substack{\text { fo.0 } \\ \text { f0.0 }}}$ | fo.0. |
| ZONE 8 TTAL | ${ }_{\text {f0, }}$ | ${ }_{60} 3$ | f0.9 | f0.5 | ¢0.7 | 51.9 | 50.2 | ca4 | ${ }_{\text {ca }}$ | ¢0.0 | ${ }_{60.0}$ | ¢0.0 | ${ }_{\text {c4. }}$ | ¢0.0 | ¢0.0 | f0.1 | f0.0 | f0.1 | f1.9 | ¢0.9 | ${ }_{6} 3.0$ | ${ }_{517}$ | ¢0.0 | f0.0 | ¢0.0 | ${ }_{\text {f1. }}$ |
| On |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | f0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | ¢0.0 | ${ }^{63.1}$ | £0.0 | E0.0 | ${ }^{63.1}$ | ${ }^{\text {g0. }}$ | ¢0.0 | ${ }^{\text {m0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 | ${ }^{\text {f0. }}$ | 60.5 | £0.0 | £0.0 | E0.5 |
|  | ${ }_{\text {foo. }}^{\substack{0.0}}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\text {¢0.0. }}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{60.0}$ |  | $\underbrace{50.0}_{\text {f0.0. }}$ | ¢0.0. | ${ }_{\text {fo. }}^{\substack{0.0}}$ | f0.0. | ${ }_{\text {f0. }}^{60.0}$ | ¢0.0 | ${ }_{\substack{\text { f0.0. } \\ \text { 60.4 }}}$ | ¢0.0. | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ | ${ }_{\text {foo. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\substack{0.0}}$ |  | ¢0.0. | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ${ }_{\text {f0.0. }}^{60.0}$ | ${ }_{\text {fo. }}^{50.0}$ |  | ¢0.0. |
| Camdonagh Town Centre | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 | 60.0 | 50.0 | ${ }^{\text {c0. }}$ | f0.0 | 60.0 | ¢0.0 | f0.0 | ${ }_{60.0}$ | ${ }_{\text {f0. }} 0$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }} 0$ | f0.0 | f0.0 | ${ }_{\text {f0. }} 0$ | ${ }_{\text {f0.0 }} 8$ | ${ }_{\text {f0.0 }}$ | ${ }^{80} 0$ | f0.0 | ${ }_{\text {f0. }} 0$ | ${ }_{\text {f0.0 }}$ | ${ }_{60.0}$ |
| Movilie Town Centre | 80.0 | £0.0 | £0.0 | £0. | ¢0.0 | ¢0.0 | f0.0 | 80.0 | £0.0 | 60.3 | £0.0 | £0.0 | f0.3 | ¢0.0 | 80.0 | 80.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | ¢0.3 | 80.0 | 80.0 | 60.3 |
| ZONE 9TTAL | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | ¢0.0 | 63.9 | ¢0.0 | 60.0 | 63.9 | 60.0 | £0.0 | f0.0 | ¢0.0 | ¢0.0 | 60.0 | 60.0 | 60.0 | 60.0 | 80.7 | f0.0 | f0.0 | ¢0.7 |
| ONEE 10- LItIEMEMNY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Centa, M | $\underset{\substack{\text { fo. } \\ \text { foo }}}{ }$ | $\underbrace{\text { fo. }}_{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underbrace{\substack{\text { fo. }}}_{\text {fo. }}$ | ${ }_{\text {f0.0 }}^{\text {fo. }}$ | fo. | 50.1 600 6 | ${ }_{\substack{\text { f0. } \\ \text { f.0 }}}$ | ¢ | ¢2.6 | ${ }_{\text {f1. }}^{51.0}$ | fic | ¢0.6. | $\underbrace{\substack{\text { foo }}}_{\text {fo. }}$ | fo.0 | $\underset{\substack{\text { fo. } \\ \text { fo. }}}{ }$ | ¢0.0 | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\text {fole }}^{\text {fo. }}$ | fo.0 | ¢0.0 | 80.0 | ${ }_{65}^{83}$ | ${ }^{50.2}$ | ${ }_{613}^{613}$ |  |
| Cunss PC Word, Biney Read, Letereenny | ${ }_{\text {f0.0 }}^{000}$ | fo. | ${ }_{\text {f0. }}$ | ${ }_{\text {fo. }}^{180}$ | ${ }_{\text {f00. }}$ | f0.0 | ${ }_{50.0}^{200}$ | f0.0 | ${ }_{\text {f0.0 }}$ | fo. | ${ }_{\text {f0. }}^{10.9}$ | ${ }_{\text {f0.0 }}$ | ¢0.9 | fo. | fo.0 | ${ }_{\text {fo. }} 0$ | fo. | fo. | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | f0.0 | ${ }_{60.0}^{180}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }} 10.0$ | ${ }_{\text {f0.0 }}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 50 | 508 | 565 |  |  |
|  | 00. | f0. | f0.0 | f0. |  |  | f0. | f.0 | 00. |  |  | f0.5 | ¢. 1 | f0. | f0.0 | 20.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | 10.8 | 60.5 | 1.2 | ${ }^{8.5}$ |
|  | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | 60.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | £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 |
| Laxins Olitown, Letereenny | £0. 0 | £0.0 | 80.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | 50.0 | £0.0 | £0.0 | £0.0 | £0.0 | 50.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 | f0.0 | £0.0 | ${ }^{\text {f0. }}$ | e0.0 | 80.0 |
|  | £0.0 | f0. | ${ }^{\text {f0, }}$ | £0.0 | £0.0 | E0.0 | ¢0.0 | 60.1 | E0.0 | ${ }^{80} 3$ | ¢7.1 | £0.0 | 6.4 | ${ }_{\text {f0, }}$ | f0.0 | £0.0 | £0.0 | f0.0 | £0.0 | $\mathrm{fog}^{0}$ | f0.0 | £0.0 | f0.4 | f1.9 | £0.0 | 52.2 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2one Clothing) | £0.0 | £0.0 | £0. | £0. | f0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.1 | ${ }^{\text {f12 }}$ | 60.5 | ${ }^{12.8}$ | E0. | E0.0 | E0.0 | £0.0 | £0. | £0.0 | f0.0 | ¢0.0 | f0.0 | f0. | f0.5 | E0.0 | ${ }^{50.5}$ |
| McEEbineys XLL Manorcunningham, Letereereny | f0.0 | £0. | £0. | £0. | £0.0 | £0.0 | £0. | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0. | £0.0 | £0. | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0. | £0. | £0.0 | £0.0 | ¢0.0 |
| (tactexenr | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | f0.0 | £0.0 | E0.0 | £0.0 | £0. | E0.0 | £0.0 | ¢0.0 | E0.0 | £0. | £0.0 | £0. | £0.0 | f0.0 | ${ }^{\text {q0. }}$ | ¢0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | 60.0 |
| NE100tut | f0.0 | E0.0 | f0. | ¢0.0 | ¢0.0 | f0.0 | 60.1 | 60.2 | ¢0.0 | 63.3 | f12.9 | ${ }^{3} .7$ | ${ }^{\text {f19, }}$ | 0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.0 | E0.0 | ${ }^{\text {E4, }}$ | ${ }^{9} 9.1$ | $\pm 2.5$ | ${ }^{616.1}$ |
| Zone II- - Tranotar |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {0.0 }}$ | ¢0.0 | £0.0 | ${ }^{60.0}$ | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | ${ }^{0} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0. | £0.0 | ¢0.0 | £0. | ${ }^{\text {0.0 }}$ | £0.0 | 50.2 | 50.2 |
| Bally ofey Town Centre | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | E0.0 | E0.0 | f0.0 | f0.0 | ${ }^{80.0}$ | £0.0 |  | 50.4 | £0.0 | E0.0 | E0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | E0.0 | ${ }^{\text {f0. }}$ | E0.0 | ${ }^{2} 21$ | ${ }^{2} 2.1$ |
| ( astefin Town Centre | $\substack{\text { fo. } \\ \text { fo. }}^{0}$ | fo. ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ¢0.0. | ${ }_{\text {f0.0. }}^{\text {f0. }}$ | foo. | $\substack{50.0 \\ f 0.0}_{5}$ | co. | $\substack{\text { fo. } \\ \text { fo. }}^{0}$ | ¢0.0. | fo. ${ }_{\text {fo. }}^{\text {f0.0 }}$ |  | ¢0.0. | ¢0.0. | feo. | ${ }_{f}^{50.0}$ | fo. ${ }_{\text {fo. }}^{\text {fo. }}$ | $\substack{\text { fo. } \\ \text { ¢0.0 }}$ | ${ }_{\text {foo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | fo. |  | ${ }_{\text {f00. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{50.0}$ |  | $\underset{\substack{\text { f0.0. } \\ \text { 60.5 }}}{ }$ |
| Lial, Donegal Road, Eallyofey | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {m0. }}$ | £0.0 | £0.0 | ${ }^{\text {¢0. }}$ | £0.0 | ¢0.0 | f0.0 | f0.0 | ${ }^{\text {m0.0 }}$ | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | ${ }^{\text {m0.0 }}$ | ${ }^{\text {m0.0 }}$ | f0.0 |
| Navenny Shopping Cente, Navenny, BaLlvorer | £0.0 | £0. | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | q0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }_{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {E0, }}$ | f0.0 | £0.0 | E0.0 | ¢0.0 |
| Raphoe Town centre | ${ }_{600}$ | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | co. | ${ }_{600}^{600}$ | f0.0 | $\underset{500}{50.0}$ | ${ }_{600}^{60.2}$ | fo.2 | coio | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | fo.0 |  | ¢0.00 |  | ¢0.1 | f0.1. |
| zone 11 total | ${ }^{60.0}$ | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | m0.0 | ¢0.0 | 50.0 | 60.0 | f0.6 | f0.6 | ¢0.0 | f0.0 | m0.0 | f0.0 | f0.0 | f0.0 | f0.0 | 60.0 | 50.0 | ${ }^{\text {f0.0 }}$ | f0.0 | 52.9 | 52.9 |
| Ouside Sumey Area | ${ }^{60.0}$ | E0.1 | ${ }^{60.1}$ | ${ }^{50.7}$ | ${ }_{612}$ | f0.2 | ${ }^{55.6}$ | ${ }^{6} .9$ | ${ }^{51.5}$ | f0.0 | ${ }^{60.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{61.5}$ | ${ }^{6} 0.0$ | E0. 1 | E0.0 | E0.2 | ${ }^{50.7}$ | E0.3 | ${ }_{\text {c4,2 }}$ | ${ }_{6.5}$ | 52.1 | 50.0 | f0.0 | ${ }_{\text {e0, }}$ | ${ }^{52.2}$ |
|  | ${ }_{611}$ | ${ }_{\text {f1. }}$ | f0.6 | E0.5 | f0. 3 | ${ }^{0} 0.6$ | ${ }^{\text {f11 }}$ | ${ }_{65.7}$ | ${ }_{618}$ | ${ }_{\text {f0. }}$ | ${ }_{63,3}$ | ${ }_{\text {E4, }}$ | ${ }^{9} 9.8$ | f0.0 | f0. 1 | f0.0 | E0.0 | £0.0 | f0.0 | f0.1 | ${ }^{60.3}$ | 60.1 |  |  |  | ${ }_{6} 1.5$ |



COMPARISON GOODS
TURNOVER, BY ZONE,
2027

| Store / Centre | Chemistand medicial goods |  |  |  |  |  |  |  |  |  |  |  |  | Booksetr. |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ${ }^{\text {2onesil. }}$ | 8 | 9 | 10 | 11 |  |
|  | ${ }_{\text {cren }}^{5887}$ | ${ }_{\text {cren }}^{521.1}$ | ${ }_{\text {f1190 }}^{\text {f119 }}$ |  | ${ }_{55,3}^{55}$ | ${ }_{\text {c8.6. }}^{88.6}$ | ${ }_{\text {f13,8 }}^{\text {f13, }}$ | ${ }_{\substack{\text { f1175 } \\ \text { f175 }}}$ | ${ }_{\substack{116.6 \\ \text { f16. }}}$ | ${ }_{\substack{\text { c2778 } \\ \text { 278 }}}^{\text {ct }}$ | ${ }_{\text {cren }}^{588}$ | ${ }_{\substack{\text { f17,6 }}}^{\text {f176 }}$ | $\underset{\substack{590.1 \\ \text { c901 }}}{ }$ | ${ }_{\text {cise }}^{18187}$ | $\underbrace{\text { f10.9 }}_{\text {f10.96 }}$ | ${ }_{\substack{5.6 \\ 5.65}}^{\text {ct }}$ | ${ }_{\text {cres }}^{88.5}$ | ${ }_{\text {c2, }}^{524}$ | ${ }_{\substack{53.8 \\ f 8.8}}$ | ${ }_{\text {f7218 }} 7$ | ${ }_{\substack{5569 \\ 5569}}$ | ${ }_{\substack{88.1 \\ 88.1}}$ | ${ }_{\text {fl3, }}^{\text {f13, }}$ | ${ }_{\text {f13, }}^{\text {f13, }}$ | ${ }_{\text {cres }}^{88}$ | ${ }_{\text {casa }}^{\text {cas }}$ |
| TONE - Mentownsimuat |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Newtowntewart Village Ce | ${ }^{\text {f0. }}$ | £0. | £0. | £0. | £0.0 | £0.0 | $\pm 2.0$ | ${ }^{2} 20$ | ${ }^{8} 0.0$ | ¢0.0 | ¢0.0 | £0.0 | ${ }^{60.0}$ | ${ }^{60.0}$ | £0.0 | ${ }^{6} 0.0$ | f0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | £0. | ¢0.0 |
| M\&S, Next, Pea cocks, River Island, Sports Direct, Poundland, New Look | f0.0 | £0. | £0.0 | ¢0.0 | ¢0.0 | £0. | £0.0 | ¢0.0 | f0.0 | ¢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 | ¢0.0 | £0. | ¢0.0 | ¢0.0 |
| Zone 7 TTAL | ¢0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | f2.0 | 82.0 | ¢0.0 | E0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | ¢0.0 | ¢0.0 | e0.0 | E0.0 | e.o. | e0.0 | 60.0 | 60.0 | ¢0.0 | ${ }_{\text {g0. }}$ | ¢0.0 | 60.0 |
| ZONE 8 - IMAVAOOY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Limavady Town Cente | f0. | f0.0 | 50.3 | 80.0 | ${ }^{80.0}$ | f1.2 | f0.0 | ${ }^{6} 1.5$ | ${ }^{\text {f13,0 }}$ | f0.0 | f0.0 |  | f13.0 | f0.0 | £0.0 | f0.1 | ${ }^{\text {£0.0 }}$ | £0.0 | f0.3 | £0.0 | 60.4 | £2.8 | ${ }^{\text {f0.0 }}$ | f0.0 |  | ${ }^{52.8}$ |
| Windyhil Retail Park, Windyhilil Road, UMAVADYY (ELSS | f0.0 | $\substack{\text { f0.0 } \\ \text { f00 }}$ | $\underbrace{602}_{\text {f0.0 }}$ | ${ }_{\substack{50.0 \\ 600}}$ | ${ }_{\substack{\text { fo. } \\ \text { foo }}}$ | ${ }_{\text {foo }}^{\substack{\text { fo. }}}$ | ¢0.0 | ${ }_{\text {f0.0. }}^{60.0}$ | ${ }_{\substack{\text { fo. } \\ \text { fo2 }}}$ | $\substack{\text { f0.0 } \\ \text { f00 }}$ | $\substack{\text { f0.0 } \\ \text { f00 }}$ | ¢0.0 | ${ }_{\substack{\text { co. } \\ \text { f0. }}}$ | fo.0 | ${ }_{\text {foo. }}^{\text {foo }}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | foio | fo.0 | fo.0 | ${ }_{\text {foo. }}^{\text {foo }}$ | ${ }_{\substack{\text { f0.0. } \\ \text { fo. }}}$ | ¢0.0 | ${ }_{\text {foo. }}^{\text {fo. }}$ | ${ }_{\substack{\text { f0.0 } \\ f 00}}$ |  | ¢0.0. |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ZONE 8 TTAL | £0.0 | ¢0.0 | f0.9 | f0.0 | f0.0 | 88.0 | E3.9 | f12.9 | f13.2 | £0.0 | £0.0 | £0.0 | ¢13,2 | £0.0 | ¢0.0 | f0.1 | f0. 1 | E0.1 | ¢0.5 | £0.0 | ¢0.9 | 52.8 | ¢0.0 | ¢0.0 | 60.0 | ${ }^{6} 2.8$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ¢0.0. | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }} 5$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {f00.0 }}$ | ${ }_{\text {co. }}^{50.0}$ | ${ }_{\text {f00.0 }}$ | ${ }_{\text {f0. }}^{50.9}$ | ${ }_{\text {f0.0 }} 5$ |  | ${ }_{\text {c0.5 }}^{16.9}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f00.0 }}$ | ${ }_{\text {f00.0 }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{50.0}$ | co. | fo. |  | ${ }_{\text {fol }}^{1500}$ |  | ${ }_{\text {f0.0 }}^{60.9}$ |
| Burt Village Centre | ${ }^{80.0}$ | f0.0 | f0.0 | E0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | ${ }^{6} 0.0$ | £0.0 | £0.0 | 60.0 |  | £0.0 | ${ }^{80.0}$ | f0.0 | f0.0 | f0.0 |  | ¢0.0 | E0.0 | £0.0 | f0.0 | ${ }^{\text {80. }}$ | E0.0 |
| l $\begin{aligned} & \text { Camdonagh Town ce } \\ & \text { Movile Town Centre }\end{aligned}$ | fo. ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | fe0. | ¢0.0 | $\substack{\text { f0.0 } \\ \text { f0.0 }}$ | ${ }_{\text {foo. }}^{\substack{\text { fo. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ¢ | fo.0 | ¢ | fo. | ¢0.0 | $\substack{\text { fo. } \\ \text { fo. }}$ | f0.0 | ¢ $\begin{gathered}\text { fo.0 } \\ \text { f0.0 }\end{gathered}$ | $\substack{\text { fo. } \\ \text { fo. }}$ | co. | ¢0.0 | fe0. | fo.0 | ${ }_{\text {co. }}^{\substack{\text { fo. } \\ \text { ¢0. }}}$ | fo.0 | fo.0 | fo. ${ }_{\text {fo. }}^{\text {fo. }}$ | $cf00 f0$ | co. | cio. |
| ZONE9 TTTAL | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 | ¢0.0 | f20.0 | f0.0 | ¢0.0 | 520.0 | ¢0.0 | $\mathrm{f}_{0} 0$ | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ${ }^{6} 0.0$ | ${ }_{66.9}$ | f0.0 | f0.0 | ¢6.9 |
| TONE 10 - LImerewiv |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | co. | $\underbrace{\text { f0. }}_{\text {f0.0 }}$ | $\substack{\text { fo. } \\ \text { f0. }}^{\text {for }}$ | $\underbrace{\text { f0. }}_{\text {f00.0 }}$ | $\underbrace{\substack{\text { foo }}}_{\text {fo. }}$ | $\underbrace{\text { fo. }}_{\text {fo. }}$ | ${ }_{\text {f00.0 }}^{50.0}$ | ${ }_{\text {fo. }}^{\substack{\text { f0.0 }}}$ | $\underbrace{}_{\substack{50.0 \\ \text { f0.0 }}}$ | f1.5 | ${ }_{60.7}^{43.1}$ |  | ${ }_{60.7}^{55.2}$ | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | $\underbrace{\text { fo. }}_{\text {fo. }}$ | ${ }_{\text {foo. }}^{\text {f0.0 }}$ | $\underbrace{\text { f0.0 }}_{\text {f0.0 }}$ | $\underbrace{\text { f0.0 }}_{\text {f0.0 }}$ | $\underbrace{\text { fo. }}_{\text {fo. }}$ | $\underbrace{\text { fo. }}_{\text {fo. }}$ | $\underbrace{\substack{0.0}}_{\text {fo. }}$ | $\underbrace{}_{\substack{\text { f0. } \\ \text { f0.0 }}}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | $\underbrace{\substack{\text { fo. }}}_{\text {f0.0 }}$ | $\underbrace{\text { f0.0 }}_{\text {¢0.0. }}$ |
| CunysP Word, Baney Raad, Leteekenny | ${ }^{60.0}$ | £0.0 | ¢0.0 | ¢0.0 | ${ }^{80.0}$ | ${ }^{60.0}$ | ${ }^{50.0}$ | ¢0.0 | f0.0 | ${ }^{80} 0$ |  | £0.0 | ${ }^{50.0}$ |  |  | 80.0 | f0.0 | f0.0 |  | 80.0 | ¢0.0 | f0.0 | £0.0 |  |  |  |
| (Dunnes, Halfords, Homebase, Clarks, Camhone Warehouse, Clare Clothing, Right Price Tiles) | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | ${ }_{\text {f2 }}$ | £0.0 | ${ }^{2} 23$ | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }_{\text {f1. }}$ | ¢0.0 | $\underline{51.0}$ |
|  | £0.0 | ¢0.0 | £0.0 | £0.0 | ${ }_{\text {f00 }}$ | ${ }_{\text {f0. }}$ | f0.0 | ${ }^{60.0}$ | ¢0.0 | ¢0.0 | ¢0.4 | £0.0 | f0.4 | £0.0 | £0.0 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | fo. 0 | f0.0 | E0.0 | ${ }_{60.0}$ | ${ }^{\text {£0. }}$ | f0.0 | f0.0 |
| Lakkins Oldtown, Leteetemy | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.4 | £0.0 | f0.4 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 |
|  | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ${ }^{11} 5$ | f0.0 | 511.5 | £0.0 | ¢0.0 | £0. | £0. | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0. | $f 10$ | ¢0.0 | ${ }^{10.5}$ |
| Letereneny Shopping Centre, Port Road, LETHERKENNY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {E4, }}$ | E0.9 | 65.5 | £0.0 | E0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.5 | ¢0.5 | $\mathrm{E}_{0} .4$ | ${ }^{6} .4$ |
| McEElinneys LL Manorcunning ham, Letererenny | ${ }^{\text {f0. }}$ | £0. | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | 60.4 | £0. | f0.4 | E0.0 | f0.0 | ¢0.0 | £0.0 | fo. | f0.0 | ${ }^{\text {£0.0 }}$ | ¢0.0 | ¢0.0 | ¢0.9 | f0. | ¢0.4 | ${ }_{6} 1.8$ |
| LETIERKENNY (Ic eland, Eurogiant, Heatons Sportsworld, Easons, La Touche) | ${ }^{\text {£0. }}$ | £0. | £0. | £0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0. | ${ }^{50.0}$ | 60.0 | £0. | £0.0 | £0. | £0. | £0.0 | £0.0 | £0.0 | ¢0.0 | £0. | ¢0.0 | £0.0 | ¢0.0 | 60.0 |
| ZONE 10 TTPLL | ${ }^{6} 0.0$ | 8.0 | ${ }^{0} 0$ | ¢0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | ¢0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ${ }_{6} 1.5$ | 523.5 | ${ }_{6} 1.5$ | ${ }^{26.5}$ | ¢0.0 | ¢0.0 | ${ }^{50.0}$ | £0.0 | ¢0.0 | f0.0 | £0.0 | f0.0 | ${ }^{0} 0$ | f1.4 | f12.6 | ${ }^{50.8}$ | ${ }^{14.8}$ |
| ODNE 11 - Stranoram |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | E0.0 | ${ }^{\text {c.0 }}$ | ¢0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {¢ } 20}$ | ${ }^{2} 20$ | £0.0 | ¢0.0 | 0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }^{6} 0$ | ${ }_{\text {E }} 0$ | f0.0 | ${ }^{\text {g0. }}$ | ${ }^{0} 2$ | ${ }^{6} 0.2$ |
| Bally ofey Town Cente | ${ }^{50.0}$ | f0.0 | f0. 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ¢0.0 |  |  |  |  |
| Castefin Town Cente | E0.0 | f0.0 | f0.0 | £0.0 | ${ }^{\text {£0. }}$ | £0.0 | f0.0 | ${ }^{\text {m0. }}$ | f0.0 | ¢0.0 | f0.0 | ${ }_{6.6}$ | ${ }^{63.6}$ | £0.0 | E0.0 | ${ }^{\text {f0. }}$ | £0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | E0.0 | ¢0.0 |
| Coopp Holow Road, Castefifn | ${ }_{\text {co }}^{50.0}$ | 80.0 | ${ }^{50.0}$ | 50.0 | ${ }^{50.0}$ | f0.0 | fo.0 | ${ }^{50.0}$ | ${ }_{\text {f0.0 }}$ | 80.0 | ${ }_{\text {f00. }} 5$ | ${ }_{\text {f0.0 }}^{60.6}$ | f0.0 | ${ }_{\text {co. }}^{500}$ | E0.0 | ${ }^{50.0}$ | ${ }_{50.0} 5$ | ${ }_{\text {f00. }} 5$ | f0.0 | E0.0 | ${ }_{\text {f0.0 }}$ | ${ }^{50.0}$ | f0.0 | fo. | E0.0 | \%0.0 |
|  | 50.0 | 50.0 | ${ }_{\text {coio }}^{60.0}$ | ¢0.0 | $cfo foo$ | ¢0.0. | co. | co. | ¢0.0 |  |  |  |  | ¢0.0. |  | $cfo foo$ | $\substack{\text { to.0 } \\ \text { foi }}$ | fo.0 | $\underset{\substack{\text { fo.0 } \\ \text { fo. }}}{\substack{\text { a }}}$ |  | fo.0 ${ }_{\substack{\text { f0.0 }}}$ | ¢0.0 |  |  |  | fe0.0 |
| Raphoe Town Centre | ${ }_{\text {f0. }} 0$ | f0.0 | f0.0 | f0.0 | ${ }_{\text {¢0.0 }}$ | fo. | f0.0 | ${ }^{60.0}$ | f0.0 | ${ }_{\text {f00.0 }}$ | ${ }_{\text {f00.0 }}$ | ${ }_{\text {f0.0 }}^{140}$ | fis. <br> f0.0 | fo.0 | fo. | ${ }_{\text {fo. }}^{50}$ | ${ }_{\text {fo. }}^{\substack{0.0 \\ f 0}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | fo.0 | ¢0.0. | fo. | fo. | ${ }^{50.0}$ |  |  |
| Other Zone 11 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | £0.0 |  | 80.0 | ¢0.0 |  |  |  | 60.3 | 60.3 |  | £0. | 80.0 | ${ }^{0} 0.0$ |  |  | £0.0 | ¢0.0 |  |  |  |  | ¢0.0 |
| ZONE 11 Total | f0.0 | f0.0 | 50.0 | 50.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f15.4 | ${ }^{615.4}$ | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | 52.4 | 52.4 |
| Outide Suvey Area | ${ }^{50.0}$ | ${ }^{6} 0.0$ | ${ }^{50.0}$ | 50.1 | f0.4 | f0.4 | 99.7 | ${ }^{\text {f10.7 }}$ | ${ }_{51.7}$ | f0.0 | 50.8 | ${ }_{50.5}$ | ${ }^{53.0}$ | 50.0 | 50.0 | 50.1 | 50.1 | 50.6 | 50.2 | ${ }^{53.6}$ | ${ }^{54.6}$ | ${ }^{110}$ | 50.0 | f0.0 | ${ }^{50.0}$ | ${ }^{51.0}$ |
| SFT\& Nulls <br> Intemet/ delivery | ${ }_{61.1}$ | f0.4 | f0.0 | ${ }_{61.1}$ | £0.0 | f0. 3 | 50.7 | ${ }^{63.7}$ | ${ }^{\text {f }} 5$ | f0.0 | ${ }^{\text {f1.9 }}$ | £0.0 | 52.4 | ${ }^{5} 5.6$ | ${ }^{63.2}$ | f 23 | ${ }^{52.1}$ | ${ }^{\text {f }}$ 0, | ${ }_{\text {f1 }} 1$ | f2.0 | 517.4 | ${ }^{\text {E }} 31$ | ${ }^{0} 0.8$ | ${ }^{\text {f1.0 }}$ | ${ }_{\text {f4 }}$ | ${ }^{9.4}$ |



COMPARISON GOODS
TURNOVER, BY ZONE,
2027

| STOE/ / Cente | 1 | 2 | 3 | 4 | 5 | Lxary goods and sport goods |  |  | 8 | 9 | 10 | 11 | ${ }^{2}$ | $\begin{aligned} & \hline \text { GRAND } \\ & \text { TOTRLL(E) } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  | 6 | 7 |  |  |  |  |  |  |  |
|  | ${ }_{\text {case }}^{\text {E43, }}$ | ${ }_{\text {c23,6 }}^{52,5}$ | ${ }_{\text {flat }}^{\text {f10, }}$ | $\stackrel{\text { fr1, }}{\text { f210 }}$ | ${ }_{\text {cter }}^{568}$ | ${ }_{\text {f11,6 }}^{6115}$ | $\stackrel{\text { f17,0 }}{\text { f16.0 }}$ | ${ }_{\substack{\text { fi1377 }}}^{\text {ch7 }}$ | ${ }_{\text {f19,9 }}$ | ${ }_{\substack{83,8 \\ 538}}$ | ${ }_{\text {cren }}^{543}$ | $\stackrel{8125}{275}$ | ${ }_{\text {frome }}^{\text {fiog }}$ |  |
| Tone 7 - NewTOWNSTHWAT | ¢43,29 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| , | f0.0 | £0.0 | £0.0 | £0.0 | £0. | £0.0 | f0.0 | £0.0 | E0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{0.0}$ | ${ }^{55.8}$ |
| Showgrounds Retail Park, Sedan Avenue, OMAG M\&S, Next, Peacocks, River Island, Sports Direct, | E0.0 | £0.0 | ${ }^{1} 1.0$ | ${ }^{116}$ | £0.0 | 60.9 | ${ }^{0} 0.0$ | ${ }^{6} 3.5$ | £0.0 | ¢0.0 | f0.0 | ¢0.0 | e.0 | 110.5 |
| ODNE 7 TTAL | ¢0.0 | f0.0 | f1.0 | E1.6 | £0.0 | E0.9 | e0.0 | ${ }^{6} 3$ | ¢0.0 | ¢0.0 | e.0 | ${ }^{\text {e. }} 0$ | ${ }^{0} 0$ | ${ }_{516.3}$ |
| ZONE 8 Umavadr |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Limavady Town Cente | 50.0 | £0.7 | f0.0 | £0.0 | 80.3 | £0.0 | ${ }^{\text {¢2 }}$ | ${ }^{53.4}$ | 52.7 | ${ }^{80.0}$ | £0.0 | £0.0 | 52.7 | 55.7 |
|  | ¢ | $\substack{\text { f0.0.0 } \\ \text { f0.0 }}$ |  |  | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ |  |  | coion | ¢ | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {f00. }}^{\text {f0. }}$ | ¢0.0. | ¢0.0. | ¢0.3. |
| ZONE 8 TTTAL | ¢0.0 | 50.7 | 52.1 | ${ }^{3} .1$ | f0.8 | $f 18$ | ${ }^{52} 3$ | f10.9 | 52.7 | f0.0 | ¢0.0 | £0.0 | ${ }_{52}{ }^{7}$ | ${ }^{99} .1$ |
| ONE 9- MISHowen |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | E0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | E0.0 | E0.0 | E0.0 | £0.0 | ${ }^{80.0}$ | E0.0 | ${ }_{66.1}$ | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{66.1}$ | ${ }^{639.2}$ |
| Bumfot VIlage Cente | 50.0 | $\pm$ |  | 50.0 | ${ }^{50.0}$ |  |  | ¢0.0 | 40.0 | ${ }^{50.0}$ | 40.0 |  | 50.0 | ¢0.5 |
| Camdonagh Town Cente | 60.0 | $\substack{\text { f00. } \\ \text { f0. }}$ | $\substack{\text { foio } \\ \text { foid }}$ | ${ }_{\text {fole }}^{\text {f.0 }}$ | fo. | to. |  |  | f0.0 |  |  | feo. |  | ${ }_{\text {f0. }}$ |
| moville Town Cente | E0.0 | f0.0 | f0.0 | f0.0 | £0.0 | $\mathrm{E}_{60} 0$ | ${ }_{\text {f0.0 }}$ | ${ }^{60.0}$ | E0.0 | f0.0 | f0.0 | ${ }_{\text {f0. }} 0$ | ${ }^{60.0}$ | ${ }_{64.7}$ |
| ZONE 9TTAL | f0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | E0.0 | f0.0 | f0.0 | f6. 1 | ¢0.0 | ¢0.0 | 6.1 | E45.9 |
| 20ill |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {che }}$ Centra, Mountain Top, letetereny | ${ }_{\substack{\text { co. } \\ \text { f0. }}}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | fo. | ${ }_{\text {fo. }} 5$ | fo. | ¢0.0 | fa0. | ${ }_{\text {fo. }}^{50.0}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0.0 }}^{10.0}$ | ${ }_{\text {f0.0 }}^{\substack{\text { f0. }}}$ | co. | ${ }_{60.7}^{84.5}$ |
| Cunysp Word, Baney Foad, Leteetenny | E0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | ${ }^{10.0}$ | f0.0 | ¢0.0 | 50.0 | ¢0.0 | f0.0 |  | ${ }^{0} 0.0$ | ${ }^{61.2}$ |
| (Dunnes, Ha lfords, Homebase, C larks, C a mhone Wa rehouse, Clare Clothing, Right Price Tiles) | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | ¢0.0 | E0.0 | E0.0 | f11. | ${ }^{54.1}$ | ¢15.0 | 54.7 |
|  | ${ }_{50} 0$ | £0.0 | f0.0 | f0.0 | f0.0 | ¢о0 | E0.0 | 50.0 | £o. | £0. | ${ }^{112}$ | ¢0. | ${ }_{612}$ | ${ }^{617}$ |
| Clasis bins. | 50.0 | f0.0 | f0.0 | E0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }_{\text {fo. }}$ | f0.0 | E0.0 | f0.0 | f0.0 | f0.0 | 80.0 | E0.4 |
| \|laty | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | £0. | £0.0 | £0.0 | ${ }^{60.0}$ | E0.0 | ${ }_{6.1}$ | $f 13.7$ | £0.0 | ${ }^{16,8}$ | 0.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | f0.0 | £0.0 | E0.0 | £0.0 | £0.0 | £0.0 | 0.0 | E0.0 | E0.0 | £0.0 | ${ }^{1} 1.2$ | £0.0 | 51.2 | 526.7 |
| McEELinneys $x$ L, Manor unningham, Leteterenny | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | E0.0 | ¢0.0 | ¢0.0 | E0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | ${ }^{52} 2$ |
| LETIERKENNY (Iceland, Eurogiant, Heatons Sportsworid, Easons, La Touche) | ${ }^{\text {f0. }}$ | ¢0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | E0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | $\underline{60.5}$ |
| ZONE 10 TTAL | 50.0 | ${ }^{0} 0$ | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{0} 0$ | ¢0.0 | ${ }^{6} .1$ | 527.1 | 54.1 | ${ }^{534}$ | 5228.7 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 60.0 | ¢0.0 | E0.0 | 0.0 | £0.0 | £0.0 | ${ }_{\text {¢ }} 0$ | ${ }^{60.0}$ | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{60.0}$ | ${ }^{6} 86$ |
| Bally ofey Town Cente | ¢0.0 | ¢0.0 | f0.0 | £0.0 | ${ }^{50.0}$ | ¢0.0 | f0.0 | f0.0 | E0.0 | f0.0 | f0.0 | f5, 1 | 65.1 | ${ }^{24.2}$ |
| Castefin Town Cente | E0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | $\mathrm{E}_{0} 0$ | ¢0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ${ }_{65.1}$ |
| Coopp Holow Road, Castefifn | 50.0 | ${ }^{60.0}$ | f0.0 | 50.0 | ¢0.0 | E0.0 | f0.0 | f0.0 | 50.0 | E0.0 | E0.0 | ${ }_{\text {f00. }} 5$ | f0.0 | ${ }_{6}^{610}$ |
| Lar, Donegal Road, Ballyorey | 40.0 | ta0 | to.0 | 50.0 | ${ }^{5000}$ | ${ }_{500}^{600}$ |  | ¢0.0. | 40.0 | ${ }_{\text {f00. }}$ | ${ }_{50.0}$ | f0.0 | 80.0 | ${ }_{\substack{\text { c0.6 } \\ \text { c.8 }}}$ |
| Naveny Sopping Cente, Navenny, Ealuborr | 40.0 | $\underset{\substack{\text { P0, } \\ 600}}{ }$ | to. | ¢00. | $\underset{\substack{\text { fo. } \\ \text { fo. }}}{ }$ | $\substack{\text { f00. } \\ \text { f0.0 }}$ | (ta0. | $\substack{\begin{subarray}{c}{\text { co. } \\ \text { c.0 }} }} \end{subarray}$ | ¢0.0 | $\substack{\text { fo. } \\ \text { foo }}$ | ¢0.0. | (tion | (00.0 | (118 |
| Other zone 11 | E0.0 | 50.0 | 50.0 | f0.0 | ¢0.0 | f0.0 | ${ }_{\text {¢0.0 }}$ | ${ }_{60.0}$ | E0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }_{60.0}$ | ${ }_{60.3}$ |
| ZONE 11 Total | 50.0 | f0.0 | f0.0 | f0.0 | f0.0 | 50.0 | f0.0 | $\mathrm{f}_{0} 0$ | 50.0 | f0.0 | $\mathrm{f}_{0} 0$ | 65.1 | ${ }_{55.1}$ | ${ }^{\text {¢a1. }}$ 8 |
| Outide Surey Area | 51.9 | 50.8 | 50.3 | E7.1 | 50.7 | ${ }_{667}$ | ${ }_{52.6}$ | ${ }^{520.1}$ | ${ }^{63.1}$ | ${ }^{50.0}$ | f0.0 | ${ }^{60} 0$ | ${ }_{53.1}$ | ${ }^{\text {f135.9 }}$ |
| Sta Nuls | ${ }^{555}$ | ${ }^{655}$ | ${ }^{612}$ | ${ }_{\text {f10 }}$ | ${ }^{13}$ | ${ }^{619}$ | ${ }_{661}$ | 52.4 | ${ }^{671}$ | ${ }^{\text {E31 }}$ | ${ }^{672}$ | ${ }^{\text {¢ }} 2$ | ${ }^{566}$ | 61797 |




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


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

|  | Autio visala equipment |  |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | ${ }_{7}^{\mathrm{DNP}}$ |  | 8 | 9 | 10 | ${ }^{11}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| STPE/ / Cente | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\substack{\text { f21.79 } \\ \text { E2. }}}$ | ${ }_{\text {f12.63 }}^{\text {f12, }}$ |  | ${ }_{\text {f1200 }}^{\text {f120 }}$ |  | ${ }_{\text {ctiga }}^{56.9}$ | ${ }_{\substack{\text { f10.1. } \\ \text { f0. }}}^{\text {ces }}$ | $\underset{\substack{\text { F77.5 } \\ \text { E75 }}}{ }$ | ${ }_{\text {f117 }}^{\text {f117 }}$ | ${ }_{\substack{\text { fi9, } \\ \text { f19.2 }}}^{\text {fer }}$ | ${ }_{\text {fila, }}^{\text {f19.5 }}$ | ${ }_{\text {f122 }}^{512}$ |  | ${ }_{\substack{\text { f13, } \\ \text { f138 }}}$ | ${ }_{\substack{\text { f7.54 } \\ \text { 7.5 }}}$ |  | $\xrightarrow{\text { f6.09 }}$ | ${ }_{\substack{52.2 \\ \text { f2.17 }}}$ | ${ }_{\text {cter }}^{\text {f3.78 }}$ | ${ }_{\text {c6.18 }}^{\text {f6.2 }}$ | ${ }_{\text {ctand }}^{\text {E4.2. }}$ | ${ }_{\substack{\text { c. } \\ \text { 6.4. }}}$ | ${ }_{\text {cina }}^{\text {f10.9 }}$ | ${ }_{\text {c113 }}^{6113}$ | f7.2 $7 \times 2$ |  |
| ZONE 1 - DERRY - LONDONDERRY WEST Plan 2011 Proposals Map) | ${ }_{5} 5.7$ | ${ }_{\text {f1. }}$ | ${ }_{615}$ | ${ }_{517}$ | £0.0 | ${ }_{613}$ | f0.5 | f12.0 | ${ }_{\text {f14 }}$ | ${ }^{10,3}$ | £0.0 | ${ }^{00.8}$ | 12.4 | ${ }_{\text {¢4, }}$ | ${ }_{61.2}$ | £0.9 | ${ }_{61.5}$ | £0.0 | ¢0.7 | £0.0 | ${ }_{88.5}$ | ${ }_{510}$ | ${ }_{63} 5$ | £0.0 | 0.0 | ${ }^{\text {¢4,6 }}$ |
| oyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | ${ }_{617}$ | 60. | £0.0 | 60.3 | £0.0 | f0. | 60.1 | ${ }^{62.5}$ | £0.0 | £0.0 | £0. | £0. | f0.0 | ${ }^{80.0}$ | 60. | £0.0 | £0. | £0.0 | £0. | ¢0.0 | 60.2 | £0. | £0. | £0. | £0.0 | ع0.0 |
| Richmond Shopping Centre, Femyquay Street (Argos, Card Look, Sports, Holland \& Ba rrett, J D Sports, New Look, Sports Direct) | ${ }^{0} 0.7$ | f0.0 | £0.0 | £0.0 | E0.0 | £0.0 | £0.0 | 60.7 | E0.0 | £0.0 | £0.0 | 0.0 | ¢0.0 | £0.0 | E0.0 | E0.0 | E0.0 | £0.0 | $\mathrm{E}_{0} 0$ | £0.0 | ${ }^{60.0}$ | £0.0 | ¢0.0 | £0. | £0.0 | ¢0.0 |
| Quayside Shopping Centre, Strand Road (Tesco, Savers, C ard Factory, Quayside Interiors, Poundsworth, H. Sweeny | £0.0 | E0.0 | E0.0 | £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. | £0.0 | ¢0.0 | ¢0.0 | £0. | £0.0 | £0. | £0.0 | E0.0 |
| Dem-Londondeny CITY Centre | ${ }^{6} 3.2$ | 61.1 | 6.5 | ${ }^{1} 1.4$ | £0.0 | 61.2 | 60.4 | ${ }^{58.7}$ | ${ }^{11.4}$ | f10.3 | ¢0.0 | ¢0. 8 | 512.4 | ${ }^{\text {¢4 } 2}$ | ${ }_{\text {f11 }}$ | £0.9 | f1.5 | £0.0 | £0. | £0.0 | ${ }^{58.4}$ | ${ }^{6} 1.0$ | 63.5 | £0.0 | £0.0 | E4.6 |
| Nortside Distict C entre | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{50.0}$ | £0.0 | E0.0 | ${ }^{\text {f0, }}$ | ¢0.0 | f0.0 | ${ }^{\text {f0, }}$ | ${ }^{\text {f0, }}$ | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {mo. }}$ | ¢0.0 | ${ }^{\text {f0, }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {mo. }}$ | ${ }^{\text {f0.0 }}$ | 60.0 |
| ${ }^{\text {Rath Mor Distict C entre }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }} 0$ | f0.0 | ${ }^{\text {f0. }} 0$ | ¢0.0 | f0.0 | £0.0 | ¢0.0 | ${ }_{\text {m0. }}$ | ${ }^{\text {m0. }}$ | ${ }_{\text {¢0. }}$ | £0.0 | ¢0.0 | ${ }^{\text {e0. }}$ | ¢0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | m0.0 | ¢0.0 | ${ }^{\text {m0.0 }}$ | £0.0 | ${ }^{\text {m0.0 }}$ | £0.0 | £0.0 |
| Soringown District Centre | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }} 1$ | 50.1 | £0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.2 | ${ }^{50.0}$ | ¢0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{51.1}$ | ¢0.3 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{61.4}$ | 80.0 | f0.1 | 80.0 | E0.0 | f0.1 |
|  | $\underbrace{}_{\substack{\text { f0.0. } \\ \text { f0.4 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | f0.0 f0.0 | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ¢0.0 | $\underset{\substack{\text { f0.0. } \\ \text { f0.0 }}}{ }$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0.4 }}}$ | ${ }_{\substack{\text { f00. } \\ \text { f0. }}}$ | fe0. | fo.0 |  | ${ }_{\substack{\text { f0.0. } \\ \text { f0.2 }}}$ | $\underbrace{}_{\substack{\text { co. } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ${ }_{\text {co }}^{\substack{\text { f0. }}}$ | ${ }_{\text {f00. }}^{\text {f0. }}$ | ${ }_{\text {co }}^{\substack{\text { f0. }}}$ | ¢0.0. | foo. | ${ }_{\substack{\text { f0. } \\ \text { f0.2 }}}$ | co. ${ }_{\text {fo. }}^{\text {f0.0 }}$ | ${ }_{\substack{\text { fo.0 } \\ \text { f0. }}}$ | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0. }}}$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ |
| Buncrana Road WESTLocal Centre | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}^{1}$ | ${ }_{\text {f0. }}^{10.0}$ | ${ }_{\text {f0. }}^{180}$ | ${ }_{\text {f0.0 }}$ | f0.0 | ${ }_{\text {coio }}^{600}$ | foct | co. | ¢0.0 | ${ }_{\text {co. }}$ | ${ }_{\text {coio }}$ | fo. | co. | ${ }_{\substack{80.1 \\ \text { f0.2 }}}$ | ¢0.1 | f0.0 | f0.0 | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {fo. }}^{\substack{10.0 \\ \hline}}$ | co. | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }}$ |  | (60.0 |
| Lower Galligh Road local Centre | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0. }} 0.0$ | ${ }_{60.1}$ | f0.0 | f0.0 | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0, }}$ | ${ }_{\text {f0. }}$ | ${ }_{50.0}$ | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{60} 80$ | f0.0 |
| Fuusina Retail Pak, Suncrana Road (The Range, Dunem) | £0.0 | £0.0 | f0.0 | f0. 1 | E0.0 | ¢0.0 | £0.0 | f0. | £0.0 | £0.0 | £0.0 | E0.0 | f0.0 | £0.4 | f0. 1 | £0.0 | f0. | £0.0 | £0.0 | f0.0 | 60.7 | £0. | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ¢0.0 |
| Iceland, Euncrana Road | ${ }^{\text {f0.0 }}$ | f0.0 | E0.0 | ${ }^{\text {f0. }} 0$ | ¢0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fog}_{0}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 |
| Lesey Retail Pak.s Stand Road S(Snyth Toys. PureGym, | ${ }^{\text {f0 }}$. 3 | ${ }^{\text {f0.0 }}$ | ${ }^{50.0}$ | ¢0.0 | £0.0 | E0.0 | £0.0 | ${ }^{0.3}$ | ¢0.0 | E0.0 | £0.0 | £0.0 | £0.0 | ${ }^{60.0}$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{60.0}$ | ${ }^{\text {f0.0 }}$ | ${ }_{60.0}^{60.0}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | ${ }^{50.0}$ |  | ${ }^{50.0}$ |
| Luall Uuncrana Road | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {E0.0 }}$ | f0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }^{50.0}$ | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }^{60.3}$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{60.0}$ | ${ }^{ \pm 0.0}$ | ${ }^{60.3}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 |
| Park VIllage Centre | ${ }_{6}^{6} 0.0$ | ${ }^{\text {f0.0 }}$ | £0.0 | f0.0 | ¢0.0 | ${ }_{500}^{600}$ | f0.0 | ¢0.0 | ${ }^{50.0}$ | ${ }^{\text {f00.0 }}$ | $\underbrace{}_{\substack{\text { f00. } \\ 600}}$ | $\underset{\substack{\text { ¢0.0 } \\ 600}}{ }$ | ¢0.0 | ( 0.00 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | $\substack{ \pm 0.0 \\ \text { f0. }}$ | ¢0.0. | ¢0.0. | ¢0.0 ¢0. | ¢0.0 <br> ¢0. |  | co.0 |
| ${ }^{\text {Peenybum Industral Esate, Soningown }}$ | E.0. fio |  | (10.0 | 50.0 | f0.0 | ¢0.0 | $\substack{\text { fo.0 } \\ \text { fo. }}$ | fo.0 | ¢0.0 | ¢0.0 | f0.0 | $\substack{\text { fo. } \\ \text { fo. }}$ | fo.0 | ¢0, | fo.0 | $\substack{\text { f0.0. } \\ \text { fo. }}$ | fo.0 | f0.0 | ¢0, | $\underset{\substack{\text { fo.0. } \\ \text { fo. }}}{\substack{\text { a }}}$ | ${ }_{\substack{\text { f0.2. } \\ \text { fir }}}$ | co. $\begin{gathered}\text { fo.0 } \\ \text { fo. }\end{gathered}$ | ¢0.0 600 | f0.0 <br> 500 <br> 00 | f0.0 <br> f0. | fo.0 |
| Otherzone 1 | ${ }_{\text {f0. }}^{10.0}$ | f0.0 | f0.0 | fo.0 | f0.0 | ${ }_{\text {¢0. }}^{10.0}$ | ${ }_{\text {fo. }}^{60.0}$ | f0.0 | f0.0 | ${ }_{\text {f00.0 }}$ | f0.0 | ${ }_{\text {fo. }}^{0}$ | co. | fo. | f0.0 | f0.0 | f0.0 | fo. | ${ }_{\text {fo. }}^{10.0}$ | ${ }_{\text {foo. }}^{00.0}$ | ${ }_{\text {co. }}^{19.0}$ | ${ }_{\text {¢0, }}^{0.0}$ | ${ }_{\text {¢0, }}$ | ${ }_{\text {¢0, }}$ | ${ }_{\text {f0.0 }}^{50.0}$ | ${ }_{\text {co. }}^{\substack{\text { co. }}}$ |
| 20NE 1 TTAL | E6. 4 | 6.5 | f1.6 | ${ }_{6} 1.8$ | ¢0.0 | ${ }_{61.3}$ | f0.5 | ¢13.0 | ${ }_{6} 1.6$ | £10.3 | ¢0.0 | ${ }^{60.8}$ | 512.6 | ¢8.0 | ${ }_{61.8}$ | f.0 | f1.6 | ¢0.0 | ${ }^{60.8}$ | f0. | E13,4 | ${ }^{\text {f1. }}$ | ${ }^{5} .6$ | f0.0 | £0.0 | ${ }_{64} 4$ |
| OENE 2- DEERY - LNDONDEBRY EAS |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Semichem) | ${ }^{\text {f0,4 }}$ | f0. 1 | E0.2 | £0.0 | E0.0 | $\mathrm{E}^{\text {f }} 1$ | £0.0 | ¢0.9 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0. | f0. 1 | f0. | £0.0 | £0.0 | £0.0 | $\mathrm{E}_{0}$. | 60.3 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | ¢0.0 |
|  | ${ }^{\text {¢0. }}$ | f0. 1 | ${ }^{60} 3$ | £0.0 | £0.0 | £0.0 | £0.0 | 51.2 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | 60. | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 60.2 | ${ }^{60.1}$ | £0.0 | £0. | E0.0 | ${ }_{\text {co. }}$ |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Ma plin, Mothercare, Toys R Us, Carpetright, Harveys) | £12.6 | ${ }^{68} 4$ | £4.1 | ${ }_{\text {f1. }}$ | ${ }^{\text {¢0.6 }}$ | ${ }_{52} 7$ | ${ }_{61.1}$ | ${ }^{531.0}$ | ${ }_{51.2}$ | £0.0 | £0.3 | E0.0 | ${ }_{6} 1.5$ | ${ }_{55}{ }^{2}$ | ${ }_{\text {f5. }}$ | ${ }_{52} 2$ | ${ }^{611}$ | £0.0 | ${ }_{\text {f12 }}$ | $\mathrm{EO}_{2}$ | 14.8 | $\mathrm{E}_{0}$. | 60.1 | £0. | £0.0 | ${ }^{6} .8$ |
| Gienkeen furisings, Giendemott Road, Waterise | ${ }^{\text {f0.0 }}$ | E0.0 | E0.0 | E0.0 | E0.0 | E0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | f0.0 | f0.0 |  | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {mo. }}$ | f0.0 | ${ }^{\text {m0, }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {m0. }}$ | E0.0 | ¢0.0 |
| TTench Road Shopping Center, Hollymount Paik | ${ }^{\text {f0.0 }}$ | ${ }^{\text {E.0.0 }}$ | ${ }^{50.0}$ | 80.0 | ${ }^{\text {E0.0 }}$ | E0.0 | ¢0.0. | ${ }^{60.0}$ | ${ }^{80.0}$ | 50.0 | ${ }^{50.0}$ | ¢0.0 | ${ }^{60.0}$ | ${ }^{50.0}$ | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{80.0}$ | ${ }^{50.0}$ | ${ }^{60.0}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | ${ }^{50.0}$ |  |  |
|  |  | f0.0 fo2 | f0.0 602 | $\substack{\text { f0.0 } \\ \text { f00 }}$ |  | fo.0 | fo. | ¢0.0. | ¢0.0 | ¢0.0 | ¢00. | fo. | fo.0 | (ta.0 | fo.0 | ${ }_{\substack{\text { f0.0 } \\ \text { foo }}}$ | f0.0 | ${ }_{\substack{\text { f0.0 } \\ \text { foo }}}$ | $\substack{\text { fo. } \\ \text { foo }}$ | ${ }_{\substack{\text { fo. } \\ \text { foo }}}$ | co.0 | fo.0 |  | fo.0 |  | co. ${ }_{\substack{\text { f0.0. }}}$ |
| Maydow V Vilage \& Retail Ara Otherzone 2 | f0.0 f0.0 | ${ }_{\text {cose }}^{50.2}$ | 50.2 f0. | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | c¢0.0 f0.0 | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ |  | fo.f0. <br> 0.0 | $\underbrace{}_{\substack{50.0 \\ \text { f0.0 }}}$ | $\underbrace{\text { f0.0 }}_{\text {f00.0 }}$ | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ | $\underset{\text { fo. }}{\text { fo. }}$ | co. | $\underset{\substack{\text { f0.0. } \\ \text { f0. }}}{\text { cos }}$ | ¢0.0. | fo. | fo. ${ }_{\text {f0.0 }}^{\text {f0 }}$ | fo. | fo. |  | co. |  |  |  |  | co. |
| ZONE 2 TTAL | ¢13.9 | ¢8.9 | ${ }_{64} 9$ | E1.6 | ${ }^{\text {¢ }}$. 6 | ${ }^{2} 28$ | ${ }_{61.1}$ | ${ }^{63,6}$ | ${ }^{1.2}$ | ${ }^{0} 0$ | ${ }_{60}{ }^{1}$ | f0.0 | ${ }_{6} 1.5$ | ${ }^{65} 3$ | ${ }_{\text {¢5.3 }}$ | E2.2 | ${ }_{6.1}$ | ¢0.0 | ${ }_{61.2}$ | ${ }_{\text {¢0. }}$ | 15.4 | ${ }^{0} 0$ | ¢0.1 | ${ }^{\text {a }} 0$ | ¢0.0 | 60.8 |
| $\xrightarrow{\text { ONE } 3 \text { - ELINTON }}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Campsie Busines Park, Eglinton, Dery | ${ }^{6} 0.0$ | f0.0 | f0.0 |  | E0.0 |  |  | f0.0 |  |  |  |  |  |  |  | £0.0 | f0.0 | f0.0 |  |  |  | ${ }^{8} 0.0$ |  |  |  | ¢0.1 |
| Dumahoe village Centre | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | 50.0 | f0.0 | E0.0 | f0.0 | £0.0 | m0.0 | 50.0 | ¢0.0 | E0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0. | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | co. | f0.0 | ${ }_{50}^{500}$ | fo. | f0.0 | ¢0.0. |
| Other Zone 3 | ${ }^{\text {f0.0 }}$ | f0.0 | 80.1 | f0.0 | ¢0.0 |  | £0.0 |  | 80.0 | 50.0 | f0. 0 | f0.0 |  |  | 60.0 | 60.0 | 60.0 | 60.0 |  |  |  |  |  |  |  |  |
| ZONE 3TTAL | ¢0.0 | ¢0.0 | ¢0.2 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.2 | 50.0 | ¢0.0 | 50.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.1 | ¢0.8 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{\text {q0. }}$ | ${ }^{50.1}$ | ¢0.0 | m0.0 | f0.0 | 60. |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | $\underbrace{\text { f0.0 }}_{\text {f0.0 }}$ | ${ }_{\text {co. }}^{50.1}$ | ${ }_{\text {f0.0 }}^{\text {f.9 }}$ | ${ }_{\text {co. }}^{50.9}$ | ${ }_{\substack{\text { f0.0. }}}^{\text {f0. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ |  | $\underbrace{}_{\substack{\text { co. } \\ \text { f0.0 }}}$ | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | $\underbrace{\text { f0.0 }}_{\text {f0.0 }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {f1.1. }}^{\text {f0.0 }}$ | co. | ${ }_{\text {co. }}^{\substack{\text { f0. }}}$ | co. ${ }_{\text {co. }}^{\text {fo. }}$ | ${ }_{\text {f0. }}^{68.3}$ | ¢0.0. | ${ }_{\text {f0.0 }}^{\text {f0.0 }}$ | ${ }_{\text {co. }}^{\substack{\text { fo. }}}$ | ${ }_{60.0}^{65.7}$ | ${ }_{\substack{\text { fo.0 } \\ \text { ¢0. }}}$ |  |  | $\underbrace{\substack{\text { c. }}}_{\text {co. }}$ | ${ }_{\substack{\text { f0.0. } \\ \text { 0.0 }}}$ |
| Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonal McDonalds) | £0.0 | £0.0 | £0.0 | 60.2 | £0.0 | £0.0 | £0.0 | 60.2 | £0.0 | ¢0.0 | £0.0 | 80.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0. | £0.0 | £0. | 80.0 | 60.0 | £0. | £0. | £0. | £0.0 | ${ }^{80} 0$ |
| Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, | £0.0 | E0.0 | £0. | $\mathrm{E}_{0} 3$ | f0.5 | £0. | 60.1 | ¢0.9 | £0.0 | £0.0 | £0.0 | $\mathrm{EPO}_{2}$ | 60.2 | ${ }^{60.0}$ | £0.0 | f0.0 | f0, 1 | £0.0 | £0.0 | £0.0 | 80.1 | £0.0 | £0.0 | £0. | £0.0 | ¢0.0 |
| Strabane Town Centre | f0.0 | f0.0 | £0.0 | ${ }_{66.4}$ | f0.3 | f0.1 | f0.2 | ${ }^{6} 7.0$ | ${ }^{50.0}$ | f0.0 | f0.0 | ¢0. 8 | ${ }^{0.8}$ | f0.0 | £0.0 | £0.0 | ${ }_{63.2}$ | 60.2 | f0.0 | f0.2 | ${ }^{63.6}$ | £0.0 | £0. | £0. | f0.5 | co.5 |
| Son Milisvilige Centre | £0.0 | 0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0. | f0.0 | £0.0 | £0.0 | £0. | £0.0 | 60.0 | £0.0 | £0. | £0.0 | f0. 2 | £0. | £0. | 80.1 | ${ }^{60.3}$ | £0. | £0. | £0. | £0.0 | 60.0 |
| erzone 4 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0. | £0. | £0. | £0.0 | 60.0 | £0.0 | £0.0 | f0.0 | f0.5 | £0.0 | f0.0 | f0.0 | 60.5 | E0.0 | £0.0 | f0.0 | f0.0 | 60.0 |
| ZONE 40TAL | f0.0 | f0.0 | 90. 1 | ¢6.9 | ¢0.9 | ${ }^{6} 0.1$ | ${ }_{60}{ }^{3}$ | ${ }_{58,2}$ | ${ }^{0.0}$ | ${ }^{0} 0$ | ¢0.0 | ${ }_{51.1}$ | ${ }_{6} 1.1$ | ${ }^{0} 0.0$ | ¢0.0 | ¢0.0 | E4.0 | 60. 2 | ¢0.0 | 80.3 | ${ }^{\text {c4. }}$ | f0.0 | ¢0.0 | f0.0 | f0.5 | $\mathrm{fog}^{5}$ |
| (20NE. CASILDERG | ${ }^{\text {e0, }}$ | £0.0 | £0.0 | £0.0 | 60.2 | £0.0 | £0.0 | 60.2 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | E0.0 | £0.0 | 60.1 | £0.0 | ${ }^{60.1}$ | ${ }_{\text {f1. }}$ | £0.0 | £0.0 | ${ }^{61.2}$ | £0.0 | £0. | £0.0 | f0.0 | 60.0 |
| Zone 5 ftal | ${ }^{80} 0$ | f0.0 | £0.0 | ¢0.0 | f0.2 | ¢0.0 | ${ }^{\text {f0.0 }}$ | 80.2 | ${ }^{0.0}$ | ¢0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | f0.0 | 60.1 | ¢0.0 | 60.1 | f.1. | f0.0 | f0.0 | ${ }^{1.2}$ | f0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 |


| STRE/ / Cente | Chemistand medical goods |  |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 |  | $\begin{gathered} \text { Booketr } \\ 7 \quad\left[\begin{array}{c} 2 \end{array}\right. \end{gathered}$ |  | 8 | 9 | 10 | 11 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\substack{\text { Eas.3. } \\ \text { E4. }}}$ | ${ }_{\substack{\text { f24.52 } \\ \text { f2, }}}$ | ${ }_{\text {f13,90 }}^{613}$ | ${ }_{\text {f2122 }}^{512}$ |  | ${ }_{\text {f10.10 }}^{\text {f10.1 }}$ | ${ }_{\substack{\text { f16.3. } \\ \text { f1. }}}$ |  | ${ }_{\text {¢19,5 }}^{\text {¢19.5 }}$ | ${ }_{\text {E32.8 }}^{5828}$ | ${ }_{\text {E83,3 }}^{183}$ | ${ }_{\text {crean }}^{520.9}$ |  | ${ }_{\substack{521.6 \\ 529}}$ | ${ }_{\text {f12.63 }}^{\text {f12. }}$ | ${ }_{\substack{56.6 \\ 66.60}}^{\text {frem }}$ | ${ }_{\text {c9.93 }}^{\text {f9, }}$ | $\underbrace{\substack{\text { f2, }}}_{\text {f2.83 }}$ | ${ }_{\text {ctas }}^{\text {E4.5 }}$ | ${ }_{\text {cres }}^{\substack{8.5}}$ | $\underbrace{\text { E6, }}_{\substack{\text { E66.6.6 }}}$ | ${ }_{9}^{59.5}$ |  |  | f10.0 f10.0 |  |
| ZONE 1 - DERRY - LONDONDERRY WEST Plan 2011 Proposals Map) | 134.3 | f9.5 | ${ }_{54} 4$. | ${ }^{11.6}$ | ${ }^{\text {g0. }}$ | ${ }^{2} .0$ | f0.2 | ${ }^{551.6}$ | ${ }_{\text {f1. }}$ | f6.8 | ${ }^{2} 23$ | E0.0 | E10.2 | f13,5 | 5.8 | ${ }^{83} 4$ | ${ }^{1.5}$ | ${ }^{0.3}$ | ${ }_{52} 2$ | 80.7 | ${ }^{20.2}$ | ${ }_{\text {f1 }} 1$ | ¢5.0 | £0.0 | ¢0.0 | 6.3 |
| oyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | ${ }^{611.1}$ | ${ }^{11.6}$ | ${ }_{611}$ | 60.2 | ¢0.0 | 60.7 | £0.0 | 514.7 | 60.2 | £0.0 | ${ }^{62} 3$ | £0.0 | 52.5 | ${ }_{65.7}$ | ${ }_{63} 3$ | ${ }_{61.9}$ | 60.7 | f0. | $\mathrm{E}_{0} .8$ | £0.0 | 12.7 | ${ }^{6} 0$. | $\mathrm{f0.2}^{2}$ | £0. | £0.0 | 60.5 |
| Richmond Shopping Centre Feryquay Street (Argos, Card Holland \& Barrett, JD Sports, New Look, Sports Direct) | ${ }^{60} 3$ | E0.0 | £0.0 | E0.0 | f0.0 | £0.0 | 60.2 | 60.5 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | 60.3 | 60.5 | 60.1 | £0.0 | ¢0. 1 | £0.0 | £0.0 | 60.9 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | 60.0 |
| Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Card Fact | £0.0 | E0. 7 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 60.7 | £0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | £0.0 | 80. | f0.0 | £0.0 | £0.0 | £0.0 | E0.0 | 60.2 | £0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 |
| Deny-Londondeny CITM Cenre | f22.9 | ${ }^{6} 7.2$ | ¢2.9 | $f 15$ | £0.0 | ${ }^{113}$ | £0.0 | ${ }^{635} 7$ | 60.9 | 66. 8 | £0.0 | £0.0 | 9.7 | 67.5 | $6^{63} 7$ | ${ }^{61.4}$ | ¢0. | 60.1 | ${ }_{\text {f1 }} 1$ | 60.7 | ${ }^{\text {f15, }}$ | ${ }^{1.1}$ | ¢4.8 | ¢0.0 | ¢0.0 | 55.9 |
| Notrside Distict Centre | ${ }_{50.8}$ | $\mathrm{fog}^{0}$ | fo. | $\mathrm{fog}^{0}$ | E0.0 | $\mathrm{fog}_{6}$ | $\mathrm{fo}^{2}$ | ${ }^{51.0}$ | ${ }^{\text {80, }}$ | ${ }^{60.0}$ | ¢0.0 | f0.0 | ${ }^{60.0}$ | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {E0.0 }}$ | ${ }^{\text {E0.0 }}$ | ${ }^{\text {E0.0 }}$ | E0.0 | ${ }^{\text {f0. }}$ | ${ }^{50.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{80.0}$ | ${ }^{80.0}$ | $\mathrm{fog}_{6}$ | 80.0 |
|  | £0.0. f0.4 | fo. ${ }_{\text {fo. }}^{\text {fo. }}$ | ¢0.0 | fo. ${ }_{\text {fo. }}^{\text {fo. }}$ | ¢0.0. | ${ }_{\text {fo. }}^{\text {f0. }}$ | ¢0.0. | ¢0.0. | ${ }_{\substack{50.0 \\ \text { f0.0 }}}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | fo. ${ }_{\text {fo. }}$ | fo. ${ }_{\text {fo. }}^{\substack{0}}$ | ¢0.0 | ${ }_{\substack{\text { f0. } \\ \text { f0. }}}$ | fo. ${ }_{\text {fo. }}$ | $\underset{50.0}{50.0}$ | ¢0.0 f0.0 | ¢0.0 f0.0 | f0.0 f0.0 |  | ${ }_{\text {fo. }}^{\text {f0. }}$ | f0.0 | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ |  |  | ¢0.0 |
| Bally mett local Cente | E0.0 | £0.0 | £0.0 | £0.0 | £0. | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | 60.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | 80.0 | ¢0.0 | E0.0 | ${ }^{0} 0$ | £0.0 | f0.0 | 80.0 |
| $\left\lvert\, \begin{aligned} & \text { Buncrana Road EAStocal Cente } \\ & \text { Buncrana Road WESTLocal Centre }\end{aligned}\right.$ | ${ }_{\text {fo. }}^{\substack{\text { f0. }}}$ | $\underset{\text { fo. }}{\text { f0.0 }}$ | ${ }_{\text {f0.0. }}^{\text {fo. }}$ | $\underset{\text { fo. }}{\text { fo. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ | $\underset{\text { fo. }}{\substack{\text { f0. }}}$ | ${ }_{\substack{\text { f0.0. } \\ \text { ¢0.0 }}}$ | $\underbrace{}_{\substack{\text { f0.2. } \\ \text { f0.0 }}}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ |  | ${ }_{\substack{50.7 \\ 60.0}}$ | $\underbrace{\text { fo. }}_{\text {fo. }}$ | $\underset{\text { fo. }}{\text { f0.0 }}$ | ${ }_{\substack{60.1 \\ \text { f0.0 }}}^{\text {coid }}$ |  | $\underbrace{\substack{\text { f0. }}}_{\text {f0.0 }}$ | ${ }_{\text {f0.0. }}^{\text {f0. }}$ |  | ${ }_{\substack{\text { f0. } \\ \text { ¢0. }}}$ | f0.0 | $\underbrace{\substack{\text { f0. }}}_{\text {f0.0 }}$ | $\underbrace{}_{\substack{\text { f0.0.0 } \\ \text { f0.0 }}}$ | $\mathrm{c}_{\substack{\text { f0.0.0 } \\ \text { f0.0 }}}$ | fo.0 |
| Lower alligh R Road local Centre | ¢0.0 | ${ }_{\text {f0. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0.0 }}$ | f0.0 | ¢0.1 | f0.0 | fo. | f0.0 | f0.0 | f0.0 | fo.0 | ${ }_{\text {f0. }}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | fo. | f0.0 | ¢0.1 | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ |  | f0.0 |
| Fausina Retail Pak, Euncrana Road (The Range, Dunelm) | £0.0 | f0.0 | E0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | E0.0 | f0.0 | 60.5 | £0.0 | f0.0 | f0.0 | £0.0 | E0.0 | E0.0 | ¢0.5 | £0.0 | £0.0 | £0. | f0.0 | ¢0.0 |
| Iceland, ,uncrana Road | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f }} 00$ | f0.0 | £0.0 | £0.0 | £0.0 | 60.0 | ¢0.0 | ${ }^{8} 0.0$ | f0.0 | £0.0 | ${ }^{0} 0.0$ |
| Lesey Retail Pakk, stand Road (Smydhs Toys PureGym, | £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 | E0.0 | ${ }^{80.0}$ | ¢0.0 | ¢0.0 | ${ }_{500}^{60.0}$ | 50.0 | ¢0.0 | ${ }^{80.0}$ | ¢0.0 | 60.0 |
| Lial, Bucrina Road | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 80.0 | 80.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | 80.0 | £0.0 |  |
| ParkVillage Centre | £0.0 | £0.0 | £0. | ${ }^{\text {£0. }}$ | E0.0 | £0. | £0.0 | ¢0.0 | ${ }^{\text {¢0. }}$ | ¢0.0 | £0. | E0.0 | £0.0 | ${ }^{ \pm 0.0}$ | £0. | ${ }^{\text {£0. }}$ | ${ }^{ \pm 0.0}$ | ${ }^{\text {f0, }}$ | ¢0.0 | co. | ${ }_{\substack{\text { co. } \\ 600}}$ | ¢0.0 | ¢0.0 | ¢0.0 | $\substack{\text { ¢0.0. } \\ 600}$ | ¢0.0 |
| - Pennybum Inuutial Estee, Spinitown |  | ¢0.0 | ¢0.0 | fo.0 | ¢0.0 | ¢0.0 | ¢0.0 | fo.0 | co. ${ }_{\substack{\text { fo. } \\ \text { fo. }}}$ | $\substack{\text { fo. } \\ \text { fo. }}$ | fo.0 | $\substack{\text { fo. } \\ \text { ¢0. }}$ | ¢0.0. |  | $\underset{\substack{\text { fo. } \\ \text { fo. }}}{\text { coid }}$ | ¢0.0 | co. | co. | co.0 | ¢0.0 | ${ }_{\substack{\text { co. } \\ \text { co. }}}$ | ¢0.0 | ¢0.0 | ${ }^{50.0}$ | $\substack{\text { f0.0. } \\ \text { f0.0 }}$ | ${ }_{\substack{80.0 \\ \text { f0.0 }}}$ |
| Otherzone 1 | cole | fo. | fo. | fo. | fo. | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | fo. | cile | ¢0.0 | fo. | fo. | fo. | co. | co. | fo. | fo. | fo. | fo. | fo. | fo. | co.fo.0 <br> co. | fo.0 | fo. | fo. | fo. | fo.0 |
| ZONE 1 Total | E36.8 | ${ }_{9} 9$ | ${ }_{64.1}$ | ${ }^{1.6}$ | ${ }^{6} 0$ | ${ }^{\text {2 }}$ \% | E0.4 | 554,4 | ${ }_{51} 1$ | ${ }^{67.4}$ | ${ }_{62} 2$ | ¢0.0 | f10.9 | ¢14.3 | ${ }^{67.8}$ | ${ }^{63} 6$ | ${ }^{\text {f1. }}$ | ¢0.3 | ¢2.0 | f0. 7 | ${ }^{530.2}$ | ${ }_{51.3}$ | ${ }_{5} 5$. | ${ }^{\text {¢0, }}$ | f0.0 | ${ }_{66.3}$ |
| ZONE 2- DERM - Lo |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card , Poundland, Primark, Savers, Semichem) | f0.5 | £2. | £0. | f0. 2 | £0.0 | ${ }^{0} .3$ | £0.0 | 63.2 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }}$ | £0.3 | 60. | £0.0 | £0.0 | £0. 1 | f0.0 | 60.5 | £0.0 | £0.0 | ¢0.0 | £0.0 | 60.0 |
|  | E0.0 | ¢0.3 | £0.0 | £0.0 | £0.0 | 60. 1 | £0. | 60.3 | £0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | £0. | £0.0 | £0. | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 | ${ }^{6} 0.0$ | £0.0 | ¢0.0 | £0.0 | ¢0.0 |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Halfords Maplin, Mothercare, Toys R Us, Carpetright, Harveys) | ${ }^{55.9}$ | ${ }^{\text {¢9,9 }}$ | ${ }^{\text {E2 }}$, 9 | ${ }^{51.1}$ | ${ }^{\text {E0. }}$ | E0.4 | 50.2 | ${ }^{\text {E20.4 }}$ | 50.2 | £0.0 | f0.0 | ¢0.0 | ¢0.2 | ${ }^{6} 0.2$ | 60. 1 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | 60.4 | £0.0 | ¢0.0 | £0.0 | £0.0 | 60.0 |
| Glenkeen fumsinings Glendemott Road, Waterside | ${ }^{\text {g. }} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{60.0}$ | ¢0.0. | ${ }_{\text {co. }}^{\substack{17}}$ | ${ }_{\text {f0, }}$ | ${ }_{50.0}^{600}$ | £0.0 | ¢0.0 | ¢0.0 | ${ }^{60.0}$ | £0.0 | ${ }^{\text {c0,0 }}$ | E0.0 | 80.0 | ${ }^{\text {f0.0 }}$ | ¢0.0. |  |  | $\substack{\text { fo. } \\ \text { fo. }}_{\text {coid }}$ | $\substack{\text { fo. } \\ \text { fo. }}_{\text {coid }}$ | $\substack{\text { fo. } \\ \text { f0. } \\ \text { coid }}$ |  |
| ${ }^{\text {Trench hoad Shopping Center, Holymmunt Paik }}$ | $\begin{aligned} & \substack{\begin{subarray}{c}{0.0 \\ f 000} }} \\ {\hline} \end{aligned}$ | ${ }_{\text {f.0. }}^{\text {fi. }}$ | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | ${ }_{\text {f0.0. }}^{\text {fo. }}$ | f0.0. f0. | ${ }_{\text {co. }}^{\substack{\text { fo. } \\ \text { ¢0. }}}$ | ${ }_{\text {f0. }}^{51.7}$ | ¢0.0 | ${ }_{\text {co. }}^{\text {fo. }}$ | ${ }_{\text {f0.0. }}^{\text {fo. }}$ | $\underset{\substack{\text { f0. } \\ \text { f0. }}}{ }$ | f0.0 | ${ }_{\substack{\text { fo. } \\ \text { fo. }}}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | fe0.0 | ¢0.0 | f0.0 f0. | f0.0 f0.0 |  | ${ }_{\substack{\text { co. } \\ \text { co. }}}$ | f0.0 | ${ }_{\text {fo. }}^{\text {fo. }}$ |  | $\underset{\substack{\text { f0. } \\ \text { f0. }}}{ }$ | ${ }_{\substack{\text { f0.0. } \\ \text { co. }}}$ |
|  | ¢0.0. | ${ }_{\text {fo. }}^{60.0}$ | ¢0.0 | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | fo. |  | fo. | co. | fo. | fo. |  | fo. | co. | fo. | ${ }_{\text {fo. }}$ | fo.0 | ${ }_{\text {c0.0 }}$ | f0.0 | ${ }_{\text {f0.0 }}^{10.0}$ | fo. | co. | ¢0.0 | fe.0 | fo.0 | fo. | co. |
| Other Zone 2 | ${ }^{60.7}$ | £0. | £0. | £0.0 | ¢0.0 | £0.0 | £0.0 | ${ }^{61.6}$ | f0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | 60.5 | ¢0.2 | f0.0 | 50.0 | f0.0 | £0.0 | £0.0 | 60.7 | ¢0.0 | f0.0 | 50.0 | ¢0.0 | ${ }^{60.0}$ |
| ZONE 2TTAL | 67. 1 | f19.6 | ${ }_{63} 4$ | ${ }_{61.3}$ | ¢0.0 | 60.7 | 50.2 | 27.3 | 50.2 | ${ }^{\text {¢0, }}$ | ¢0.0 | £0.0 | E0.2 | ${ }^{60.7}$ | ¢0.9 | $\mathrm{fon}^{1}$ | ¢0.0 | m0.0 | $\mathrm{m}_{0.1}$ | ¢0.0 | ${ }_{6} 1.8$ | E0.0 | ¢0.0 | m0.0 | ¢0.0 | ¢0.0 |
| (ene |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | E0.0 | £0. 0 | ${ }^{63.0}$ | £0. 0 | £0. | ${ }^{6} 0.0$ | £0.0 | ${ }^{63.0}$ | f0.0 | ${ }^{50.0}$ | £0.0 | f0.0 | ${ }^{\text {c0.0 }}$ | f0.0 | £0. | 60.1 | E0.0 | f0.0 | £0.0 | $\mathrm{fog}^{0}$ | ${ }^{60.1}$ | ${ }^{\text {£ } 0.0}$ | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{80.0}$ | 60.0 |
| Campse Eusiness Palke Eglinto, Deny | £0.0 | £0.0 | £0. | ${ }^{\text {f0.0 }}$ | £0.0 | E0.0 | £0.0 | £0.0 | 80.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | E0.0 | E0.0 | E0.0 | ${ }^{\text {E0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {£0.0 }}$ | ${ }^{50.0}$ | ${ }^{80.0}$ |  | f0.0 | E0.0 |
|  | ${ }_{\substack{\text { co. } \\ \text { f0.0 }}}^{\text {coin }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {f0. }}^{18.7}$ | fo. | ${ }_{\text {f0. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\text {f0.1 }}$ | ${ }_{\text {fo. }}^{\substack{\text { f0. }}}$ | ${ }_{\text {f0.2 }}^{\text {f1. }}$ | $\substack{\text { fa0. } \\ \text { f0.0 }}^{\text {coin }}$ | ${ }_{\text {fo. }}^{\substack{\text { f0. }}}$ | fo. | ${ }_{\text {foo }}^{\substack{\text { f0. }}}$ | ${ }_{\substack{\text { f0.0.0 }}}^{\text {f0. }}$ | ¢0.0.0 | fo. | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ |  |  | ${ }_{\substack{\text { f0.0. }}}^{\text {fei }}$ |  | ${ }_{\substack{\text { co. } \\ \text { f0.0 }}}^{\text {coin }}$ | ${ }_{50.0}^{50.0}$ |  |  | ${ }_{\text {f00. }}^{\text {f0.0 }}$ | co. |
| ZONE 3 Total | ¢0.0 | ¢0.0 | ${ }^{5} 5.0$ | f0.0 | ${ }^{0} 0$ | ${ }_{\text {E0. }}$ | £0.0 | ${ }_{65.1}$ | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | E0.0 | £0.0 | m0. | ¢0.0 | £0.0 | g0.0 | g0.0 | ${ }_{60.1}$ | ¢0.0 | ¢0.0 | 50.0 | 50.0 | m0.0 |
|  | ¢0.0 | f0.0 | 60.5 | f15,8 | ¢0.0 |  |  |  | 50.0 |  |  |  |  | £0.0 |  |  | 55.4 |  |  |  |  | 50.0 | ${ }^{\text {f0.0 }}$ | ${ }^{50.0}$ |  |  |
| Assa, Branch Road, Stabane | ${ }^{\text {e0. }}$ | ${ }^{\text {e0. }}$ | ${ }_{60.2}$ | ${ }_{60.2}$ | ${ }^{6} 0.0$ | ${ }^{60.0}$ | ${ }^{6} 0.0$ | 60.5 | E0.0 | ${ }^{60.0}$ | ${ }_{\text {f0, }}$ | ${ }^{60} 0$ | ${ }^{6} 0.0$ | ${ }_{\text {e0. }}$ | ${ }^{60.1}$ | ${ }_{\text {f0.0 }}$ | f0.0 | ${ }^{6} 0.0$ | ${ }_{\text {e0. }}$ | 60.1 | ${ }^{60.3}$ | E0.0 | ${ }^{6} 0.0$ | ${ }_{\text {f0.0 }}$ | ${ }_{60.0}$ | ${ }^{60.0}$ |
| Pa vilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, | £0. | £0. | E0.0 | £0. | £0.0 | £0. | £0. | ¢0.0 | £0. | £0. | £0. | £0.0 | f0.0 | £0. | £0.0 | £0. | £0. | £0. 1 | £0.0 | 80, | 80.2 | £0. | ¢0. | £0. | f0.5 | 60.5 |
| Stabane Shopping / Retail Park, Branch Road, STRABANE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sportoirect poundland, Poundstrether, Agtos | £0.0 | £0.0 | £0.0 | f0. | £0.0 | £0.0 | £0.0 | 60.2 | £0.0 | £0.0 | f0.0 | 60.3 | 60.3 | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | 60.0 | £0.0 | f0.0 | £0.0 | 60.0 | ${ }^{\text {f0. }}$ | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 |
| ${ }^{\text {a }}$ | £0. | f0.0 | f0.3 | f15.4 | £0. | 60. | £0.8 | f10,4 | E0.0 | £0. | £0.0 | £0.0 | ¢0.0 | £0. | £0. | £0. | ¢5.4 | 60.2 | f0. 1 | f0.9 | 6.5 | f0.0 | ¢0.0 | £0. | f0.5 | 60.5 |
| Son Milisvilige Centre | £0. | £0.0 | £0.0 | f0.6 | E0.0 | £0.0 | £0. | ¢0.6 | £0. | f0.0 | f0.0 | £0. | ¢0.0 | £0.0 | £0.0 | £0.0 | f0. 1 | £0. | £0. | f0.0 | ${ }^{80.1}$ | £0. | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Other Zone 4 | £0. | £0.0 | £0.0 | E0.2 | £0. | £0.0 | E0.0 | 60.2 | £0.0 | £0.0 | £0. | £0.0 | E0.0 | f0.0 | £0. | £0. | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | £0. | £0.0 | f0.0 | ¢0.0 |
| ZONE 4 TTAL | ${ }^{60.0}$ | f0.0 | 60.5 | f16.6 | ${ }^{0} 0$ | E0.0 | ${ }^{60.8}$ | f17.9 | f0.0 | ¢0.0 | f0.0 | ${ }^{0.3}$ | ${ }^{60.3}$ | ¢0.0 | ¢0. | ¢0.0 | ${ }_{5.5}$ | 60.2 | 60.1 | ${ }_{611}$ | ${ }^{6} 7$. | ¢0.0 | f0.0 | 50.0 | ${ }_{61.0}$ | ${ }_{6} 1.0$ |
|  | ${ }^{\text {¢0. }}$ | f0.0 | £0.0 | ¢0.0 | ${ }_{\text {f5 } 5}$ | ¢0.0 | ${ }^{50.4}$ | ${ }^{5} 5.9$ | £0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | E0.0 | £0.0 | $\mathrm{EO}_{0} 1$ | £0.6 | £0.0 | £0.0 | ${ }^{60.8}$ | £0.0 | £0.0 | £0.0 | $\mathrm{fog}_{0}$ | E0.0 |
| ZONE 5 Total | ¢0.0 | $\mathrm{f}_{0} 0$ | £0.0 | f0.0 | ${ }_{65} 5$ | ¢0.0 | m0.4 | ¢5.9 | ${ }^{80} 0$ | ¢0.0 | ¢0.0 | ¢0.0 | 90.0 | 90.0 | ¢0.0 | ¢0.0 | ¢0.1 | ${ }^{0.6}$ | f0.0 | ¢0.0 | 90.8 | ${ }^{0} 0$ | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 |

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

| Store/ Centre | Luxury goods and spots goods |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $1{ }^{2}$ |  | $\begin{gathered} 3 \\ \frac{514.0}{} \end{gathered}$ | $\frac{4}{\frac{4714}{819}}$ | $\underset{\substack{66.8 \\ 56.80}}{5}$ | $\begin{gathered} \quad \\ \substack{\text { f11.6 } \\ \text { f11.59 } \\ \hline} \end{gathered}$ | $\begin{gathered} \text { goousame } \\ 7 \\ \hline 177.0 \\ \hline 116.98 \end{gathered}$ |  | $\underset{\substack{\text { f10.9 } \\ \text { f19.9 }}}{ }$ | $\begin{gathered} 9 \\ \hline 83.8 \\ \hline 63.8 \\ \hline \end{gathered}$ |  | $\frac{11}{821.5}$ | $\begin{gathered} \text { ZONES 8-11 } \\ \text { TOTAL } \\ \hline £ 109.5 \\ £ 109.5 \\ \hline \end{gathered}$ |  |
|  | $\underset{\substack{\text { Ea4,3, } \\ \text { E3, }}}{ }$ | ${ }_{\text {crem }}^{\text {f23, }}$ |  |  |  |  |  |  |  |  |  |  |  |  |
| ZONE 1- DERAY - Lonoonderg wes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| LONDONDERRY/ DERRY CITY CENTRE (as of the Demy Area Plan 2011 Proposals Map) | ${ }^{9} 9$ | ${ }^{5} 5.8$ | 52.0 | ${ }^{1.0}$ | ${ }^{6} 2.8$ | ¢0.4 | ${ }^{5} 5.0$ | ${ }^{526.7}$ | ${ }_{5}^{5} .8$ | ${ }^{20.1}$ | ${ }^{80.0}$ | ${ }^{\text {f0.0 }}$ | 525.9 | 5007 |
| oyleside Shopping Centre, Orchard Street (Boots, Clarks Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | f0. | ${ }^{51.8}$ | £0. | £0.0 | £0.4 | £0.0 | f0.6 | ${ }^{5.6}$ | f0. 7 | ${ }^{\text {f14 }}$ | ¢0.0 | £0.0 | 52.0 | ${ }^{162}$ |
| Richmond Shopping Centre, Feryquay Street (Argos, Card Look, Sports Direct) , Game, Holland \& Barrett, J D Sports, New | ${ }^{51.3}$ | ${ }_{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0.0 | 00.0 | £0. | E0.0 | ${ }^{6} 1.3$ | ${ }^{\text {f0. }}$ | £0.0 | $\mathrm{fo}_{0}$ | E0.0 | ¢0.0 | ${ }^{10.1}$ |
| Quayside Shopping Centre, Strand Road (Tesco, Savers, <br> Card Factory, Quayside Interiors, Poundsworth, H. Sween | ¢0. 8 | £0.0 | £0.0 | £0. | $\mathrm{E}_{0} 0$ | £0. | £0.0 | 60.8 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | ¢0.0 | 63.6 |
|  | ${ }_{66.8}$ | ${ }^{640}$ | ${ }_{\text {f2 }}$. | ${ }_{\text {f1. }}$ | E2. | f0.4 | ${ }_{\text {E4, }}$ | ${ }^{621.0}$ | ${ }_{5}^{5} .1$ | 118.8 | f0.0 | £0.0 | E23, | ${ }^{63317}$ |
| Nortssid Disticict Centre | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | E0.0 | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | f0.0 | ${ }^{6} 15$ |
| Rath Mor Distict Centre | ${ }^{\text {m0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {m0.0 }}$ | ¢0.0 | ${ }^{\text {m0. }}$ | f0.0 | £0.0 | ¢0.0 | ${ }^{60.5}$ |
| Soingtown Distict Centre | £0.0 | f0.0 | £0. | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | $\mathrm{fo.0}^{0}$ | f0.0 | £0.0 | ¢0.0 | ${ }^{63.6}$ |
| Ballyamett Local Centre | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | ${ }^{\text {f1. }}$ |
| Puncana Road EATLOcal Cente | £0.0 |  |  | £0.0 | £0.0 |  |  |  |  |  |  |  | ¢0.0 |  |
|  | $\underbrace{\substack{\text { fo. }}}_{\text {co. }}$ | fo. ${ }_{\text {f0.4 }}$ | ${ }_{\text {foo. }}^{\text {fo. }}$ | $\underset{\substack{\text { fo. } \\ \text { fo. }}}{ }$ | $\underset{\text { fo. }}{\substack{\text { f0. }}}$ | $\underset{\substack{\text { f0.0. } \\ \text { ¢0. }}}{ }$ |  | co. | $\underset{\substack{\text { co. } \\ \text { fo. }}}{ }$ | fe.0. |  | ¢0.0 |  | $\underset{\substack{\text { f1. } \\ \text { 1. }}}{ }$ |
| Fausina Retail Pakk, Buncrana Road (The Pange, Dunelm) | ${ }^{512}$ | f0.0 | f0. | f0. | £0. | fo. | f0.0 | 512 | f0.0 | f0.0 | ¢0.0 | f0.0 | $0_{0} 0$ | ${ }^{8.4}$ |
| Iceland, Buncrana Road | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | f0.0 |  | ¢0.0 | ${ }^{\text {f0. }}$ |
| Lesey Retail Park, Strand Road S(Syyth Toys PureGym, | ${ }_{52} 2$ | ¢0.3 | f0. | f0.4 | E0.4 | f0.0 | f0.0 | ${ }_{\text {c4, }}$ | ${ }_{\text {f0. }} 0$ | f0.0 | f0.0 | ¢0.0 | c.0.0 | 65.5 |
| Lual, Buncrana Road | £0.0 | f0.0 | £0.0 | f0.0 | f0.1 | f0.0 | f0.0 | ${ }^{60.1}$ | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.4 |
| Park Village Centre | ${ }^{80.0}$ | £0.0 | £0.0 | £0. | £0.0 | £0. | £0.0 | ${ }^{80.0}$ | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 |
| ${ }^{\text {Pen }}$ Penybum Inuustal Estate, Springtown | coict | coio | $\substack{\text { f0.0 } \\ \text { fo. }}$ | $\substack{\text { fo. } \\ \text { fo. }}$ |  | $\substack{\text { fo. } \\ \text { fo. }}$ | $\substack{\text { fo.0 } \\ \text { fo. }}$ | fo.0 | $\underset{\substack{\text { fo.0 } \\ \text { fo. }}}{\substack{\text { fa }}}$ | ¢0.0 | ¢0.0 | $\substack{\text { fo.0 } \\ \text { fo. }}$ | fo.0 |  |
| Other Zone 1 | ${ }_{\text {f0. }} 0$ | £0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | fo. | ¢0.0 | f0.0 | ¢0.0 | f0.0 | ${ }_{\text {f0.0 }}$ | ¢0.0 | ${ }_{52.4}^{2.8}$ |
| 170 mL | ${ }_{\text {f13, }}$ | 6.5 | 52.2 | ${ }_{61.4}$ | 63.3 | ¢0.4 | 65.0 | ${ }^{632}$ | ${ }_{65.8}$ | 520.1 | ¢0.0 | ¢0.0 | E25.9 | 5537.5 |
| ZONE 2- Derkr - Lonoondigry eat |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lisna gelvin District Centre, Lisna gelvin Road (Tesco, Card Semichem) Semichem) | £0.6 | 60. | £0.0 | £0.0 | £0. | £0.0 | $\mathrm{E0} 3$ | 51.6 | ${ }^{\text {f0. }}$ | £0.0 | £0. | £0. | ¢0.4 | f19.0 |
|  | f0.0 | ${ }^{0} 0.8$ | f0.0 | E0.0 | E0.1 | f0.0 | E0.0 | ¢0.9 | E0.0 | ${ }^{114}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | ${ }_{51.4}$ | $⿷ 19.7$ |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots Next Home, Halfords, Ma plin, Mothercare, Toys R Us, Carpetight, Harveys | E21.6 | 67.7 | ${ }_{619}$ | ${ }_{614}$ | £0. 8 | $\mathrm{f0.2}^{2}$ | E0.3 | ${ }^{63} 3$ | 60.4 | £0.0 | f0.0 | m0.0 | f0.4 | ${ }^{\text {f134. }}$ |
| GIenkeen Funisings Glendemott Roa, Wateride | ${ }^{\text {f0. }}$ | £0.0 | £0.0 | ${ }^{\text {m0. }}$ | £0.0 | f0.0 |  | 60.0 | $\mathrm{E}_{0.0}$ |  | E0.0 | £0.0 | £0.0 |  |
| Tench Road Shopping Center, Hollymount Paik | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {m0. }}$ | f0.0 | f0.0 |  | ¢0.0 | ${ }^{1.7}$ |
|  | co. ${ }_{\text {co. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | $\underset{\text { f0.0. }}{\text { f0. }}$ | $\underset{\text { fo. }}{\substack{\text { f0. }}}$ | $\underset{\text { fo. }}{\text { fo. }}$ |  | $\substack{\text { fo. } \\ \text { fo. }}_{\text {co. }}$ | fo.0 |  | fe.0. | ${ }_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | ¢ | fo.0 | ${ }_{\text {ci. }}^{\text {c. }}$ |
| Other Zone 2 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | f0.0 | $\mathrm{fog}^{\text {£ }}$ | ¢0.0 | ${ }_{53} 3$ |
| ZONE 2 TTAL | 522.2 | ¢9.3 | f19 | ${ }^{1.4}$ | ¢0.9 | 60.2 | 60.7 | 33.4 | ${ }^{50.8}$ | ${ }_{614}$ | ¢0.0 | 0.0 | 52.2 | f184.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{\text {£0, }}$ | ${ }^{6} 0.4$ | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | f0.4 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | E5.9 |
| Campse Uusiess Palk, Egliton, Deny | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 |  | ¢0.0 | ${ }^{\text {f0.0 }}$ |  |  |  | ¢0.0 | ¢0.8 |
| Dumahoe Village Centre | ${ }_{50.0}^{500}$ | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 |  | $\substack{\text { co. } \\ \text { foo }}$ |  | $\underset{\substack{\text { f0.0 } \\ \text { f00 }}}{ }$ | $\substack{\text { f0.0 } \\ \text { f00 }}$ | $\substack{\text { fo. } \\ \text { f0. }}$ | ¢0.0 |  | ${ }_{\substack{\text { fi. } \\ \text { ¢0. }}}$ |
| ZONE 3 Total | ¢0.0 | f0.4 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ${ }_{\text {fo.4 }}$ | fo.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0. | ${ }_{68.9}$ |
| STRABANE TOWN CENTRE Asda, Branch Road, Strabane <br> Pavilion Retail Park, Railway Street, STRABANE (Argento, <br> Cilento Designer Wear, Gallaghers Fresh Food Centre, Strabane Sh <br> Branch STRABANE SportsDirect, Poundland, Poundstretcher, Argos, Strabane Town Centre |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {f0.0 }}^{\text {f7. }}$ | ${ }_{\text {f0.0 }}^{\text {fa, }}$ | fo. | ${ }_{\text {f0.0 }}^{51.4}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ${ }_{\text {f0.0 }}^{\text {f14. }}$ | ${ }_{\substack{\text { f0. } \\ \text { f0.0 }}}$ | $\underset{\text { f0. }}{\text { f0.0 }}$ | $\underset{\text { fo. }}{\substack{0.0}}$ |  | ${ }_{60.0}^{63.1}$ | ${ }_{\substack{101.3 \\ 83.6}}^{\text {fic }}$ |
|  | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | E0.0 | £0.0 | f0.0 | ${ }_{616}$ | ${ }^{\text {f1. }} 6$ | 63.5 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | ${ }_{\text {f0. }}$ | ¢0. 7 | ${ }_{63.7}$ | £0.0 | ¢0.9 | $\mathrm{fog}_{0}$ | ${ }_{6.3}$ | £0.0 | £0.0 | £0. | ${ }_{\text {f1. }}$ | ${ }_{61.6}$ | ${ }^{\text {f17,6 }}$ |
|  | £0.0 | f0.4 | ${ }_{66.7}$ | ${ }_{61.1}$ | f0.0 | 60.5 | £0.0 | 68.7 | £0.0 | £0.0 | £0.0 | f0.0 | 60.0 | f6, 7 |
| Soin Millsvillage Centre | f0.0 | f0.0 | E0.0 | E0.0 | f0.0 | f0.0 | $\mathrm{fo}^{6}$ | ${ }^{60.3}$ | E0.4 | £0.0 | ${ }^{\text {f. }} 0$ | f0.0 | m0.4 | ${ }_{61.8}$ |
| Other Zone 4 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fog}^{0}$ | E0.0 | $\mathrm{E}_{0} 0$ | £0. | £0. | $\mathrm{m}_{0} 0$ | ¢0.0 | 60. |
| Total | ¢0.0 | f0.4 | 67.4 | ${ }_{\text {E4. }}$ | ¢0.0 | ${ }_{61.4}$ | ${ }_{\text {e0. }}$ | 19.4 | ${ }^{50.4}$ | ¢0.0 | $\mathrm{m}_{0} 0$ | 63.1 | ${ }_{53.5}$ | ${ }_{\text {f103. }}$ |
|  | f0.0 | E0.0 | E0.0 | ${ }_{\text {E4, }}$ | £0.0 | f0.0 | £0.0 | ${ }^{\text {c4, }}$ | f0.0 | f0.0 | f0.0 | $\mathrm{fog}_{0}$ | ¢0.0 | f19.1 |
| 20NE 5 Total | f0.0 | ¢0.0 | f0.0 | ${ }_{54}$ | f0.0 | ¢0.0 | ${ }^{6} 0.0$ | ${ }_{64.1}$ | ¢0.0 | f0.0 | ¢0.0 | ${ }^{60.0}$ | f0.0 | $\underline{69.1}$ |

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

| Store/ centre | Clotres and Shoes- - ts chice |  |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | Clothes and Shoes - 2nd choiceZONES 1-7 |  |  | 8 | 9 | 10 | 11 | $\begin{aligned} & \text { 2ONESE. } 111 \\ & \text { NOTAL } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 | $\begin{array}{\|c\|} \hline \text { ZONES 8-11 } \\ \text { TOTAL } \\ \hline \end{array}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | ${ }_{\text {c47.5 }}^{667}$ |  |  | ${ }_{\text {f112. }}^{\text {f112 }}$ |  |  |  | ${ }_{\text {cter }}^{553.7}$ |  |  | ${ }_{\text {crese }}^{\text {f54. }}$ |  | 63.5 | E20.3 | f10.5 | 16.3 | ¢4.9 | ¢7.4 | ¢12.8 | f109.8 | f15.3 | E5.7 | 52.1 | f16.4 | 88.5 |
| Znet 6 - clavor |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy Village Centre | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0. | £0.0 | ${ }^{6} 0.0$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{\text {E0.0 }}$ | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | ${ }^{80} 0$ | £0.0 | f0.0 | E0.0 | E0.0 | f0.0 |  | f0.0 |
| Feny V Vliage Centre | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {E0.0 }}$ | E0.0 | ${ }^{\text {E0.0 }}$ | ¢0.0 | £0.0 | £0.0 | £0. | ${ }^{\text {80.0 }}$ | ¢0.0 | ${ }^{\text {E0.0 }}$ | ${ }^{\text {E0.0 }}$ | ${ }^{\text {E0.0 }}$ | ${ }^{\text {E0.0 }}$ | E0.0 | ${ }^{\text {¢0.0 }}$ | E0.0 | ¢0.0 | ${ }^{80.0}$ | E0.0 | E0.0 | ${ }^{\text {80.0 }}$ | ${ }^{50.0}$ |
| Dungiven Town cente |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ¢0.0 |  |  |  |  |  |  | f0.0 |
| ZONE 6 TTTAL | ${ }^{60.0}$ | ¢0.0 | ¢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 | f0.0 | f0.0 | 50.0 | f0.0 |
| NE7- New |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Newtownsemart Village Cente | ${ }^{\text {¢0. }}$ | £0.0 | £0. | ¢0.4 | £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 | ¢0.3 | 60.3 | ¢0.0 | £0. | ¢0.0 | £0.0 | £0.0 |
| Showgrounds Retail Park, Sedan Avenue, OMAG M\&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look) | £0.0 | £0.0 | £0. | E0.4 | ${ }_{61} 17$ | ¢0.0 | E 2.7 | ${ }^{4} 4$ | f0.0 | ¢0.0 | £0. | £0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0. 2 | 61.1 | ¢0.0 | ${ }_{\text {e0. }} 9$ | 52.1 | f0.0 | £0. | ¢0.0 | f0.0 | ¢0.0 |
| ZONE 7 TTAL | ${ }^{\text {¢0. }}$ | ¢0.0 | f0.0 | ${ }^{6} .7$ | ${ }_{61.7}$ | ¢0.0 | 3.2 | ${ }^{55.6}$ | ${ }^{6} 0$ | f0.0 | f0.0 | E0.0 | ${ }_{\text {en }} 0$ | f0.0 | f0.0 | f0.0 | ${ }^{0} 2$ | f.1 | f0.0 | f.1 | ${ }_{52.4}$ | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 |
| 2one 8 - UMMVVAOY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{50.0}$ | f0.5 | f0. 9 | ${ }^{50.0}$ | f0.0 | ${ }^{51.8}$ | f0.0 | ${ }^{8.2}$ | E7.9 | ${ }^{50.0}$ | ${ }^{\text {f0. }}$ | ${ }^{50.0}$ | 8.9 | ${ }^{\text {f0. }}$ | £0.0 | E0.5 | E0.0 | £0.0 | E0.5 | f0.0 | ${ }^{6} 1.0$ | ${ }^{63} 2$ | £0.0 | £0.0 | E0.0 | 13.2 |
| Engineeinigs) | £0.0 | ¢0.0 | £0. | £0.0 | £0. | £0. | ¢0.0 | 60.0 | E0.3 | £0.0 | f0.0 | f0.0 | 60.3 | E0.0 | £0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | 60.0 | £0. | ¢0.0 | E0.0 | f0.0 |
| OtherZone 8 | £0.0 | £0.0 | £0.0 | £0.0 | £0. | £0.0 | £0.0 | 60.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.3 | £0.0 | ¢0.0 | 60.0 | 60.3 | E0.1 | £0. | £0. 0 | £0.0 | 60. 1 |
| Zone fotal | £0.0 | 60.5 | ¢0.9 | 5 | ${ }^{53.4}$ | 51.8 | ¢6.4 | $\underline{5145}$ | 88.2 | ¢0.0 | f0.0 | ¢0.0 | ${ }^{88} 2$ | f0.0 | f0.0 | ${ }^{6} .5$ | ${ }^{60.6}$ | 52.2 | f0.5 | 52.3 | 56.1 | ${ }_{53.4}$ | f0.0 | f0.0 | 50.0 | ${ }^{63.4}$ |
| ONE 9- MISHowen |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buncran Town Centre | ${ }^{50.0}$ | £0. | £0. | £0.0 | E0.0 | ${ }^{\text {£0.0 }}$ | ${ }^{\text {£0.0 }}$ | ¢0.0 |  |  |  |  | 52.7 |  |  |  | 80.0 |  | E0.0 |  | ¢0.0 |  |  |  |  | ${ }^{51.1}$ |
|  | ${ }_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ | ¢ 60.0 |  |  | ${ }_{\substack{\text { f0.0.0 } \\ \text { f.0 }}}$ | $\underbrace{}_{\substack{\text { fo. } \\ \text { fo. }}}$ | ${ }_{\text {fo. }}^{\text {f0. }}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ |  | fo.0 | ¢0.0 | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{60.0 \\ \text { f0.0 }}}$ |  | ${ }_{\text {fo. }}^{\text {f0. }}$ | ¢60.0 | ${ }_{\substack{\text { f0.0.0 } \\ \text { ¢0.0 }}}$ | ${ }_{\substack{\text { fa0.0 } \\ \text { f0.0 }}}$ | ¢0.0 | ${ }_{\substack{\text { c0.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ | fo.0 |
| Camdonagh Town Cente |  | ${ }_{\text {fo. }}^{0}$ | ${ }_{\text {fo. }} 0$ | fo. | ${ }_{\text {fo. }} 0$ | ${ }_{\text {fo. }}$ | ${ }_{\text {¢0.0 }}$ | ${ }_{\text {c0.0 }}$ | ${ }_{\text {¢0. }}$ | ${ }_{\text {f0. }} 9$ | ${ }_{\text {f0. }}$ | fo. | co. | ${ }_{\text {f00.0 }}$ | f0.0 | f0.0 | f0.0 | f0.0 | ${ }_{\text {fo. }}$ | ¢0.0 | ¢0.0 | ${ }_{\text {fo. }}$ | ${ }_{\text {fo. }} 9$ | ${ }_{\text {fo. }}$ | f0.0 | ${ }_{\text {f0.0 }}$ |
| Moville Town Centre | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | $\mathrm{E}_{0.0}$ | £0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | ${ }_{\text {f0. }} 0$ | ${ }_{\text {fo. }} 0$ | ¢0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ${ }_{\text {f0. }} 0$ | ¢0.0 |
| ZONE 9 TTAL | E0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | ¢0.0 | 60.0 | ¢0.0 | ${ }^{5} .6$ | £0.0 | £0.0 | ${ }^{6} .6$ | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | 60.0 | 60.0 | £0.0 | $\mathrm{ELP}^{1}$ | ¢0.0 | ¢0.0 | $\mathrm{fr}_{1} 1$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Centr, Mountain Top, Leterekenny | ${ }^{\text {¢0. }}$ | f0.0 | £0.0 | ${ }^{60.0}$ | ¢0.0 | E0.0 | ${ }^{\text {en }} 0$ | ¢0.0 | ${ }^{\text {¢0. }}$ | ¢0.0 | ${ }_{60.0}$ | ${ }_{60.0}$ | ¢0.0 | f0.0 | f0.0 | ${ }^{50} 0$ | ¢0.0 | E0.0 | ${ }^{60} 0$ | E0.0 | ¢0.0 | 50.0 | 80.0 | ¢0.0 | ${ }^{80.0}$ | ${ }_{\text {f0.0 }}$ |
|  | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 |  |  | ¢0.0 |  |  |  |  |  |  |  |  | f0.0 | £0.0 | f0.0 |  | ¢0.0 |  |  |  |  |  |
|  | £0. | ¢0.0 | ¢0.0 | ¢0.0 | E0.0 | E0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.9 | ${ }^{1.6}$ | ¢0.0 | 52.5 | E0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0. | E0.4 | £0. 7 | f0.4 | f15 |
|  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 60. | ¢0.0 | £0.0 | £0.0 | £0. | £0.0 | ¢0.0 | E0.0 | £0. | £0.0 | ¢0.0 | £0.0 | ¢0.0 | £0. | ¢0.0 | ¢0.0 | £0.0 | £0. | ¢0.0 | ¢0.0 |
| Laxins OIdtown, letereenny | ¢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 | ${ }^{\text {f0. }}$ | £0.0 | fo. 0 | f0.0 | E0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | E0.0 | £0.0 | f0.0 | f0.0 |
| \|ent | E0.0 | f0.0 | f0.4 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.4 | ${ }^{\text {¢0. }}$ | E.3 | ${ }^{83} .7$ | ${ }_{55} 5$ | ${ }^{43,5}$ | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{80} 0$ | ${ }^{118}$ | ${ }_{14,5}$ | ${ }^{\text {f1. }} 6$ | E17,9 |
| \|eterem | 0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | 60.0 | ${ }^{\text {m0.0 }}$ | ${ }_{\text {f1.3 }}$ | ${ }^{\text {f }} 7.7$ | ${ }_{63}{ }^{\text {a }}$ | 12.3 | f0. | f0. | f0. |  | £0. | f0. |  | ${ }^{6} 0.0$ |  | $f 14$ | ${ }^{6} 35$ | ${ }^{410}$ | ${ }^{55} 9$ |
| Zone clothing) |  |  |  |  |  |  |  | 8.0 |  |  |  |  |  |  |  |  |  |  |  |  | 8.0 |  |  |  |  |  |
| Mcelinineys XL Manorcunningham, Leteeekenny | ${ }^{60.0}$ | £0.0 | £0. | £0.0 | £0. 0 | £0.0 | E0.0 | ¢0.0 | E0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {¢ }}$. 0 | ${ }^{\text {¢ }} 0$ | £0.0 | ¢0.0 | £0.0 | £0. | £0. | f0.0 | ¢0.0 |
| LEITERKENNY (Ic eland, Eurogiant, Heatons Sportsworld, Easons, La Touche) | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | 60.0 | £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 | f0.0 | £0. | £0.0 | £0. | ¢0.0 |
| ZONE 10 Total | ¢0.0 | f0.0 | f0.4 | ${ }_{50.0}$ | ¢0.0 | ¢0.0 | ¢0.0 | E0.4 | ${ }^{60.0}$ | ${ }_{66.4}$ | ¢48.6 | f12.0 | 567.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{0.3}$ | ¢0.0 | ¢0.0 | £0.0 | ${ }_{50.3}$ | ¢0.0 | ${ }_{64}{ }^{3}$ | ¢19.7 | ${ }_{55.0}$ | ${ }_{59.1}$ |
| DNEE11-STRANORAR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0. | ¢0.0 | £0. | £0. | £0.0 | ${ }^{55,7}$ | ${ }^{5.7}$ | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {f1. }}$ | f1.5 |
| Ballybofey Town Cente | £0.0 | f0.0 | £0.0 | £0.0 | fo. 0 | $\mathrm{E}_{0} 2$ | ${ }^{6} 0.3$ | 60.5 | £0.0 | £0.0 | £0.0 |  | ${ }^{\text {E4, }}$ | 50.0 | f0.0 | f0.0 | f0.0 | f0. 1 | £0.0 | £0.0 | ¢0. 1 | f0.0 | f0.0 | £0.0 | ${ }_{6} 1.5$ | ${ }^{1.5}$ |
| Castefin Town Centre | ${ }^{\text {g }}$. 0 | f0.0 | £0.0 | £0.0 | $\mathrm{fo}_{0}$ | f0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.9 | ¢0.9 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | 50.0 | f0.0 |
| Co.op, Hollow Road, Castefinn | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{80} 0$ | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{6} 0.0$ | E0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 80.0 | £0.0 | ¢0.0 | ${ }^{0} 0.0$ | ¢0.0 |
| Lul, Donegal Road, Ballybofey | £0. | f0.0 | £0.0 | ¢0. | f0.0 | f0.0 | 80.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 50.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 |
| Naveny Shopping Centre, Navenny, Ealurborer | £0. | £0.0 | £0.0 | ¢0.0 | 80.0 | f0.0 | 80.0 | ¢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 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 |
| Raphoe Town Centre | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {e.0 }}$ | $\mathrm{E}_{0} 0$ | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | E0.0 | $\mathrm{fo}_{0} 0$ | f0.0 |
| OtherZone 11 | £0.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo}^{0}$ | £0.0 | £0. | ¢0.0 | £0.0 | £0. | 80. | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | 50.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 |
| ZONE 11 Total | E0.0 | f0.0 | $\mathrm{fo}_{0} 0$ | ¢0.0 | E0.0 | 50.2 | ¢0.3 | ${ }^{0.5}$ | ¢0.0 | E0.0 | f0.0 | 10.8 | f10.8 | 50.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.1 | ${ }^{50.0}$ | ¢0.0 | ¢0. 1 | 50.0 | ${ }^{50} 0$ | ${ }^{50.0}$ | ${ }^{63.1}$ | ${ }^{63.1}$ |
| Outide Suvey Area | ${ }^{8.1}$ | ${ }^{8.0}$ | ${ }^{521}$ | ${ }^{53} 7$ | ${ }^{53.5}$ | ${ }^{52.4}$ | ${ }^{520.8}$ | ${ }^{538.7}$ | ${ }^{88.8}$ | ${ }^{60.0}$ | ${ }^{60.0}$ | ${ }^{50.0}$ | ${ }^{88.8}$ | ${ }^{52.4}$ | ${ }^{51.9}$ | ${ }^{\text {f0. }}$ | ${ }_{517}$ | ${ }^{\text {f1, }}$ | ${ }^{80} 9$ | ${ }^{\text {8 }} 8$ | ${ }^{617.6}$ | ${ }^{33.4}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{60.0}$ | ${ }^{3.4}$ |
| ${ }_{\text {a }}^{\text {Stemet/ deliven }}$ | ${ }^{111.1}$ | ${ }^{\text {f7, }}$ | ${ }_{52} 9$ | ${ }_{\text {E3, }}$ | f0. | ¢1.9 | ${ }^{\text {¢ }}$, 0 | 529.7 | ${ }_{\text {¢4 }}$ | ${ }_{\text {f1 }} 19$ | ${ }_{669}$ | f11.5 | 524.8 | ${ }_{66.1}$ | ${ }^{6} 3$ | ${ }^{\text {f12 }}$ | ${ }^{\text {f14 }}$ | ${ }^{\text {¢ }}$. 3 | ${ }^{60} 7$ | ${ }^{\text {e }}$. 4 | ${ }_{\text {¢13, }} 6$ | ${ }_{\text {f2, }}$ | £0.0 | ${ }^{4} 4.6$ | 55.5 | f12.6 |

Tumovers calculated by appling market shares
(Table 6 ) to availible compariso goods expenditur


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

| STORE/ CENRE | Fumiture, foor Coverings Capeet + Trexiles |  |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | Housenold appliances |  |  | 8 | 9 | 10 | 11 | ZONES 8-11 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 |  |  |  |  |  |  | 6 | 7 |  |  |  |  |  |  |
|  | ${ }_{\text {¢52, }}^{\text {f2, }}$ | ${ }_{\text {fli4.8 }}^{\text {f14, }}$ | ${ }_{\text {fr96 }}^{880}$ | ${ }_{\text {f120 }}^{\text {f120 }}$ |  | ${ }_{\text {f5.95 }}^{5.9}$ | $\xrightarrow{\text { f10.9 }}$ f10.3 |  | ${ }_{\text {f116 }}^{\text {f116 }}$ | ${ }_{\text {f19,3 }}^{619}$ | $\underset{\text { fi9, }}{\text { fi9.6 }}$ | ${ }_{\text {f12, }}^{\text {f12, }}$ |  | ${ }_{\text {f110 }}^{\text {f110 }}$ |  | ${ }_{\text {f22, }}^{\text {f28 }}$ | ${ }_{\text {E492 }}^{4.9}$ | ${ }_{\text {f149 }}^{515}$ | ${ }_{\text {f22, }}^{\text {f2, }}$ | ${ }_{\text {E3,74 }}^{8.7}$ |  | ${ }_{\text {¢442, }}^{\text {¢4, }}$ | ${ }_{\text {co. }}^{60.1}$ | ¢0.1 | co. |  |
| Zne 6 - Clavor |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0. | ${ }^{0} 0.0$ | £0. | 80.0 | f0.0 | 50.0 | ${ }^{0} 0$ | ¢0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{0} 0.0$ | ${ }^{0.0}$ | f0.0 | £0.0 | f0.0 | f0.0 | f0. 0 | f0.0 | ${ }^{\text {f0. }} 0$ | ¢0.0 | ${ }^{\text {f0. }} 0$ |  |  |  | ¢0.0 |
| Feeny Vilage Centre | £0.0 | ${ }^{6} 0.0$ | £0.0 | ${ }^{6} 0.0$ | f0.0 | f0.0 | ${ }^{6} 0.0$ | ¢0.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{60.0}$ | f0.0 | ${ }^{6} 0.0$ | f0.0 | ${ }^{6} 0.0$ | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{60.0}$ | ${ }^{\text {f0.0 }}$ | f0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 |
| Dungiven Town Centre |  |  |  |  |  |  |  | 60.1 |  |  |  |  |  |  |  |  | f0.0 | f0.0 | E0.3 |  | 60.3 | f0.0 | f0.0 | f0.0 |  | ¢0.0 |
| 2ONE 6TTTAL | E0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.0 | 60.1 | ¢0.0 | 60.1 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.3 | ¢0.0 | 60.3 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | ¢0.0 |
| ZOEF 7 - |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nentowntewat tillage Centre | ${ }^{50.0}$ | £0.0 | 60. | ¢0.9 | f0.4 | ¢0.0 | ${ }^{\text {f1.6 }}$ | ${ }^{\text {f2, }} 9$ | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | £0.0 | 60. | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | £0. | £0. | £0. | ${ }^{\text {f0. }}$ | ¢0.0 |
| Showgrounds Reta 1 ark, Sedan Avenue, OMAG Poundland, New Look) | £0.0 | £0.0 | £0.0 | 60.1 | 60.1 | ¢0.0 | ¢0.0 | 60.2 | E0.0 | £0. | £0. | f0.0 | 60.0 | f0.0 | £0.0 | £0. | ¢0.0 | £0. | ¢0.0 | ¢0.1 | 60.2 | £0. | £0. | £0.0 | £0.0 | ¢0.0 |
| ZONE 7 TTAL | ¢0.0 | ¢0.0 | f0.0 | ${ }_{6.0}$ | 60.5 | f0.0 | ${ }^{1.6}$ | ${ }^{6} 3.1$ | ${ }^{\text {f0.0 }}$ | e.0 | E0.0 | ¢0.0 | E0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | 60.2 | 60.2 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {g0.0 }}$ | ¢0.0 |
| Ond | £0.0 | £0. | ¢0. 1 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | ¢0.0 | ${ }^{60.7}$ | ${ }^{\text {¢ } 4.0}$ | £0.0 | ${ }^{80.0}$ | £0.0 | ${ }^{64.0}$ | 50.1 | f0.4 | f0. 5 | f0.0 | ${ }^{\text {f0. }}$ | f0. | $\mathrm{fog}^{0}$ | ${ }^{\text {f1, }}$ | ${ }_{52} 7$ | £0.0 | £0.0 | f0.0 |  |
| Windythil Retail Pakk, Windyhill Road, UMAVADY( ELISS | £0.0 | f0.0 | ¢0.0 | £0.0 | f0.0 | f0. 1 | f0.0 | 60.1 | f0.0 | £0.0 | £0.0 | E0.0 | 60.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | fo. | ¢0.0 | ¢00 | ¢00 | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other Zone 8 | ${ }^{\text {f0. }}$ | E0.0 | f0.0 | ¢0. | E0.0 | f0.0 | f0. 0 | f0.0 | ${ }^{50.0}$ | £0. | £0. | E0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ${ }^{60.0}$ | £0. | £0. | ${ }^{\text {¢0.0 }}$ | E0.0 | ${ }^{50.0}$ |
| ZONE 8 TTAL | ¢0.0 | 0.0 | ¢0.1 | $\pm 2.0$ | f1.0 | f1.0 | ${ }^{63} 2$ | 57.2 | f4.0 | ¢0.0 | f0.0 | ¢0.0 | ¢4.0 | ¢0.1 | ${ }^{\text {f0.4 }}$ | f0.5 | f0.0 | ¢0.0 | 51.1 | f0.4 | 52.4 | 52.8 | ¢0.0 | £0.0 | £0.0 | 52.8 |
| 隹 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\substack{\text { f0.0 } \\ \text { f0.0 }}^{0}$ | ${ }_{\substack{10.0 \\ \text { f0.0 }}}$ | fo. | ${ }_{\substack{10.0 \\ \text { f0. }}}$ | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ | $\underset{\substack{10.0 \\ \text { f0.0 }}}{ }$ | fo.0 | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ | fo. | ${ }_{\text {fo. }}^{\text {¢2, }}$ | fo. | ¢00.0 | ${ }_{\text {f0.0. }}^{62.0}$ | ${ }_{\substack{80.0 \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { fa0.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { fa0. } \\ \text { f0.0 }}}$ | ${ }_{\text {f00. }}^{\text {f0.0 }}$ | ${ }_{\substack{\text { fa0. } \\ \text { f0.0 }}}$ | fo. |  | ${ }_{\substack{\text { co. } \\ \text { f0.0 }}}^{\text {coin }}$ | ¢0.0 | ${ }_{\substack{80.0 \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ${ }_{\text {coion }}^{\substack{\text { f0.0 }}}$ |
| Burt Village Centre | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 |  | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | E0.0 | f0.0 |  | ¢0.0 |
| Camdonagh Town Centre | £0.0 | 60. | ¢0.0 | f0.0 | £0.0 | ${ }^{0} 0$ | ${ }^{60} 0$ | 60.0 | f0.0 | £0. | £0. | £0.0 | 60.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | 60.0 | £0.0 | ¢0.0 |
| Movile Town Cente | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ${ }^{1} 13$ | £0.0 | ¢0.0 | ${ }^{613}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 |
| ZONE 9 TTAL | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | E.0 | 60.0 | ¢0.0 | ¢0.0 | 63.8 | ¢0.0 | ¢0.0 | ${ }^{63.8}$ | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | 60.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Centa, Mountia Top, Leteterenny | £0.0 | f0.0 | £0.0 | ${ }^{60.0}$ | ¢0.0 | E0.0 | ${ }^{60.0}$ | ${ }^{60.0}$ | 80.0 | £0.0 | £0.0 | ${ }^{60.0}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | fo.0 | ${ }^{60.0}$ | ${ }^{50.0}$ | E0.0 | f0.0 | f0.0 | ${ }_{\text {f0.0 }}$ |
|  | £0.0 |  | £0.0 | £0.0 | ${ }_{\text {¢0. }}$ | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | f0.0 | £0.0 |  |  | ¢0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 |  | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 |  |  |
| (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles) | £0.0 | E0.0 | ¢0.0 | E0.0 | ¢0.0 | £0.0 | E0.0 | E0.0 | f0.0 | f10 | 99.5 | 0.3 | f10.8 | $\mathrm{E}_{0} 0$ | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | 60.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
|  | £0.0 | £0.0 | £0. | f0. 1 | £0.0 | £0.0 | £0. | 60.1 | £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 |
| lakinis OIdtown, Leteremeny | £0.0 | £0.0 | £0. | £0. | £0. | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{0} 0.0$ | £0.0 | ¢0.0 | E0.0 | ${ }^{0.0}$ | ${ }^{\text {f0. }}$ | £0.0 | ${ }^{\text {f0. }}$ | $\mathrm{fog}_{0}$ | £0.0 | £0.0 | £0.0 | m0.0 | ${ }^{\text {m0. }}$ | £0.0 | £0.0 | £0.0 | £0.0 |
|  | £0.0 | ¢0.3 | ¢0.0 | £0.0 | £.0 | ¢0.0 | ¢0.0 | 60.3 | f0.0 | 0.4 | E6.4 | ¢0.0 | 6.8 | £0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {m0. }}$ | £0.0 | $\mathrm{fog}^{0}$ | £0.0 | ¢0.0 |
|  | £0.0 | f0.0 | f0. 2 | £0.0 | £0. | £0.0 | £0.0 | f0.2 | f0.0 | £0.0 | 60.5 | £0.0 | 60.5 | ¢0. | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{0} 0.0$ | £0.0 | £0.0 | £0.0 | £0.0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mechineys $\backslash$ Manorcuningham, Leteenemy | E0.0 | f0. 0 | f0.0 | E0.0 | f0.0 | f0. 0 | E0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | £0. | ${ }^{\text {f0. }}$ | f0.0 | f0.0 | ${ }^{50.0}$ | f0.0 | f0.0 | f0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | E0.0 | f0. 0 | f0.0 | ${ }^{\text {f0. }}$ | ¢0.0 |
| LEITERKENNY (Ic eland, Eurogiant, Heatons Sportsworld, Ea sons, La Touche) | E0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.5 | £0.0 | 60.5 | £0.0 | ¢0.0 | ¢0.0 | £0. | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0. | £0. | £0.0 | £0.0 | f0.0 |
| ZONE 10 Total | f0.4 | ${ }^{60.3}$ | 60.2 | ${ }_{60.1}$ | ¢0.0 | ${ }^{\text {¢ }}$. 0 | ¢0.0 | ${ }_{\text {¢10 }}$ | 50.2 | ¢7. 3 | ¢17.5 | $\mathrm{E4.1}^{1}$ | E29.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{6} 0$ | ¢0.0 | ${ }^{6} 0.0$ | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | $\mathrm{fo.}^{1}$ |
| DNEE 11- STRANORAR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | $\mathrm{E}_{0} 0$ | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 | 50.0 | ${ }^{\text {E0. }}$ | ${ }^{\text {e }}$. 0 | f0.0 | ${ }^{\text {e }}$. 0 | £0.0 | ${ }^{0} 0$ | ${ }^{0} 0.0$ | E0.0 | E0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {E0.0 }}$ | ¢0.0 |
| Bally ofey Town Centre | £0.0 | f0.0 | £0.0 | f0.0 | f0. 1 | E0.0 | $\mathrm{fo}^{0} 0$ | ${ }^{8} 0.1$ | f0.0 | £0.0 | £0.0 | ${ }^{11.6}$ | ${ }^{61.6}$ | f0.0 | f0.0 | E0.0 | f0. 0 | £0.0 | £0.0 | £0.0 | g0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 |
| Castefinin Town Centre | ¢0.0 | f0.0 | £0.0 | f0.0 | $\mathrm{fog}_{0}$ | f0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | 60.9 | ¢0.9 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | g0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | ¢0.0 |
| Co.op, Hollow Road, Castefinn | £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 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ${ }^{80} 0$ | £0.0 | £0.0 | £0.0 | £0.0 |
| Lul, Donegal Road, Eallybofey | £0.0 | f0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ${ }^{6} 0.0$ | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 |
| Navenny Shopping Cente, Navenny, Aalubofer | £0.0 | £0.0 | £0.0 | ${ }^{80} 0$ | ${ }^{80} 0$ | ${ }^{80} 0$ | ${ }^{80} 0$ | £0.0 | f0.0 | £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 | ${ }^{80.0}$ | £0.0 | £0.0 | £0.0 |
| Raphoe Town Centre | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | E0.0 | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ${ }^{50.0}$ |
| Other 2 One 11 | £0.0 | £0.0 | ¢0.0 | 80.0 | $\mathrm{fog}^{0}$ | £0.0 | £0.0 | ${ }^{\text {g0. }}$ | f0.0 | 80.0 | £0.0 | £0. | £0.0 | f0.0 | f0.0 | E0.0 | f0.0 | f0.0 | £0. | ${ }^{\text {f0.0 }}$ | £0.0 | ¢0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 |
| ZONE 11 Total | 50.0 | ¢0.0 | £0.0 | e.0 | E0.1 | f0.0 | E0.0 | ¢0.1 | e0.0 | $\mathrm{E}_{0} 0$ | ¢0.0 | 2.5 | 52.5 | £0.0 | ¢0.0 | f0.0 | f0.0 | ${ }^{\text {m0, }}$ | ¢0.0 | £0.0 | ¢0.0 | 50.0 | ${ }^{\text {0.0 }}$ | ${ }^{\text {0.0 }}$ | 50.0 | ¢0.0 |
| Ouside survey Area | ${ }_{52} 2$ | ${ }^{50.6}$ | f0.9 | ${ }^{60.6}$ | ${ }^{0.6}$ | ${ }^{60.9}$ | ${ }_{66.0}$ | ${ }^{612.2}$ | ${ }^{\text {f43 }}$ | ${ }^{60.0}$ | ${ }_{50.0}$ | ${ }^{50.0}$ | ${ }^{54.3}$ | ${ }^{60.5}$ | ${ }^{\text {f0.2 }}$ | ${ }^{60.1}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.4 }}$ | f0.2 | ${ }^{52.9}$ | ${ }^{\text {E4, }}$ | ${ }^{50.6}$ | ${ }^{80.0}$ | ¢0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{50.6}$ |
| SFT\& Nulls <br> Intemet / delivery | ${ }^{0} 0.6$ | ¢0.9 | ¢0.4 | f0.6 | f0. 1 | f0.6 | f0. 1 | ${ }^{63.5}$ | 60.2 | ${ }_{61.7}$ | ${ }^{\text {f1. }}$ | ${ }^{6} 19$ | ${ }^{64.9}$ | ${ }^{\text {f12 }}$ | f0.5 | ${ }^{6} 0.2$ | ¢0.3 | f0.1 | £0. 1 | 60. | 52.7 | E0.4 | f0.0 | f0.0 | £0.0 | ¢0.4 |


(Thable 5 ) to aval.
(Tables 3 b-3k).

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

| Store / Centre | Audio visala equipment |  |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 |  | $\begin{gathered} { }^{\mathrm{DNF}} \\ 7 \\ \hline 6.2 \end{gathered}$ |  | $\stackrel{8}{\substack{86.4 \\ 66.9}}$ | $\begin{gathered} 9 \\ \hline \text { f10.9 } \\ f 10.9 \end{gathered}$ | $\begin{gathered} \frac{10}{7113} \\ \hline 111.3 \end{gathered}$ | $\underset{\substack{11 \\ 77.2 \\ 7.2}}{ }$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 | ${ }^{20 \mathrm{~N} \times 5.11}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{\substack{\text { f21, } \\ \text { E21.9 }}}$ | ${ }_{\text {f12.63 }}^{\text {f12, }}$ | ${ }_{\substack{88.46 \\ \text { c8. }}}^{\substack{\text { che }}}$ | ${ }_{\text {f1200 }}^{\text {f120 }}$ | ${ }_{\substack{8.81 \\ 8.81}}^{\text {cter }}$ | ${ }_{\text {c6.94 }}^{66.9}$ | ${ }_{\substack{\text { f10.1. } \\ \text { f0. }}}^{\text {cos }}$ |  | ${ }_{\text {f117 }}^{\text {f117 }}$ | ${ }_{\text {flo. }}^{\text {f19.2 }}$ | ${ }_{\text {f19,5 }}^{\text {f19.5 }}$ | ${ }_{\text {f122 }}^{\text {f122 }}$ |  | ${ }_{\substack{\text { f13, } \\ \text { f13 }}}^{1}$ |  |  | $\substack{\text { ¢7.0. } \\ \text { ¢6. }}$ | ${ }_{\substack{52.217 \\ \text { f21 }}}$ |  |  |  |  |  |  |  |  |
| ZNEE 6- CIAUOY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy lilage Cente | co.0 | ¢0.0 | ¢0.0 | f0.0 | ${ }_{\substack{60.0 \\ 600}}$ | ${ }_{50.0}^{600}$ | ¢0.0 | ce.0 | ¢0.0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ¢0.0 |
| $\left\lvert\, \begin{aligned} & \text { Feeny vilage Centre } \\ & \text { Oungiven Town Cente }\end{aligned}\right.$ | fo. | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}^{\text {coin }}$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0. }}}^{\text {cos }}$ | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}^{\text {coin }}$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ |  | ${ }_{\substack{60.0 \\ \text { f0.0 }}}$ | co. | ¢0.0. | $\begin{aligned} & £ 0.0 \\ & £ 0.0 \end{aligned}$ | ${ }_{\substack{60.0 \\ \text { f0.0 }}}$ | ¢0.0. | $\begin{aligned} & \mathbf{£ 0 . 0} \\ & \mathbf{£ 0 . 0} \end{aligned}$ | $\begin{aligned} & £ 0.0 \\ & £ 0.0 \end{aligned}$ | $\begin{aligned} & £ 0.0 \\ & £ 0.0 \end{aligned}$ | $\begin{aligned} & £ 0.0 \\ & £ 0.0 \end{aligned}$ | $\begin{aligned} & £ 0.0 \\ & £ 0.0 \end{aligned}$ | $\begin{aligned} & £ 0.0 \\ & £ 0.0 \end{aligned}$ | $\begin{aligned} & £ 0.0 \\ & £ 1.0 \end{aligned}$ | $\begin{aligned} & £ 0.0 \\ & £ 0.0 \end{aligned}$ | $\begin{aligned} & \mathbf{£ 0 . 0} \\ & \mathbf{£ 1 . 0} \end{aligned}$ | $\begin{aligned} & £ 0.0 \\ & £ 0.0 \end{aligned}$ | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ | ${ }_{\substack{\text { E0.0. } \\ \text { f0.0 }}}$ |  | f00.0 |
| ZONE 6TTML | ¢0.0 | ¢0.0 | 60.2 | f0.0 | ¢0.0 | ¢0.5 | ¢0.0 | 60.7 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | e0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | f.1 | ¢0.0 | 6.1 | ${ }^{6} 0$ | £0.0 | f0.0 | 50.0 | £0.0 |
| ZNET- - |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nentownsewat Village Cente | 60.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | ${ }^{6} 0.0$ | £0.0 | 60.0 | £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 | E0.0 | 60.0 |
| Showgrounds Retail Park, Sedan Avenue, OMAG M\&S, Next, Pea cocks, River Island, Sports Direct, Poundland, New Look) | ${ }^{60.0}$ | £0.0 | £0.0 | 60.3 | 60.4 | ¢0.0 | 60.1 | 60.8 | f0.0 | f0.0 | ¢0.0 | £0.0 | ¢0.0 | E0.0 | £0. | 60. | £0. | 60.1 | £0. | 60. 1 | 80.1 | £0.0 | ¢0.0 | £0. | £0.0 | 60.0 |
| ZONE 7 TTAL | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{60.3}$ | f0.4 | f0.0 | e0.1 | ${ }^{6} 0.8$ | ¢0.0 | f0.0 | E0.0 | E0.0 | e.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ${ }^{6} .1$ | f0.0 | ${ }^{\text {f0. }}$ | ¢0.6 | ${ }^{0} 0$ | f0.0 | f0.0 | ¢0.0 | ¢0.0 |
| ZONE 8 - LMAVADY Limavady Town Centre | £0.0 | $\mathrm{f0}^{3}$ | £0.8 | f0.0 | f0.0 | ${ }^{61.2}$ | £0.0 | 52.3 | ${ }_{55.1}$ | £0.0 | £0.0 | £0.0 | ${ }_{5}^{5} .1$ | £0.0 | f0.0 | f0. 1 | 60.0 | f0.0 | ${ }^{6} 0.2$ | f0.0 | ${ }^{\text {m0, }}$ | ${ }^{2} 20$ | ¢0.0 | £0.0 | ${ }^{\text {00. }}$ |  |
|  | £0. | f0.0 | £0. | £0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | 60.0 | £0.0 | £0.0 | £0.0 | $\mathrm{fo}^{0} 0$ | 60.0 | ${ }^{\text {f0. }} 0$ | f0.0 | $\mathrm{fo.0}^{0}$ | £0.0 | ¢0.0 | f0.0 | ${ }^{\text {fo. }}$ | ¢0.0 | f0.0 | E0.0 | ¢0.0 | £00 | ${ }^{0.0}$ |
| OtherZone 8 | f0.0 | £0.0 | £0. | £0.0 | £0.0 | £0. | ¢0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }} 0$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | f0. 1 | f0.0 | f0.0 | f0.0 | $\underline{60.1}$ |
| ZONE BTTAL | ${ }^{60.0}$ | E0.3 | ${ }_{6.1}$ | f0.5 | f0.8 | f2. | f0.2 | 5.2 | ${ }^{55.1}$ | f0.0 | f0.0 | £0.0 | ${ }_{5} 5.1$ | 50.0 | f0.0 | f0.1 | 50.0 | m0.1 | 52.3 | £1.0 | ${ }^{63.5}$ | ${ }^{2} 20$ | ¢0.0 | f0.0 | 50.0 | 52.0 |
| ONE 9 - INSTHOWEN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buncran Town Centre | ${ }^{\text {£0. }}$ | £0. | ${ }^{\text {¢0, }}$ | £0.0 | £0.0 | E0.0 | ${ }^{\text {£0.0 }}$ | ¢0.0 | ${ }^{ \pm 0.0}$ |  |  |  | ${ }^{53.7}$ |  |  |  |  |  |  |  | ${ }^{50.0}$ | £0.0 |  |  |  | ${ }^{80.6}$ |
| $\left\lvert\, \begin{aligned} & \text { Bunfoot Viliage Cente } \\ & \text { Butvilige Cente }\end{aligned}\right.$ | $\underbrace{}_{\substack{\text { fo. } \\ \text { fo. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | fo. 6 | ¢ |  | $\underbrace{}_{\substack{\text { f0.0. } \\ \text { f.0 }}}$ | ${ }_{\substack{\text { fo. } \\ \text { fo. }}}$ | ${ }_{\text {co. }}^{\text {fo. }}$ | ¢0.0 |  | ${ }_{\substack{\text { f0.0. } \\ \text { co. }}}$ |  | $\underset{\substack{\text { f0.0. } \\ \text { f0.0 }}}{ }$ | ${ }_{\substack{\text { f00.0 } \\ \text { f0.0 }}}$ | $\underset{\substack{\text { f0.0. } \\ \text { f0.0 }}}{ }$ | $\underset{\substack{\text { f00.0 } \\ \text { f0.0 }}}{ }$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | fe.0 | ${ }_{\substack{\text { f0.0.0 } \\ \text { ¢0.0 }}}$ | fo.0 | ${ }_{\substack{60.0 \\ \text { f0.0 }}}$ | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | f0.0. |
| Camdonagh Town Centre | ¢0.0 | ${ }_{\text {fo. }}^{60.0}$ | ${ }_{\text {fo. }}^{60.0}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {foo. }}$ | fo.0 | co. | $\underset{\substack{\text { fo. }}}{\substack{\text { fo. }}}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\substack{\text { fo. }}}$ | fo.0 | ${ }_{\text {co. }}^{\substack{\text { f0. }}}$ | ${ }_{\text {fo. }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | f0.0 | fo. | ${ }_{\text {f00. }}$ | ${ }_{\text {co. }}$ | f0.0 | ¢0.0 | ¢0.0 | ${ }_{\text {f0. }}$ | ${ }_{\text {f0.0 }}$ |
| Moville Town Centre | ${ }_{50.0}$ | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | $\mathrm{fa}_{0} 0$ | ¢0.0 | ${ }^{\text {m0. }}$ | f0.4 | £0.0 | $\mathrm{fo}^{0} 0$ | 60.4 | £0.0 | f0.0 | ${ }^{6} 0.0$ | f0.0 | f0.0 | f0.0 | ${ }_{\text {f0. }} 0$ | ¢0.0 | ${ }^{0} 0.0$ | ¢0.3 | ¢0.0 | $\mathrm{f}_{0} 0$ | ${ }^{0.3}$ |
| ZONE 9 TTAL | £0.0 | £0.0 | 60.0 | f0.0 | f0.0 | ${ }^{60.0}$ | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{64.6}$ | f0.0 | f0.0 | E4.6 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | 50.0 | f0.0 | 50.0 | ¢0.0 | ¢0.0 | ¢0.9 | f0.0 | £0.0 | ¢0.9 |
|  |  |  |  |  |  |  |  |  |  | ${ }^{63.1}$ |  |  |  |  |  | f0.0 | f0. | ${ }^{\text {f0. }}$ | f0.0 |  |  | f0.0 | ${ }^{\text {f }}$. 9 |  |  |  |
| Centra, Mountai Top, Lettereneny | E0.0 | ${ }_{\text {¢0. }}$ |  | ¢0.0 | ¢0.0 | ¢0.0 |  |  |  |  | ¢0.0 |  | ${ }_{\text {c0. }}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{50.0}$ | f0.0 | f0.0 | ${ }_{\text {f0. }} 0$ | f0.0 | f0.0 | fo. 0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0. }} 0$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f1.1 }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {fi.1 }}$ | f0.0 | ${ }_{\text {f0. }} 0$ | fo. 0 | f0.0 | ${ }_{\text {f0. }}$ | ${ }_{\text {f0. }}$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{60.0}$ |
| (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles) | E0.0 | E0.0 | £0.0 | ¢0.0 | E0.0 | £0.0 | E0.0 | ¢0.0 | £0.0 | 60.2 | $\pm 2.9$ | E0.5 | 63.7 | £0.0 | E0.0 | E0.0 | £0. | £0. | £0.0 | f0.0 | 60.0 | E0.0 | £0.9 | £7. | ${ }^{\text {f14 }}$ | f10.1 |
|  | £0. | ¢0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | 60. | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0. | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | £0.0 | $\mathrm{E0.0}^{0}$ |
| lakinis OIdtown, Leteremeny | £0.0 | £0.0 | £0. | £0. | £0. | £0.0 | ¢0.0 | ¢0.0 | ${ }^{0} 0.0$ | £0. | £0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {e. }} 0$ | £0.0 | f0.0 | ¢0.0 | ${ }^{0} 0.0$ | £0.0 | E0.0 | £0.0 | ¢0.0 |
| (e) | E0.0 | f0.0 | ${ }^{6} 2$ | f0.0 | f0.0 | f0.0 | ¢0.0 | 60.2 | E0.0 | E0.4 | ${ }^{88} 8$ | ¢0.0 | ${ }^{88.8}$ | E0.0 | f0.0 | ${ }^{80} 0$ | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.5 | 52.2 | £0.0 | ${ }^{2} 26$ |
|  | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | E0.0 | f0.0 | f0.0 | ${ }^{\text {f0, }}$ | ${ }_{\text {f1.4 }}$ | f0.6 | ${ }^{2} .1$ | ${ }^{\text {m0. }}$ | f0.0 | f0.0 | f0.0 | ${ }_{\text {f0.0 }}$ | f0.0 |  |  | ¢0. | ¢0. | ${ }_{\text {f0, }}$ |  |  |
| Zone cioting) |  |  |  |  |  |  |  |  | f0.0 |  |  |  | 52. | ${ }^{2} 0$ |  |  |  |  |  | 50.0 | ${ }^{50.0}$ | 80.0 | f0.0 | 80.6 |  | ${ }^{2} 0.6$ |
| McelhineysxL, Manorcunningham, Leteeteenny | £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 | £0. | £0.0 | £0.0 | ¢0.0 | £0.0 | £0. | ${ }^{\text {¢ }} 0$ | £0.0 | ¢0.0 |
| LEITERKENNY (Ic eland, Eurogiant, Heatons Sportsworld, Ea sons, La Touche) | E0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | ¢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 | f0.0 | £0. | £0.0 | £0.0 | ¢0.0 |
| ZONE 10 Total | ¢0.0 | ¢0.0 | ${ }_{60.2}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{\text {¢ }}$. 0 | ${ }^{\text {f0. }}$ | ${ }_{60.3}$ | ${ }^{0} 0.0$ | ${ }^{\text {¢ }}$.9 | ¢15.2 | ${ }^{\text {E4, }}$ | ${ }_{523,5}$ | ${ }^{0} 0.0$ | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{0} 0$ | ${ }_{5.5}$ | ¢10.7 | ${ }_{53}{ }^{\circ}$ | ¢19.0 |
| ZONE II- STRANORAR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0. | £0.0 | £0.0 | £0.0 | f0.0 | £0. | £0.0 | ¢0.0 | £0. | £0. | £0. | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{60.0}$ | £0.0 | £0.0 | £0.0 | $\mathrm{E}_{0} 2$ | f0.2 |
| Ballybofey Town Cente | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | fo. 0 | $\mathrm{fo}^{0} 0$ | ${ }^{0} 0.0$ | £0.0 | £0.0 | £0.0 | f0.5 | 80.5 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ${ }^{0} 0.0$ | E0.0 | f0.0 | $\mathrm{E} 225^{5}$ | ${ }^{2} 2.5$ |
| Castefinin Town Centre | ¢0.0 | £0.0 | ¢0.0 | £0.0 | ¢0.0 | ${ }^{\text {m0. }}$ | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ${ }^{0} 0.0$ | E0.0 | f0.0 | £0.0 | ${ }^{6} 0.0$ |
| Co.op, Hollow Road, Castefinn | £0.0 | £0.0 | £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 | ${ }^{80} 0$ | 80.0 | f0.0 | £0.0 | f0.0 | ${ }^{50.0}$ | £0.0 | £0.0 | 80.0 | £0.6 | ${ }^{0.6}$ |
| Lul, Donegal Road, Eallybofey | £0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | $\mathrm{fa}_{0} 0$ | $\mathrm{maO}_{0}$ | ¢0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }^{50.0}$ | f0.0 | ${ }^{80} 0$ | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 |
| Navenny Shopping Cente, Navenny, Aalubofer | £0.0 | ${ }^{\text {f }} 00$ | ${ }^{\text {f }} 00$ | ${ }^{10} 0$ | £0.0 | ${ }^{10} 0$ | ${ }^{80} 0$ | E0.0 | £0.0 | £0.0 | ${ }^{80} 0$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | ${ }^{0.0}$ | f0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | 80.0 | ${ }^{0} 0.0$ | ${ }^{0.0}$ |
| Raphoe Town Centre | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | 60.0 | £0.0 | £0.0 | £0.0 | 60.2 | 60.2 | 60.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | £0.0 | f0.0 | 60.2 | f0.2 |
| Other 2 One 11 | £0.0 | £0.0 | £0.0 | 80.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0. | £0.0 | ¢0.0 | f0.0 | f0.0 | 80.0 | f0.0 | f0.0 | f0.0 | E0.0 | ¢0.0 | ¢0.0 | E0.0 | E0.0 | £0. | ¢0.0 |
| ZONE 11 TTOLL | 50.0 | E0.0 | f0.0 | $\mathrm{EaO}_{0}$ | f0.0 | $\mathrm{EaO}_{0}$ | ¢0.0 | g0.0 | f0.0 | $\mathrm{EaO}_{0}$ | $\mathrm{faO}_{0}$ | 60.7 | 60.7 | 50.0 | 50.0 | 50.0 | ¢0.0 | 50.0 | f0.0 | f0.0 | f0.0 | ${ }^{0} 0$ | f0.0 | ¢0.0 | ${ }^{63} 5$ | ${ }_{6} 3.5$ |
| Ouside Survey Area | ${ }^{60.0}$ | ${ }^{6} 0.1$ | ${ }^{6} 0.1$ | ${ }^{50.8}$ | ${ }_{513}$ | ${ }^{60.3}$ | ${ }^{66,7}$ | ${ }^{99.4}$ | ${ }^{51.8}$ | ${ }^{50.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{118}$ | E0.0 | ${ }^{6} 0.1$ | ${ }^{60.0}$ | ${ }^{60.2}$ | ${ }^{60.8}$ | ${ }^{\text {f0.4 }}$ | ${ }^{\text {f4, }}$ | ${ }^{66.5}$ | ${ }^{2} 25$ | ${ }^{\text {f0.0 }}$ | ${ }^{0.0}$ | E0.2 | ${ }^{52.6}$ |
| intemet/ deliver | ${ }_{61} 1$ | ${ }_{61.8}$ | £0.6 | f0. 6 | ${ }^{\text {e }}$. 4 | ${ }^{\text {f0. }}$ | ${ }_{61.3}$ | 66.7 | ${ }_{521}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {¢ }} 9$ | ${ }_{55.2}$ | f11.6 | ${ }^{\text {f0.0 }}$ | ${ }^{0} 0.1$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{60.1}$ | ${ }^{60.4}$ | ${ }^{6} 0.1$ | ${ }^{10} 0$ | £0.6 | £0.0 | ${ }^{1.7}$ |




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

| Store/ centre | Chemistand meaical goods |  |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | Booksetr. |  |  | 8 | 9 | 10 | 11 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  | 8 | 9 | 10 | 11 | ${ }^{\text {20, }}$ |  |  |  |  |  | 6 | 7 | come |  |  |  |  |  |
|  |  | ${ }_{\text {f24.52 }}^{\text {f24. }}$ | ${ }_{\text {fi3,90 }}^{\text {fi3, }}$ | ${ }_{\text {f2124 }}^{\text {f212 }}$ |  | ${ }_{\text {f10.10 }}^{\text {f10.1 }}$ | ${ }_{\text {f16.34 }}^{\text {f16.3 }}$ | ${ }_{\substack{\text { fi37.5 } \\ \text { f13.5 }}}$ | ${ }_{\text {f19.5 }}^{\text {f19.5 }}$ | ${ }_{\text {cker }}^{8328}$ | ${ }_{6}^{833.3}$ | ${ }_{\text {f }}^{520.9}$ |  | ${ }_{\text {cine }}^{521.69}$ | ${ }_{\substack{\text { f12, } 63}}^{\text {fic }}$ | ${ }_{\text {c6.60 }}^{56.6}$ | ${ }_{\text {¢9.93 }}^{\text {¢9.9 }}$ |  | $\underset{\text { c4.9 }}{\substack{\text { f4. }}}$ | ${ }_{\text {c8.53 }}^{88.5}$ |  | ${ }_{99.5}^{89.5}$ | ${ }_{\text {f15.8 }}^{\text {f15.8 }}$ | ${ }_{\text {f16.0 }}^{\text {f16.0 }}$ | $\xrightarrow{\text { f10.0 }}$ |  |
| ZNEE 6- Clavor |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy Village Centre | ${ }^{\text {f0.0 }}$ | ${ }^{50.0}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {E0.0 }}$ | ${ }^{61.3}$ | £0.0 | ${ }^{51.3}$ | £0.0 | f0.0 | ¢0.0 | f0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | £0. | £0.0 | 60.1 | E0.0 | 60.1 | ${ }^{\text {f0. }}$ | ${ }^{60.3}$ | £0.0 | ${ }^{80.0}$ | £0.0 | ${ }^{80.0}$ | ¢0.0 |
| Feny Village Centre | ${ }^{\text {f0.0 }}$ | ${ }^{50.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | ${ }_{51.0}$ | ${ }^{\text {80,0 }}$ | ${ }_{6}^{610}$ | ${ }^{\text {E0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {¢ }}$ ¢0. 0 | £0.0 | ${ }^{60.0}$ | f0.0 | £0.0 | £0.0 | f0.0 | ¢0.0 | f0.1 | ${ }^{80.0}$ | 60.1 | £0.0 | ${ }^{80.0}$ | ¢0.0 | ${ }^{80.0}$ | ${ }^{80.0}$ |
| Dungiven Town cente |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | £0.0 | f0.0 | f0.0 | E0.1 |  | 60.1 | f0.0 |  |  |  |  |
| ZONE 6TOTAL | ¢0.0 | ¢0.0 | 60.2 | ¢0.0 | ¢0.0 | f5. 2 | ¢0.0 | ¢5.4 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | ¢0.0 | £0.0 | ¢0. 1 | ¢0.0 | f0.3 | ¢0.0 | ${ }^{80.4}$ | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 |
| NE7 - NEW |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| NewtownsemartVillae Cente | E0.0 | $\mathrm{fo}^{0} 0$ | ¢0.0 | ¢0.0 | £0.0 | £0. | ${ }_{52} 2$ | ${ }^{52} 3$ | £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, OMAG M\&S, Next, Peacocks, River Island, SportsDirect, Poundland, New Look) | 0.0 | f0.0 | £0. | ¢0.0 | £0.0 | £0. | 60. | 60.0 | ¢0.0 | £0. | £0.0 | £0.0 | ¢0.0 | f0. | £0.0 | ¢0.0 | f0.0 | f0. 1 | £0.0 | ¢0.0 | 60.1 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | E0.0 |
| ZONE 7 Total | ${ }^{20.0}$ | ¢0.0 | $\mathrm{E}_{0} 0$ | $\mathrm{E}_{0} 0$ | ${ }^{0} 0$ | £0.0 | ${ }^{\text {f2 }} 3$ | 52.3 | 50.0 | f0.0 | ¢0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | ${ }^{0} 0.0$ | ${ }^{6} 0$ | £0.0 | f0.0 | 50.1 | ${ }^{0} 0.0$ | f0.0 | $\mathrm{E}_{6}$ | ¢0.0 | ${ }^{\text {f0.0 }}$ | $\mathrm{E}_{0} 0$ | f0.0 | ¢0.0 |
| ZONE - IMAVADV |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Limavay Town centre Windyill | E0.0 | f0.0 | f0.4 | ${ }^{50.0}$ | ¢0.0 | ${ }^{514}$ | ${ }^{\text {f0.0 }}$ | ${ }^{51.8}$ | ${ }_{1515}$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | ${ }^{5153}$ | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0. }} 1$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{0.3}$ | ${ }^{50.0}$ | f0.4 | ${ }^{83} 3$ | f0.0 | f0.0 | £0.0 | ${ }^{63} 3$ |
| Engineeing) | £0. | £0.0 | £0. | ¢0.0 | £0.0 | £0. | 60.0 | 60.0 | ${ }_{\text {E0. }}$ | ${ }^{80.0}$ | £0.0 | £0.0 | ¢0.0 | 60.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | ${ }^{0.0}$ | £0.0 | ¢0.0 | E0.0 | f0.0 | ¢0.0 |
| Otherzone 8 | £0.0 | £0.0 | f0. 2 | £0.0 | £0.0 | £0.0 | £0.0 | 60.2 | f0. 2 | £0.0 | £0. | 60.0 | f0.2 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0. | ¢0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | £0. | $\underline{60.0}$ |
| Zone fotal | £0.0 | ¢0.0 | ${ }_{6} 11$ | ¢0.0 | ¢0.0 | ¢9.4 | ${ }^{44} 7$ | 615.2 | 515.5 | f0.0 | ¢0.0 | f0.0 | ${ }^{615.5}$ | ¢0.0 | ¢0.0 | 80.1 | f0. 1 | 80.1 | ¢0.6 | ¢0.0 | f1.0 | ${ }_{5}^{63}$ | £0.0 | ¢0.0 | ¢0.0 | ${ }^{53} 3$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {Bun }}$ Bucrana Town Centre | ${ }^{\text {f0.0 }}$ | ¢0.0 600 | ${ }_{\text {f00. }}^{600}$ | ${ }_{\substack{\text { f0.0. } \\ \text { f0. }}}$ | f0.0 | $\underbrace{\substack{\text { f0. }}}_{\text {f0.0 }}$ |  | fo.0 |  | ${ }_{\text {f } 20.5}^{\text {f0. }}$ | $\underbrace{\text { a }}_{\substack{\text { E.0.0 } \\ \text { f0.0 }}}$ | $\underbrace{\text { a }}_{\substack{\text { f0.0. } \\ \text { f0.0 }}}$ | ${ }_{\substack{50.0 \\ 60.5}}$ | $\underbrace{\substack{\text { f0.0 }}}_{\text {co. }}$ | ${ }_{\text {fo. }}^{\text {fo. }}$ | ${ }_{\text {fo. }}^{\text {f0.0 }}$ | $\underbrace{}_{\substack{\text { f0.0.0 } \\ \text { f0.0 }}}$ |  | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | ${ }_{\text {co. }}^{\substack{\text { f0.0 }}}$ | ${ }_{\substack{80.0 \\ \text { f0.0 }}}$ | ¢0.0 | ${ }_{\substack{882 \\ \text { ¢0, }}}$ |  | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { en }}}$ | ¢8,2 |
| But villge Centre | $\underbrace{10.0}_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}^{50.0}$ | f0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ${ }^{60.0}$ | f0.0 | f0.0 | f0.0 | ${ }_{\text {e0. }}$ | ${ }_{\text {c0.0 }}$ | ${ }_{\text {f0. }}$ | ¢0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0. }} 0$ | f0.0 | ${ }_{\text {f0. }} 0$ |  | ¢0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {¢0.0 }}$ |  | ${ }^{90.0}$ | ${ }_{\text {f0.0 }}$ |
| Camdonagh Town Centre | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | £0.0 | 60.0 | f0.0 | 60.0 | $\underline{6} 0$ | £0.0 | ${ }^{0} 0$ | 60.0 | £0.0 | ¢0.0 | f0.0 | ¢0.0 | £0.0 | ${ }^{0} 0$ | 60.0 | ${ }^{0} 0$ | 80.0 | ¢0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | E0.0 |
| Moville Town Centre | ${ }^{\text {£0.0 }}$ | f0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{631}$ | ¢0.0 | £0.0 | ${ }^{63.1}$ | f0.0 | £0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 |
| ZONE 9 TTAL | £0.0 | £0.0 | 80.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 523.6 | f0.0 | ¢0.0 | 523.6 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | 60.0 | ¢0.0 | m0.0 | ¢0.0 | f0.0 | 88.2 | ¢0.0 | ¢0.0 | 88.2 |
| (tane |  |  |  |  |  |  |  |  | f0.0 | ${ }_{\text {f18 }}$ | ${ }^{\text {f36 }}$ |  |  |  |  | f0.0 | f0.0 | f0.0 | f0.0 |  |  | £0.0 | f0.0 |  |  |  |
| Centra, Mountain Top, Letereenen | ${ }_{\text {f00 }}$ | ${ }^{50.0}$ |  |  | ¢0.0 | f0.0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | f0.0 |  |  |
|  | ${ }_{60} 0$ | ${ }_{60.0}$ | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0. }} 0$ | ${ }_{\text {fo. }} 0$ | ${ }_{\text {f0. }} 8$ | ${ }_{\text {f0.0 }}$ | ${ }_{\text {f0.0 }}$ | ¢0.0 | f0.0 | ${ }_{\text {f0. }}$ | f0.0 | f0.0 | f0.0 | f0.0 | ${ }_{\text {c0.0 }}^{60.0}$ | ${ }_{50.0}$ | ${ }_{\text {f0.0 }}$ | ¢0.0 | ${ }^{80} 0$ |  |
|  | E0.0 | f0.0 | £0. | E0.0 | £0.0 | £0. | ¢0.0 | ع0.0 | £0.0 | £0.0 | £28 | £0.0 | ${ }^{2.8}$ | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0. | £0. | ${ }_{612}$ | £0.0 | 51.2 |
|  | £0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | £0.0 | f0.0 | ¢0.0 | E0.0 | f0.0 | ${ }^{0} 0.5$ | ${ }^{\text {£ } 0.0}$ | 60.5 | f0.0 | f0.0 | £0.0 | £0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ¢0.0 |
| ater | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | ¢0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{6} 0.5$ | ${ }^{\text {£ } 0.0}$ | ع0.5 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | fo. | ¢0.0 | f0.0 | f0.0 | £0.0 | ${ }_{\text {f00 }}$ | ¢0.0 |
|  | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | ${ }_{\text {f13, }}$ | £0.0 | ${ }_{\text {f13,6 }}$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | ${ }^{8} 0.0$ | ${ }_{5125}$ | ¢0.0 | ${ }^{12,5}$ |
| lex |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{\text {f0. }}$ | E0.0 | ¢0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | E0.0 | ${ }^{55 .}$ | ${ }^{\text {f1. }} 10$ | 6.6 | ¢0.0 | £0.0 | £0.0 | £0. | £0.0 | £0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{0} 0.5$ | E0.6 | ¢0.5 | 51.6 |
| McEELinneys XL, Manorcunningham, Leteekeeny | £0. | £0. | ¢0.0 | f0.0 | £0. | f0.0 | ¢0.0 | ¢0.0 | £0.0 | £0. | 60.5 | £0.0 | f0.5 | £0.0 | £0.0 | £0.0 | £0. | £0.0 | £0.0 | £0.0 | ¢0.0 | $\mathrm{E}_{0.0}$ | ${ }_{511}$ | ${ }^{0.6}$ | f0.5 | 52.2 |
| LEITERKENNY (Ic ela nd, Eurogiant, Hea tons Sportswordd, Easons, La Touche) | £0.0 | f0. | £0. | E0.0 | £0.0 | E0. | E0.0 | ¢0.0 | £0.0 | £0. | £0.0 | E0.0 | ¢0.0 | E0.0 | ${ }^{\text {f0. }}$ | f0.0 | £0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 | £0.0 | £0. | ¢0.0 | £0.0 | 60.0 |
| 2ONE 10 Total | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | 60.0 | ${ }^{0} 0$ | ¢0.0 | ${ }_{6} 1.8$ | ¢27.8 | ${ }_{6} 1.7$ | 31.3 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.0 | ¢0.0 | e.0 | £0.0 | 51.6 | f14.9 | f1.0 | 517.5 |
| DNEE11-STRANORAR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {c.0 }}$ | £0.0 | $\mathrm{E}_{0} 0$ | $\mathrm{E}_{0} 0$ | ${ }^{\text {£2 }}$ | ${ }^{52.4}$ | f0.0 | ${ }^{\text {¢ }} 0$ | £0.0 | f0.0 | ${ }^{6} 0.0$ | f0.0 | £0.0 | ¢0.0 | f0.0 | ¢0.0 | £0.0 | ${ }_{\text {¢0. }}$ | f0.3 |
| Bally fofe Town Centre | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | 80.0 | ¢0.0 | £0.0 | f0.0 | ${ }_{88} 8$ | ${ }^{88.4}$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | ${ }^{\text {f0. }}$ | £0.0 | ${ }_{52} 2$ | ¢2.5 |
| Castefin Town Centre | ${ }^{\text {f0.0 }}$ | f0.0 | £0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ¢0.0 | 50.0 | f0.0 | f0.0 | ${ }_{\text {E42 }}$ | ${ }^{\text {c4, }}$ | fo. 0 | £0.0 | £0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ¢0.0 |
| Co.op, Hollow Road, Castefifin | ${ }^{\text {E0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{80} 0$ | £0.0 | £0.0 | £0.0 | ${ }^{80.0}$ | £0.0 | ¢0.0 | ¢0.0 |
| Lill Donegal Road, Ballyofery | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | 80.0 | £0.0 | ${ }^{50.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{50.0}$ | ${ }^{50.0}$ | 80.0 | ¢0.0 | ¢0.7 | $\underset{0}{50.7}$ | 50.0 | 80.0 | f0.0 | 50.0 | 50.0 | f0.0 | ¢0.0 | 80.0 | ¢0.0 | ¢0.0 | 80.0 | 50.0 500 5 | ¢0.0 |
| Navenny Shopping Cente, Navenny, BaLurbofer | ${ }^{\text {f0, }}$ | £0.0 | ${ }^{\text {0.0 }}$ | £0.0 | ¢0.0 |  | f0.0 | ¢0.0 | ${ }^{80.0}$ |  | f0.0 |  | 52.1 | ¢0.0 |  | f0.0 | f0.0 | f0.0 | f0.0 | 80.0 | 50.0 | £0.0 | £0.0 | ${ }^{6} 0.0$ | f0.0 |  |
| Raphoe Town Centre | ${ }^{\text {E0. }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {E0. }}$ | £0.0 | £0.0 | f0.0 | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{80} 0$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | £0.0 | ${ }^{0} 0$ | £0.0 | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | E0.0 | ${ }^{80.0}$ | £0.0 | ${ }^{80.0}$ | ${ }^{60.0}$ |
| OtherZone 11 | ${ }^{\text {f0. }}$ | f0.0 | £0. | £0.0 | E0.0 | ${ }^{80.0}$ | f0.0 | ¢0.0 | ${ }^{80.0}$ | £0.0 | £0. | 60.3 | 60.3 | £0.0 | £0.0 | £0.0 | 80.0 | £0.0 | £0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | 80.0 | ¢0.0 |
| NE 1 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | f18.2 | f18.2 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ¢0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | $\mathrm{fa}_{0}$ | 52.8 | ${ }^{52.8}$ |
| Hisid Suney Ama | ${ }^{60.0}$ | f0.0 | ${ }^{6} 0$ | 60.2 | ${ }^{6} 0$ | 50.4 | 511.5 | ${ }^{\text {f12,6 }}$ | ${ }^{52 .}$ | 50.0 | 50.9 | ${ }^{60.6}$ | ${ }^{63.6}$ | ${ }^{50.0}$ | ${ }^{6} 0$ | ${ }^{60.1}$ | 50.1 | 50.7 | 50.2 | ${ }^{54.3}$ | ${ }^{55.4}$ | ${ }^{\text {f1, }}$ | ${ }^{60.0}$ | ${ }^{0} 0$ | ${ }^{\text {f0.0 }}$ | ${ }^{61.1}$ |
| SFT \& Nulls <br> Intemet/ delivery | ${ }_{613}$ | f0.5 | £0.0 | ${ }_{61.3}$ | ¢0.0 | ${ }^{60} 3$ | 60.8 | ${ }^{6} 4.3$ | f0.5 | f0.0 | ${ }_{52} 2$ | £0.0 | ${ }^{5} 28$ | 66.5 | ${ }_{\text {E3, }}$ | ${ }^{2} 2.7$ | f25 | ¢0.9 | ${ }^{1} 1.5$ | ${ }^{52} 4$ | 520.3 | ${ }^{6} 37$ | f1.0 | ${ }^{\text {f1. }} 1$ | ${ }^{\text {E5 }} 3$ | ${ }^{\text {f11. }}$ |

Tumovers calculated by applying market stares
(Table 6 ) to availible companiso goodsexenditu


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

| Store / Centre | Luxury goods and sport goods |  |  |  |  |  |  |  |  |  |  |  |  | $\begin{aligned} & \text { Grando } \\ & \text { TOTAL } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | $\frac{3}{519.0}$ | $\frac{4}{\substack{621.4 \\ f 2140}}$ | $\begin{gathered} 5 \\ \substack{56.8 \\ \hline 6.8 .80} \\ \hline \end{gathered}$ | $\begin{gathered} 6 \\ \substack{\text { f11.6 } \\ \hline 1159 \\ \hline \\ \hline} \end{gathered}$ | $\begin{gathered} 7 \\ \hline 817.0 \\ \hline 61.98 \end{gathered}$ | $\begin{array}{c\|} \hline \text { ZONES 1-7 } \\ \text { TOTAL } \\ \hline £ 137.7 \\ £ 137.7 \\ \hline \end{array}$ | $\begin{array}{\|c\|} \hline 8 \\ \hline 19.9 \\ \hline 190.9 \\ \hline \end{array}$ | $\underset{\substack{833.8 \\ \hline 63.8}}{\substack{8 \\ \hline \\ \hline}}$ |  | $\frac{11}{\substack{7215 \\ \cline { 2 - 2 }}}$ | $\begin{array}{\|c\|} \hline \text { ZONES 8-11 } \\ \text { TOTAL } \\ \hline £ 109.5 \\ £ 109.5 \\ \hline \end{array}$ |  |
|  |  | ${ }_{\text {creme }}^{\text {E23, }}$ |  |  |  |  |  |  |  |  |  |  |  |  |
| Zone - Clauor |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Claudy Villae Centre | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{50.0}$ | ${ }^{\text {E0.0 }}$ | ${ }^{50.1}$ | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ${ }^{\text {f0.0 }}$ | f0.0 | ${ }^{\text {f0.0 }}$ | E0.0 | ${ }^{60.0}$ | ${ }^{51.7}$ |
| Feeny Village Centre |  |  | ${ }^{60.0}$ | ${ }^{80.0}$ | £0.0 | £0.0 | £0.0 | ${ }^{50.0}$ | 80.0 | ${ }^{\text {80.0 }}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {80.0 }}$ | ¢0.0 | ${ }^{6.1 .1}$ |
| Dungiven Town Cente |  |  | ¢0.0 |  |  |  |  | 60.2 |  |  |  |  | ¢0.0 | ${ }^{55.4}$ |
| ZONE 6TOTAL | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{6} 0.3$ | £0.0 | £0.0 | 60.3 | f0.0 | f0.0 | f0.0 | f0.0 | ¢0.0 | ${ }_{\text {cre }}$ |
| NE 7 - New |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Neentwnsewat Village Cente | £0.0 | £0. | ${ }^{\text {E0. }}$ | f0.0 | ${ }_{\text {f0. }}$ | E0.0 | £0.0 | ${ }^{6} 0.0$ | ${ }^{\text {¢0.0 }}$ | 0.0 | £0.0 | £0.0 | ¢0.0 | 66.9 |
| Showgrounds Retail Park, Sedan Avenue, OMAG M\&S, Next, Peacocks, River Island, Sports Direct, | ${ }^{60.0}$ | £0.0 | ${ }_{\text {f1. }}$ | ${ }^{1.6}$ | £0.0 | ¢0.9 | £0.0 | 6.5 | £0.0 | £0.0 | ¢0.0 | 0.0 | ¢0.0 | ${ }^{\text {f1 }}$ |
| zone 7 Total | ${ }_{50.0}$ | ${ }_{50.0}$ | ${ }_{\text {f10 }}$ | ${ }_{51.6}$ | ${ }^{0} 0$ | ¢0.9 | ¢0.0 | ${ }_{6} 5.5$ | ${ }^{0} 0.0$ | ¢0.0 | ¢0.0 | ¢0.0 | ${ }^{60.0}$ | ${ }_{\text {f13, }}$ |
| ZONE 8 - LMAVADY <br> Limavady Town Centre Windyhill Retail Park, Windyhill Road, LMAVADY (ELSS Engineering) <br> OtherZone 8 <br> ZONE 8 TOTAL |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | £0.0 | E0.7 | ¢0.0 | £0.0 | ${ }^{0} 0$ | £0.0 | ${ }^{2} 23$ | ${ }^{3} 3$ | ${ }^{52} 7$ | 0.0 | £0.0 | £0.0 | 52.7 | 560.8 |
|  | £0.0 | £0.0 | £0.0 | £0. | £0.0 | £0. | £0.0 | 60.0 | 60. | ¢0.0 | ¢0.0 | £0.0 | 50.0 | 60.3 |
|  | ${ }^{\text {f0. }}$ | $\mathrm{fo.0}^{0}$ | ¢0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | £0.0 | f0.0 | f0.0 | ¢0.0 | $\underline{1.0}$ |
|  | ${ }^{60.0}$ | $\mathrm{E}_{0} 7$ | 52.1 | ¢. 1 | ¢0. 8 | 518 | 52.3 | f10, | E 2.7 | f0.0 | f0.0 | f0.0 | 52.7 | f112.9 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{\text {E0.0 }}$ | ${ }^{\text {E0.0 }}$ | E0.0 | ${ }^{\text {f0.0 }}$ | E0.0 | f0.0 | £0.0 | ${ }^{60.0}$ | ${ }^{\text {e0.0 }}$ | E6. 1 | ¢0.0 |  | 66.1 | ${ }^{\text {e4, }}$, |
|  | $\underbrace{}_{\substack{\text { f0.0 } \\ \text { f0.0 }}}$ | $\underbrace{\substack{\text { fa }}}_{\text {f0.0 }}$ |  |  | co.0 eno | ${ }_{\substack{\text { f00. } \\ \text { f0.0 }}}$ | fo. ${ }_{\text {f0.0 }}$ | co. ${ }_{\substack{\text { fo. } \\ \text { 0.0 }}}$ | $\substack{\text { f00. } \\ \text { f0.0 }}^{0}$ | ${ }_{60.0}^{60.0}$ | ${ }_{\text {f00.0 }}^{\text {f0.0 }}$ |  | ${ }_{\substack{50.0 \\ 60.0}}$ | ${ }_{\text {f0.5 }}^{60.5}$ |
|  | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0. }}$ | ¢0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | f0.0 | $\mathrm{fo.0}^{0}$ | ${ }^{0.0}$ | ${ }^{60.9}$ |
|  | ${ }^{\text {f0.0 }}$ | £0.0 | E0.0 | £0.0 | ¢0.0 | f0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | ¢0.0 | ¢0.0 | 65.2 |
| ONE ${ }^{\text {P TTAL }}$ | ¢0.0 | 80.0 | £0.0 | ¢0.0 | f0.0 | f0.0 | ¢0.0 | ¢0.0 | ${ }^{50.0}$ | 66. 1 | 50.0 | f0.0 | 56.1 | 652.0 |
|  |  |  | £0.0 | f0.0 | f0. |  |  |  |  |  | f0.0 |  |  |  |
| entra, Mounta in Top, Letterkenny <br> Forte Shopping Centre, Neil TBlaney Road, LEITERKENNY | ${ }^{60.0}$ | ${ }^{6} 0.0$ | ${ }^{50.0}$ | ${ }^{\text {f0.0 }}$ | ${ }^{\text {e }} 0$ | ¢0.0 | £0.0 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | ${ }_{\text {f0.0 }}$ | ${ }^{60.0}$ | ¢0.9 |
|  |  |  | ¢0.0 | £0.0 | ¢0.0 |  |  |  |  |  |  |  |  |  |
| (Dunnes, Halfords, Homebase, Clarks, C a rphone Wa rehouse, Clare Clothing, Right Price Tiles) | ¢0.0 | E0.0 | £0.0 | 0.0 | ¢0.0 | E0.0 | E0.0 | ¢0.0 | £0.0 | £0.0 | f11. | ${ }^{\text {E4, }}$ | f15.0 | ${ }^{497.5}$ |
| Glencar Shopping Centre, Glencar, LETIERKENNY (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. | ${ }^{1} 1.2$ | ¢0.0 | 51.2 | ${ }^{1.8}$ |
|  | £0.0 | £0.0 | e0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{\text {m0.0 }}$ | £0.0 | £0.0 | f0.0 | £0.0 | ¢0.0 | 80.5 |
| Larkins, Oldtown, Letterkenny Letterkenny Retail Park, Oldtown, LEITERKENNY ( Next, Argos, New Look, M\&S, Wallis, River Island) | f0.0 | f0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | f0.0 | ${ }^{\text {f0. }}$ | ${ }^{\text {e3. }} 1$ | 13.7 | ${ }^{\text {f0.0 }}$ | ${ }^{516.8}$ | ${ }^{\text {f123,4 }}$ |
| Letterkenny Shopping Centre, Port Road, LEITERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, |  |  | f0. | 50 | 50 | 50 | 50 | $6_{0}$ | 50 | 50 |  | 50 | 61.2 | ${ }^{631 .}$ |
| Mc Elhinneys XL, Manorcunningham, Letterkenny The Courtyard Shopping Centre, Lower Ma in Street, |  |  |  | ${ }^{\text {f0. }}$ | 80.0 |  | 80.0 | 80.0 | 50.0 |  | 11.2 | f0.0 | ${ }^{1.2}$ | 0.1 |
|  | £0.0 | £0. | f0.0 | f0.0 | £0. | f0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | £0. | m0.0 | ${ }_{5} 5.7$ |
| LEIIERKENNY (Iceland, Eurogiant, Heatons Sportsworld Easons, La Touche) | £0.0 | f0.0 | f0.0 | f0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | £0.0 | £0.0 | f0.0 | 80.5 |
| ZONE 10 TTILL | ${ }^{\text {f0.0 }}$ | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | f0.0 | ¢0.0 | E0.0 | E0.0 | ${ }_{6.1}$ | E27.1 | ${ }_{\text {f4. }}$ | ${ }^{84} 3$ | ${ }^{5252.8}$ |
| ONNE II- STRANORAR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }^{\text {£0. }}$ | ${ }^{\text {£ } 0.0}$ | £0.0 | £0.0 | £0.0 | £0.0 | f0.0 | ${ }^{60.0}$ | ${ }^{\text {¢ }} 0.0$ | £0.0 | £0.0 | ${ }^{\text {¢ }} 0$ | ${ }^{\text {¢ }}$. 0 | ¢10.2 |
| Bally ofere Tow CenteCastefinn Town Cente | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | £0.0 | £0.0 | £0.0 | f0.0 | £0.0 | f0.0 | ${ }^{\text {e.0. }}$ | £0.0 | f0.0 | ${ }_{55} 1$ | ${ }^{5} 5.1$ | E27.0 |
|  | ${ }^{\text {f0.0 }}$ | f0.0 | f0.0 | $\mathrm{E}_{0} 0$ | ¢0.0 | f0.0 | £0.0 | ¢0.0 | ${ }^{\text {e0, }}$ | fo. 0 | f0.0 | $\mathrm{E}_{0} 0$ | ¢0.0 | 66. 1 |
| Co-op, Hollow Road, Castefifn | ${ }^{\text {E0.0 }}$ | E0.0 | E0.0 | £0.0 | £0.0 | f0.0 | £0.0 | ${ }^{80.0}$ | £0.0 | £0.0 | £0.0 | ${ }^{80} 0$ | ¢0.0 | ¢0.6 |
| Lual Donegal Road, Ballyofery | ${ }^{\text {f0. }}$ | £0.0 | ¢0.0 | £0.0 | f0.0 | f0.0 | £0.0 | ¢0.0 | ${ }^{\text {en }} 0$ | f0.0 | f0.0 | ¢0.0 | ¢0.0 | 60.7 |
| Navenny Shopping Cente, Navenny, BaulrooferRapho Town Cente | ${ }^{\text {E0. }}$ | ${ }^{\text {f0. }} 0$ | £0.0 | £0.0 | £0.0 |  | £0.0 | ¢0.0 | ¢0.0 | ${ }^{0.0}$ | £0.0 | ${ }^{80} 0$ | ¢0.0 |  |
|  | ${ }^{\text {0.0 }}$ | ${ }^{\text {f0. }}$ | E0.0 | £0.0 | ¢0.0 | f0.0 | £0.0 | ¢0.0 | £0.0 | $\mathrm{fo}^{0} 0$ | f0.0 | $\mathrm{fo.0}^{0}$ | ¢0.0 | ع0.4 |
| Other Zone 11 | ${ }^{\text {f0.0 }}$ | ${ }^{\text {f0.0 }}$ | ¢0.0 | £0.0 | E0.0 | ¢0. | £0.0 | £0.0 | £0.0 | £0. | E0.0 | £0.0 | ¢0.0 | ${ }^{\text {¢0. }}$ |
| ZONE 11 TTIL | E0.0 | ¢0.0 | ¢0.0 | ¢0.0 | ¢0.0 | f0.0 | ¢0.0 | 60.0 | ${ }^{0} 0.0$ | f0.0 | 50.0 | ${ }_{65.1}$ | ${ }_{65.1}$ | ${ }^{647} 3$ |
| uside Sturvy Area | ${ }^{519}$ | ${ }^{50.8}$ | ${ }^{80} 3$ | ${ }^{7.1}$ | ${ }^{60.7}$ | ${ }^{66} 7$ | ${ }^{52.6}$ | ${ }^{520.1}$ | ${ }^{53.1}$ | ${ }^{\text {f0.0 }}$ | ${ }^{60.0}$ | ${ }^{50.0}$ | ${ }^{3.1}$ | ${ }^{6156.1}$ |
| SFT\& Nulls <br> Intemet/ delivery | ${ }_{65.5}$ |  |  | ${ }_{\text {f1. }}$ | ${ }^{61.3}$ | ${ }^{6} 19$ | 66. 1 | 522.4 | 67.1 | ${ }^{\text {E }}$. 1 | f7. 2 | ${ }^{9} 9$ | ${ }^{526.7}$ | ${ }^{2} 200$ |

Tumovers calculated by applying market shares
Thable 6 t to availalule conparison
(Table 6 ) to ava
(Tables 3 - 3 ).

TABLE 8a:

## CONVENIENCE

GOODS BENCHMARK
TURNOVER, 2018


TABLE 8a:
CONVENIENCE
GOODS BENCHMARK
TURNOVER, 2018

| STORE/CENTRE | FOORSPACE (sq m net) |  | CONV. GOODS | ACtual | OTHER | totalconvenience |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total net sales | Convenience Goods |  | TURNOVER (fm) |  | GOODS TURNOVER (£m) |
| ZONE 5-CASTLEDERG <br> CASTLEDERG TOWN CENTRE (as defined by Strabane Area <br> Plan 1986-2001) <br> Coop, High Street <br> Spar, Dergvalley Shopping Centre <br> Vivo Xtra, William Street <br> CASTIEDERG OUTOF CENIRE <br> Costcutter, Castlefin Road <br> Mace, Strabane Road <br> Other <br> ZONE 5 TOTAL |  | $\begin{gathered} 1,522 \\ 372 \\ 500 \\ 650 \\ 750 \\ 300 \\ 450 \\ 250 \\ \\ \hline, 794 \end{gathered}$ | $\begin{gathered} 10,043 \\ 7,067 \end{gathered}$ | $\begin{gathered} £ 15.3 \\ £ 3.5 \\ £ 5.9 \\ £ 5.9 \\ \\ £ 2.1 \\ £ 0.6 \\ £ 0.7 \\ £ 0.8 \\ \\ \\ \hline 17.4 \end{gathered}$ | $\begin{gathered} £ 5.9 \\ £ 5.9 \\ £ 2.1 \\ £ 0.7 \\ £ 0.8 \end{gathered}$ | $\begin{gathered} £ 15.5 \\ £ 3.7 \\ £ 5.9 \\ £ 5.9 \\ \\ £ 2.1 \\ £ 1.1 \\ £ 0.7 \\ £ 0.7 \\ \\ \hline 0.8 \\ \\ \hline 20.4 \end{gathered}$ |
| ZONE 6-CLAUDY <br> CLAUDY VIШAGE CENIRE <br> Centra, Claudy <br> Costc utter, Ma in Street <br> Spar, Main Street, Claudy <br> Spar, Ma in Street, Feeny Spar, Ma in Street, Dungiven Supervalu, Garvagh Rd, Dungiven Local Shops, Dungiven town centre <br> Other Zone 6 <br> ZONE 6 TOTAL |  | $\begin{aligned} & 445 \\ & 200 \\ & 130 \\ & 115 \\ & 200 \\ & 200 \\ & 760 \\ & 555 \\ & 100 \\ & \mathbf{2 , 2 6 0} \end{aligned}$ | $\begin{aligned} & 6,487 \\ & 4,151 \\ & 7,067 \\ & 7,067 \\ & 7,067 \\ & 6,487 \end{aligned}$ | £3.2 <br> £2.6 <br> £0.3 <br> £1.9 <br> £1.3 <br> £1.5 <br> £6.2 <br> £1.8 <br> £1.0 <br> £16.5 | $\begin{aligned} & £ 1.8 \\ & £ 1.0 \end{aligned}$ | $\begin{aligned} & £ 2.6 \\ & £ 1.3 \\ & £ 0.5 \\ & £ 0.8 \\ & \\ & £ 1.4 \\ & £ 1.4 \\ & £ 4.9 \\ & £ 1.8 \\ & \\ & £ 1.0 \\ & \hline \end{aligned}$ |
| ZONE 7 - NEWIOWNSTEWART NEWIOWNSTEWARTTOWN CENIRE Gallachers Nisa, Ma in Street Spar, Strabane Road <br> SION MIUS <br> Spar, Mellmount Road Village Stores and service station <br> OtherZone 7 <br> ZONE 7 TOTAL |  | $\begin{gathered} 350 \\ 50 \\ 300 \\ \\ 150 \\ 100 \\ 50 \\ \\ 150 \\ \\ 1,150 \end{gathered}$ | $\begin{aligned} & 4,156 \\ & 7,067 \\ & 7,067 \end{aligned}$ | $£ 4.0$ <br> £0.1 <br> £3.9 <br> f1.7 <br> £1.5 <br> £0.2 <br> £2.2 <br> £13.0 | £2.2 | $\begin{gathered} £ 2.3 \\ £ 0.2 \\ £ 2.1 \\ \\ £ 0.7 \\ £ 0.7 \\ £ 0.0 \\ £ 2.2 \\ \\ \hline 5.2 \end{gathered}$ |

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

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

DERRY CITY AND STRABANE DISTRICTCOUNCIL
RETAIL STUDY

## TABLE 8b: REIAIL ROORSPACE COMMITMENIS

| COMMITMENT | ROORSPACE (sq m net) | SALES DENSTTY ( $£$ /sq m) | TOTALTURNOVER (£m) |
| :---: | :---: | :---: | :---: |
| DERRY - LONDONDERRY <br> CONVENIENCE <br> Springtown Shopping centre - no occupier identified <br> Amtz Belting Factory Redevelopment - no occupier identified Springtown Shopping Centre (Rafters pub site) | $\begin{gathered} 1,727 \\ 2,731 \\ 960 \end{gathered}$ | $\begin{gathered} 10,753 \\ 11,940 \\ 6,815 \end{gathered}$ | $\begin{gathered} 18.6 \\ 32.6 \\ 6.5 \end{gathered}$ |
| COMPARISON <br> Springtown Shopping centre - no occupier identified <br> Amtz Belting Factory Redevelopment - no occupier identified <br> Land at junction of Buncrana Road and Templemore Road, <br> Demy <br> Springtown Shopping Centre (Rafters pub site) | $\begin{gathered} 259 \\ 1,171 \\ 6,275 \\ 463 \end{gathered}$ | $\begin{gathered} 7401 \\ 7,134 \\ 2,888 \\ 6,910 \end{gathered}$ | $\begin{aligned} & 1.92 \\ & 8.35 \\ & 18.12 \\ & 3.20 \end{aligned}$ |
| STRABANE <br> CONVENIENCE <br> Land to north west of Strabane - no occupier identified Units 1-4, Stra bane Shopping Park (units fully let to comparison retailers - not considered a commitment) | 4,030 | 11,940 | 48.1 |
| COMPARISON <br> 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 EXPENDTIURE 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 |
| Tumover 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 Tumover Potential (fm) | £345.6 | £348.9 | £351.5 | £352.9 |
| Benc hmark Tumover of Existing Facilities (£m) | $£ 319.5$ | £318.6 | £319.2 | £320.8 |
| Commitments (fm) | £105.8 | £105.5 | £105.7 | £106.3 |
| Residual Expenditure (£m) | -£79.8 | - $\mathbf{7} 75.2$ | -£73.5 | - $\mathbf{7} 74.2$ |
| Indic ative 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.
Tumover from study a rea taken from Table 5
Market share is the tumoverfrom study area expressed as a proportion of total available expenditure.
Expenditure inflow from beyond Council a rea from Tables 5a-5d. Expenditure inflow beyond Study Area assumed to be 1\% of Tumover from Study Area.
Total tumover potential is the tumover from study a rea plus expenditure inflow.
Benchmark tumover taken from Table 8a. Tumover of commitmentstaken from Table 8b
Residual expenditure is the total tumover potential minus benchmark tumover a nd tumover of commitments.
Sales density for new floorspace is indicative and based on a large grocery operator format.
Benchmark tumover and indic ative sales density for new floorspace subject changes in floorspace
effic iency between 2018-2032 (based on forecasts from Experian).

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

## (Zones 1-2 Constant MarketShare)

| COMMITMENT | 2018 | 2022 | 2027 | 2032 |
| :---: | :---: | :---: | :---: | :---: |
| Available Convenience Goods Expenditure ( $£ m$ ) | £204.9 | £206.4 | £207.3 | £207.5 |
| Tumover from Zones 1-2 (Primary Catchment) (fm) | £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) (fm) | £34.5 | £34.9 | £35.2 | £35.5 |
| Expenditure Inflow from beyond Study Area (fm) | $£ 1.85$ | $£ 1.86$ | £1.87 | £1.87 |
| Total Tumover Potential (£m) | £221.1 | £222.9 | £224.1 | £224.5 |
| Benchmark Tumover of Existing Facilities (£m) | £185.7 | £185.1 | £185.5 | £186.4 |
| Commitments ( $£ \mathrm{~m}$ ) | £49.1 | $£ 48.9$ | £49.0 | £49.3 |
| Residual Expenditure (£m) | -£13.6 | -£11.1 | -£10.4 | -£11.2 |
| Indic ative 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.
Tumover from study a rea taken from Table 5.
Market share is the tumover from study a rea expressed as a proportion of total a vailable expenditure
Expenditure inflow from beyond Council area from Tables 5a-5d. Expenditure inflow beyond Study Area assumed to be $1 \%$ of Tumoverfrom Study Area. Total tumover potential is the tumover from study area plus expenditure inflow.
Benchmark tumover taken from Table 8a. Tumover of commitmentstaken from Table 8b. Due to reduced extent of Study area and potential for the tumover of commitmentsto come from beyond Zones $1-3$, it is assumed $85 \%$ of the commitments tumover will be derived from the catchment area.
Residual expenditure is the total tumover potential minus benchmark tumover a nd tumover of commitments.
Sales density for new floorspace is indicative and based on a large grocery operator format.
Benchmark tumover and indicative sales density for new floorspace subject changes in floorspace efficiency between 2016-2034 (based on forecasts from Experian).

## 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 |
| Tumover 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 Tumover Potential (£m) | £69.3 | £69.9 | £70.3 | £70.6 |
| Benc hmark Tumover of Existing Facilities (£m) | £85.6 | £85.4 | £85.5 | £86.0 |
| Commitments (fm) | £38.5 | £38.4 | £38.5 | £38.6 |
| Residual Expenditure (fm) | -£54.8 | -£53.8 | -£53.6 | -£54.0 |
| Indic ative sales density for new convenience goodsfloorspace (£/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
Tumover from study a rea taken from Table 5.
Market share is the tumover 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 Tumover from Study Area.
Total tumover potential is the tumover from study a rea plus expenditure inflow.
Benchmark tumover taken from Table 8a. Tumover of commitments taken from Table 8 b . Due to reduced extent of Study area and potential for the tumover of commitments to come from beyond Zones $1-3$, it is a ssumed $80 \%$ of the commitments tumover will be derived from the catchment area.
Residual expenditure is the total tumover potential minus benchmark tumover and tumover of commitments.
Sales density for new floorspace is indicative and based on a large grocery operator format.
Benchmark tumover and indic ative sales density for new floorspace subject changes in floorspace effic iency between 2016-2034 (based on forecasts from Experian).

DERRY CITY AND STRABANE DISTRICTCOUNCIL
RETAIL STUDY

## TABLE 10a: COMPARISON GOODS EXPENDIURE CAPACITY IN DERRY CTTY AND STRABANE COUNCILAREA 2018-2032

| COMMITMENT | 2018 | 2022 | 2027 | 2032 |
| :---: | :---: | :---: | :---: | :---: |
| Available Comparison Goods Expenditure (£m) | £603.8 | £682.1 | £803.3 | £940.0 |
| Tumover 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 Tumover Potential (£m) | £588.4 | £661.5 | £789.0 | £915.9 |
| Benc hmark Tumover of Existing Facilities (£m) | £588.4 | £632.0 | £708.1 | £789.4 |
| Commitments (£m) | £49.3 | $£ 52.9$ | $£ 59.3$ | £66.1 |
| Residual Expenditure ( $\mathbf{~ m}$ ) | -£49.3 | -£23.4 | £21.6 | £60.3 |
| Indic ative 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.
Tumover from study area taken from Tables 7a-7d.
Market share is the tumover from study area expressed as a proportion of total a vailable expenditure.
Expenditure inflow from beyond Council area from Tables 5a-5d. Expenditure inflow beyond Study Area assumed to be $4 \%$ of Tumoverfrom Study Area.
Total tumover potential is the tumover from study a rea plus expenditure inflow.
Benchmark tumover at 2018 assumed to be equivalent to total tumover potential. Tumover of commitments taken from Table 8b.
Residual expenditure is the total tumover potential minus benchmark tumover and tumover of commitments.
Sales density for new floorspace is indic ative.
Benchmark tumover and indic a tive sales density for new floorspace subject changes in floorspace efficiency between 2018 -2032 (based on forecasts from Experian.)

DERRY CITY AND STRABANE DISTRICTCOUNCIL
RETAIL STUDY

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

(Constant Market Share)

| COMMITMENT | 2018 | 2022 | 2027 | 2032 |
| :---: | :---: | :---: | :---: | :---: |
| Available Comparison Goods Expenditure (Primary Catchment Zones 1+2) (fm) | £308.5 | £347.7 | £408.4 | £476.5 |
| Tumover 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 (fm) | £12.95 | £14.60 | £17.15 | £20.01 |
| Total Tumover Potential (fm) | £483.1 | £543.4 | £650.3 | £741.5 |
| Benchmark Tumover of Existing Facilities (£m) | £483.1 | $£ 518.8$ | £581.3 | £648.1 |
| Commitments (fm) | £31.6 | £33.9 | £38.0 | £42.4 |
| Residual Expenditure (£m) | -£31.6 | -£9.4 | £31.0 | £51.0 |
| Indic ative sales density for new comparison goodsfloorspace (£/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 31
Tumover from Primary Catc hment taken from Tables 7a-7d
Market share is the tumoverfrom 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 tumover.
Total tumover potential is the tumoverfrom study a rea plus expenditure inflow.
Benchmark tumover at 2018 assumed to be equivalent to total tumover potential. Tumover of commitments taken from Table 8b
Residual expenditure is the total tumover potential minus benchmark tumover a nd tumover of commitments.
Sales density fornew floorspace is indic ative and based on city centre comparison goodstrading conditions.
Benchmark tumover and indic ative sales density for new floorspace subject changes in floorspace effic iency between 2018-2032 (based on forecasts from Experian.)

DERRY CITY AND STRABANE DISTRICTCOUNCIL
RETAIL STUDY
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) | £92.2 | £104.1 | £122.2 | £142.9 |
| Tumover from Primary Catchment (Zone 4) (fm) | £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 (fm) | £1.28 | £1.44 | $£ 1.69$ | £1.98 |
| Total Tumover Potential (fm) | £68.0 | £74.0 | £93.1 | £105.8 |
| Benchmark Tumover 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 |
| Indic ative 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.
Tumover from study a rea taken from Tables 7a-7d.
Market share is the tumover from study area expressed as a proportion of total a vailable expenditure.
Expenditure inflow from beyond study area assumed to be equivalent to $3 \%$ of study a rea derived tumover.
Total tumover potential is the tumover from study area plus expenditure inflow.
Benchmark tumover at 2016 assumed to be equivalent to total tumover potential. Tumover of commitments taken from Table 8b.
Residual expenditure is the total tumover potential minus benchmark tumover and tumover of commitments.
Sales density fornew floorspace is indicative.
Benchmark tumover and indic ative sales density for new floorspace subject changes in floorspace efficiency between 2018-2032 (based on forecasts from Experian.)

DERRY CITY AND STRABANE DISTRICTCOUNCIL
RETAIL STUDY

## TABLE 11a: CONVENIENCE GOODS EXPENDIURE CAPACITY IN DERRY CITY AND

STRABANE COUNCILAREA 2018-2032
(Constant Market Share) (All Expenditure in Zones 1-7) - Brexit 'hard' border scenario

| COMMIMENT | 2018 | 2022 | 2027 | 2032 |
| :---: | :---: | :---: | :---: | :---: |
| Available Convenience Goods Expenditure ( $£ \mathrm{~m}$ ) | £391.9 | $£ 395.7$ | £398.4 | £399.9 |
| Tumover 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) (fm) | £12.20 | £3.70 | £3.75 | £3.80 |
| Expenditure Inflow from beyond Study Area ( $£ m$ ) | £3.30 | $£ 3.33$ | $£ 3.36$ | $£ 3.37$ |
| Total Tumover Potential (£m) | £345.6 | £340.3 | £342.7 | £344.0 |
| Benchmark Tumover of Existing Facilities (fm) | £319.5 | £318.6 | £319.2 | £320.8 |
| Commitments (fm) | £105.8 | £105.5 | £105.7 | £106.3 |
| Residual Expenditure (£m) | -£79.8 | -£83.8 | - $£ 82.2$ | -£83.1 |
| Indic a tive sales density for new convenience goods floorspace (£/sqm) | 12,000 | £11,904 | £11,916 | £11,976 |
| Indic ative retail floorspace capacity (m) | -6,649 | -7,039 | -6,901 | -6,936 |

Notes:
Available expenditure from Table 3
Tumover from study a rea taken from Table 5.
Market share is the tumoverfrom study a rea 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 Tumover 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 pattems albeit more limited. This figure also reflects that Zone 8 figures are considered, which sits within Northem Ireland.
Total tumover potential is the tumover from study area plus expenditure inflow.
Benchmark tumover taken from Table 8a. Tumover of commitments taken from Table 8b.
Residual expenditure is the total tumover potential minus benchmark tumover and tumover of commitments.
Sales density for new floorspace is indic ative and based on a large grocery operator format.
Benchmark tumover and indic ative sales density fornew floorspace subject changes in floorspace efficiency between 2018-2032 (based on forecasts from Experian).

DERRY CITY AND STRABANE DISTRICTCOUNCIL
RETAIL STUDY

## TABLE 11b: COMPARISON GOODS EXPENDIURE 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 |
| Tumover 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 (fm) | £17.95 | £20.28 | £23.88 | £27.95 |
| Total Tumover Potential (£m) | £588.4 | £594.4 | £705.0 | £821.3 |
| Benchmark Tumover of Existing Facilities ( $£ m$ ) | £588.4 | £632.0 | £708.1 | £789.4 |
| Commitments ( $£ \mathrm{~m}$ ) | £49.3 | £52.9 | £59.3 | £66.1 |
| Residual Expenditure (fm) | -£49.3 | - 990.5 | -£62.4 | -£34.3 |
| Indic ative 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.
Tumover from study area taken from Tables 7a-7d
Market share is the tumoverfrom 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 Tumover 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 Demy-Londondery, which would continue to prove some draw for residents living in Zone 9 in partic ular
Total tumover potential is the tumover from study area plus expenditure inflow.
Benchmark tumover at 2018 assumed to be equivalent to total tumover potential. Tumover of commitments taken from Table 8b.
Residual expenditure is the total tumover potential minus benchmark tumover a nd tumover of commitments.
Sales density for new floorspace is indic ative
Benchmark tumover and indic a tive sales density fornew floorspace subject changes in floorspace efficiency between 2018-2032 (based on forecasts from Experian.)

## Appendix 4 Healthcheck Maps



GVA

## Key <br> Use Class

## $\square \mathrm{Al}$-Retail

- Financial, Professiona \& Other ServicesB1-BusinessB2 - IndustrialC1-Dwelling Houses
C2-Guesthouses
D1-Community \& Cultural
D2-Assembly \& Leisure
Sui Generis - Food \& Beverage
Sui Generis - Other
Vacant
Other

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


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


## GVA

[^5]Derry - Londonderry City Centre - Healthcheck - Map 3 of 7


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

08449020304 gva.co.uk


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

08449020304 gva.co.uk


## GVA

| Al - Retail |
| :---: |
| A2 - Financial, Professional \& Other Services |
| B1-Business |
| B2 - Industrial |
| Cl - Dwelling Houses |
| C2-Guesthouses |
| D1 - Community \& Cultural |
| D2 - Assembly \& Leisure |
| Sui Generis - Food \& Beverage |
| Sui Generis - Other |
| Vacant |
| Other |

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


GVA

## Key <br> Use Class

AI - Retail$\begin{array}{ll}\square \mathrm{A} 2- \\ \square & \mathrm{B} 1- \\ \square \mathrm{B} 2 .\end{array}$

- Financial, Professiona \& Other Services

B2 - Industrial
D1-Community \& Cultural
D2-Assembly \& Leisure
Sui Generis -Food \& Beverage
Sui Generis - Other
vacant
Other

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


Derry City \& Strabane District Council Retail Study

## -

## GVA



RICHMOND CENTRE

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## GVA



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First Floor, Derry- Londondemy City Centre - Healthcheck

## $+$



## GVA

## Key Use Class

$\square$ AI-Retail
$\square$ A2 - Financial, Professiona
\& Other S
$\square$ B1 - Business
$\square$ B2-IndustrialC1 - Dwelling Houses
C2-Guesthouses
D1 - Community \& Cultural
D2-Assembly \& Leisure
Sui Generis - Food \& Beverage
Sui Generis - Other
vacant
Other

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## GVA

$\left.\begin{array}{ll}\text { Key } \\ \text { Use Class } \\ \text { Al - Retail }\end{array} \quad \begin{array}{c}\text { A2 - Financial, Professional } \\ \text { \& Other Services }\end{array}\right)$

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Strabane Town Centre - Healthcheck - Map 1 of 6


## GVA

Key
Use Class


[^6]

## GVA

\author{

Key <br> Use Class <br> | Al - Retail |
| :---: |
| A2 - Financial, Professional \& Other Services |
| B1-Business |
| B2 - Industrial |
| C1- Dwelling Houses |
| C2-Guesthouses |
| D1 - Community \& Cultural |
| D2 - Assembly \& Leisure |
| Sui Generis - Food \& Beverage |
| Sui Generis - Other |
| Vacant |
| Other | <br> This is based upon Crown Copynght and is Property services under delegated authority from the Controller of Her Majesty's Stationery Office,

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}

Strabane Town Centre - Healthcheck - Map 3 of 6


## GVA

## Key <br> Use Class

\(\left.$$
\begin{array}{ll}\square & \text { Al-Retail } \\
\begin{array}{l}\text { A2 - Financial, Professional } \\
\text { \& Other Services }\end{array}
$$ <br>

B1-Business\end{array}\right]\)| B2-Industrial |  |
| :--- | :--- |
| $\square$ | C1-Dwelling Houses |
| $\square$ | C2-Guesthouses |
| $\square$ | D1-Community \& Cultural |
| $\square$ | Sui Generis - Food \& Beverage |
| $\square$ | Sui Generis - Other |
| $\square$ | Vacant |
| $\square$ | Other |

Strabane Town Centre - Healthcheck - Map 4 of 6


## GVA



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Strabane Town Centre - Healthcheck - Map 5 of 6


## GVA

## Key <br> Use Class

| Al - Retail |
| :---: |
| A2 - Financial, Professional \& Other Services |
| B1-Business |
| B2 - Industrial |
| Cl - Dwelling Houses |
| C2-Guesthouses |
| D1 - Community \& Cultural |
| D2-Assembly \& Leisure |
| Sui Generis - Food \& Beverage |
| Sui Generis - Other |
| Vacant |
| Other |

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Strabane Town Centre - Healthcheck - Map 6 of 6

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## GVA

## Key

Use Class

| $\square$ Al - Retail |  |
| :--- | :--- |
| $\square$ | A2 - Financial, Professional <br> \& Other Services |
| $\square$ | B1 - Business |
| $\square$ | Cl - Industrial |
| $\square$ | Dwelling Houses |
| $\square$ | Di - Cuesthouses |
| $\square$ | D2 - Assembly \& Leisure |
| $\square$ | Sui Generis - Food \& Beverage |
| $\square$ | Sui Generis - Other |
| $\square$ | Vacant |
| $\square$ | Other |

Claudy - Healthcheck Map

## GVA

## Key

Use Class

| A1-Retail |
| :---: |
| A2 - Financial, Professional \& Other Services |
| B1-Business |
| B2- Industrial |
| Cl - Dwelling Houses |
| C2-Guesthouses |
| DI - Community \& Cultural |
| D2-Assembly \& Leisure |
| Sui Generis - Food \& Beverage |
| Sui Generis - Other |
| Vacant |
| Other |

## Eglington - Healthcheck Map

## 1

## GVA

## Key

Use Class
$\square$ A1 - Retail
$\square$ A2 - Financial, Professional
\& Other Services
B1 - Business
B2 - Industrial
$\square$ C1 - Dwelling Houses
$\square$ C2 - Guesthouses
$\square$ D1 - Community \& Cultural
$\square$ D2 - Assembly \& Leisure
$\square$ sui Generis - Food \& Beverage
$\square$ sui Generis - Other
$\square$ Vacant
$\square$ Other

Newtownstewart - Healthcheck Map


# Appendix 5 <br> Healthcheck Occupier/ Use Class Tables 

## Appendix 5 - Healthcheck Occ upier/ Use Class Tables

| Newtownstewart |  |  |  |
| :---: | :---: | :---: | :---: |
| location | Un't | Category | Use Class |
| Main St. | McFarland Amold 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) |
|  | CancerFocus (Charity shop) | Comparison | A1: (A) |
|  | Nisa Local | Convenience Service | A1: (A) |
|  | Aberc om Arms (Public House and Inn) | Service | Sui Generis:(i) |
|  | Sharon's Pla ice (Chip Shop) | Service | Sui Generis:(i) |
|  | Scizzorhands | Service | A1: (D) |
|  | David Wamock Mortgages | Service | A2: (A) |
|  | Church | Miscella neous | Vacant |
|  | B McNa mee and Co Ltd (Giftware and Building Supplies) | Comparison | A1: (A) |
|  | Old Northem Bank Building | Vacant | Vacant |
|  | Strabane and District Community Network Building | Vacant | Vacant |
|  | Hood and Co. (Giftware, coffee and home) | Comparison | A1: (A) |
|  | Piza Plus | Service | Sui Generis:(i) |
|  | Newtonstewart Phamacy | Comparison | A1: (A) |
|  | J. Kennedy Sons (Men's Clothing) | Comparison | A1: (A) |
|  | The Meat J oint (Butchers) | Convenience Service | A1: (A) |
|  | The Rendezvous (Grill) | Service | Sui Generis:(i) |
|  | Bryden Opticians | Comparison | A1: (A) |
|  | Ryan Hickinson Ha irdressing | Service | A1: (D) |
| Castlebrae Road | Row of Vac ant Townhouses | Vacant | Vacant |
|  | Historic Castle Ruins | Miscellaneous | N/A |


| Castederg |  |  |  |  |
| :--- | :--- | :--- | :--- | :---: |
| Street | Unit | Categorisation | Use Classes |  |
| Main St. | Waterside Public Bar | Service | Sui Generis: (i) |  |
|  | RJ Coulters Cappets | Comparison | A1: (A) |  |
|  | Church/ Derg Parish | Miscellaneous | Sui Generis :(m) |  |
|  | Parochial Hall | Miscellaneous | D1: (h) |  |
|  | SCalley 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) |  |
|  | RJ M Dental | Service | D1: (a) |  |


| Castederg |  |  |  |
| :---: | :---: | :---: | :---: |
| Street | 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 Barand Lounge | Service | Sui Generis: (i) |
|  | Derg Barbers | Service | A1 (D) |
|  | Town House Barand Beer Garden | Service | Sui Generis: (i) |
|  | Ulster Bank | Vacant | Vacant |
|  | Coulter Photography | Service | B1: (A) |
|  | Taste of India | Service | Sui Generis: (i) |
|  | Delmas Ha irdressing | Service | A1 (D) |
|  | Age Concem | 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, J ewellers (Potentially Vacant?) | Vacant | Vacant |
|  | Mc Brien'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) |
|  | Zlver J ewellery | Comparison | A1: (A) |
|  | Bamy'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 Cresc ent Inn | Service | Sui Generis: (i) |
| The Diamond | Estate Agents | Service | A2: (B) |
|  | Comy's Chemist | Comparison | A1: (A) |
|  | Mint bet. Com | Comparison | Sui Generis :(b) |
|  | Derg Parish Shop | Comparison | A1: (A) |
|  | 1938 Arcade W. J Kyle | Vacant | Vacant |


| Castederg |  |  |  |
| :---: | :---: | :---: | :---: |
| Street | Unit | Categorisation | Use Classes |
|  | Family Eye Care (Optometrist) | Comparison | A1: (A) |
|  | Paddy'sRepairs | Comparison | Sui Generis :(I) |
|  | Bar/ Off Sales | Service | Sui Generis: (i) |
| J ohn St. | El Greco Restaurant | Service | Sui Generis: (i) |
|  | Bus Stops Newsagents | Convenience Service | A1: (A) |
|  | Wilkinson's C hemist | Comparison | A1: (A) |
|  | Vacant | Vacant | Vacant |
|  | J. Smith (Auctioneer) | Service | A2: (B) |
|  | Lowry | Miscellaneous | B1: (A) |
|  | Today'sLocal | Convenience Service | A1: (A) |
|  | Byrae Taxis | Miscellaneous | Sui Generis :(I) |
| Ferguson St. | Altered Image Hair | Service | A1 (D) |
|  | Forge Express Inn | Service | C2: Guesthouses |
| Kilc lean Rd | Credit Union | Service | A2: (A) |
| Upper <br> Strabane Rd | Cooperative | Convenience Service | A1: (A) |
|  | Vivo | Convenience Service | A1: (A) |
|  | Cha rity Shop | Comparison | A1: (A) |
|  | Clair's Hot Chair | Service | A1 (D) |
|  | Connect | Miscella neous | B1: (A) |
|  | Lecky's Takeaway | Service | Sui Generis: (i) |
|  | Dolly's Tea Rooms | Service | Sui Generis: (i) |
|  | HairCreation | 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 Barand 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 C linic | Miscellaneous | D1: (a) |
|  | Crossroads Chippy | Service | Sui Generis: (i) |
|  | T. K Maguire and Co. Chartered Accountants | Miscellaneous | A2: (A) |
|  | McGorigle Opticians | Comparison | A1: (A) |
|  | Claudy Christmas (Temp) | Vacant | Vacant |
|  | Surprise Chinese | Service | Sui Generis: (i) |
|  | Flannigan Hair Salon | Service | A1: (D) |
|  | McKeevers Bar and Resta urant | Service | Sui Generis: (i) |
|  | Newsagents | Convenience | A1: (A) |
|  | Claudy Credit Union | Service | A2: (A) |
|  | Mulhem Kerr Group Insurance | Service | A2: (A) |
| Baranailt Rd | Pizza Bar | Service | Sui Generis: (i) |
|  | Claudy Cabs | Miscella neous | 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. | Northem 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 Ba kery | 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 | Companison | 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) |


| Son Mills |  |  |  |
| :---: | :---: | :---: | :---: |
| Location | Unit | Categorisation | Use Classes |
| Melmount Rd | Mc Gillion's Carsales | Comparison | Sui Generis :(h) |
|  | J oes 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) |
|  | UoydsPharmacy's | Comparison | A1: (A) |
|  | Ronan Meany Financial Advice | Miscella neous | A2: (A) |
|  | Devine's Fa mily Butchers | Convenience Service | A1: (A) |
|  | Tackles Shop | Comparison | A1: (A) |
|  | SMR Social Club | Service | Sui Generis: (i) |
|  | 1861 Restaurant | Service | Sui Generis :(i) |
|  | FlowerJunction | Convenience Service | A1: (A) |
|  | Sion Mills Décor | Comparison | A1: (A) |
|  | Fast Food Takeaway | Service | Sui Generis :(i) |
|  | Tackle Shop | Comparison | A1: (A) |
|  | Paul Logue CarSales | 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 ) |
|  | SpacerobesWardrobes | Comparison | A1: (A) |
|  | Petrol Filling Station | Comparison | Sui Generis :(g) |

# Appendix 6 <br> Business Questionna ire (Blank) and completed Business Questionnaires 

## DERRY CITY AND STRABANE DISIRICTCOUNCIL - REIAIL

## \& 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 Demy/Londondemy, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

Aspart of the retail and town centre study, the Council is seeking to understand the views of local businesses in Demy 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 retum of completed questionnaires is Wednesday 11 ${ }^{\text {th }}$ 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?Underone year
Under three years
Underfive years
Underten years
Ten to twenty years
Overtwenty years
1b) What is your business?Part of national group/c hainOther (please specify)
1c) If not an independent, do you have any autonomy of decision making at a local level?

## 1d) How would you describe your business? (Please tick relevant box)

Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including resta urants, cafes, ta kea ways, 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, resta urant, café, ta ke-a way etc.)Professional service (e.g. bank, estate a gent, betting shop, etc.)Other (please specify) $\qquad$1e) Are the business premises leased or owner occ upied?LeasedOwner OccupiedNo 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 staff6-10 staff11-20 sta ff21-50 sta ff51-100 staff$100+$1h) Has the business always operated from the city/ town centre?YesNo
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?Grown Signific a ntlyGrown ModeratelyRemained Largely StaticDeclined ModeratelyDeclined Signific a ntly
1j) How would you say that your business has performed over the past 12 months?Very WellWellModeratelyPoorlyVery Poorly

1k) How do you expect your business to performance over the next 12 months?Very wellWellModerate / StaticPoorlyVery Poorly
11) Have you any plans to alter your business in any way in the next five years?
$\square$ NoYes, closeYes, relocate in town centreYes, relocate out-of-centreYes, extend floorspaceYes, reduce floorspaceYes, refurbish existing floorspaceYes, 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 reta il unit is in poor shapeDrop in takingsHigh rates and chargesTown centre is too quietOther (please specify)1n) What spec ific support would help your business?Tra iningShop Front Improvement GrantsMarketing assistanceCCTV / Security
$\square$ Other (please specify) $\qquad$

## 2) What are the main issues constraining your business?

a) Rents/ overheads
b) Generaleconomy $\square 2$
c) Qua lity or size of premises
d) Staff rec ruitment / retention
e) Availa bility of car parking $\square 5$
f) Cost of carparking
g) Public transport links
h) Competition from other businesses in the City/Town Centre
i) Competition from other businesses in the wider areas $\square 9$
j) Competition from other City/Town Centres nearby $\square 10$
k) Competition from other Town Centres in the Republic of Ireland $\square 11$
I) Security issues
m) Lack of visitors/ customers
n) Poorlocation of premises
o) Poor quality of town centre environment 15
p) Other sources? (please specify below) 16
$\qquad$
$\qquad$
$\qquad$

## 3) Approximately, what proportion (\%) of your trade / business comes from?

ENIER APPROX. \%
$\square$ Local residents within the city/ town / immediate hinterland
$\square$ Other residents in the wider Council area
$\square$ Residents in the Republic of Ireland
$\square$ Local employees (i.e. those working in the town)
$\square$ Tourist / Leisure Visitors from outside Demy city/Stra bane
$\square$ Other (please state) $\qquad$
4) What is your opinion of the City/Town Centre's market position in shopping terms?

Tick One
a) Too 'up market'
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 <br> 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 <br> centre | 1 | 2 | 3 | 4 | 5 | 6 |


| Safety / sec unity | 1 | 2 | 3 | 4 | 5 | 6 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Range of shops and servic es a vailable | 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 placesto 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 | 6 |  |

6) How would you describe the City/Town Centre's c urent shopping mix?
a) Too many small (independent) shops/ not enough large (chain) stores? $\square 1$
b) About the right mix?
c) Too many large (chain) stores/ not enough small (independent) shops? $\square 3$
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 resta urants, fast food outets)?
[Please tick one]
$\square$ Good Balance
$\square$ Too many non-reta il uses
$\square$ Not enough non reta il uses
$\square$ Please specify $\qquad$
$\square$ Need more street-side cafes, national banks
$\square$ Too many charity shops, govemment a gencies
$\square$ 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]
$\square$ Increased choice/range of shops
$\square$ More national multiples
$\square$ Foodstore in the town centre
$\square$ More Independent/Specia list traders
$\square$ Improved street pa ving
$\square$ Improved street fumiture
$\square$ Improved built environment
$\square$ Free carparking
$\square$ Flexible parkingAltemative carpark a mangements (e.g. pay on foot)More street cleaningImproved public transportMore entertainment/leisure facilitiesMore quality restaurants/pavement cafesMore special marketsMore cultural facilities (i.e. theatre)Improved secunity/CCTVGreaterpromotion/marketing of the centreImproved signpostingPublic toiletsOther (plea se state) $\qquad$Cheaper ratesToo many budget shops, card shops, charity shopsNeed more street lightingImproved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?YesNo

9a) Please briefly explain why?
$\qquad$
$\qquad$

9b) If you have answered YES to question 9, please desc ribe the type of expansion you would like to see?Covered shopping facilitiesMore grocery / foodstoresMore department storesMore general retailingMore independent shopsCheaper parkingNeed to attract tourismMore up-market shopsTown centre redevelopmentNeed a nother large supermarketCovered market area and other shopping areas

## 10) Which centre(s) do you consider to be your biggest competitor?

Demy City CentreStrabane Town CentreLisnagelvin District CentreSpringtown District CentreRath Mór District CentreNorthside District CentreOmagh Town CentreBelfast City CentreColeraine Town CentreLetterkenny Town CentreBuncrana Town CentreBa llybofey Town CentreFoodstoresOut-of-centre retail parks (plea se specify)The IntemetOther (please specify) $\qquad$
12) Do you operate any other businesses in any other centres in the Demy and Strabane Counc il area?

NoIf yes, where?
13) If yes; is this other business trading better, worse or the same?BetterWorseSame
14) Are you a member of the following?Cha mber of CommerceRetail NIDemy City Centre Initia tiveStra ba ne 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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## 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 $11^{\text {th }}$ 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 yearUnder three yearsUnder five yearsUnder ten years
$\square$ Ten to twenty years
Over twenty years
1b) What is your business?


1c) If not an independent, do you have any autonomy of decision making at a local level?

$\square$ No

1d) How would you describe your business? (Please tick relevant box)
$\square$ Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses)
$\square$ Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)
$\square$ Retail Service (e.g. hairdresser, opticians etc.).
$\square$ Leisure service (e.g. public house, restaurant, café, take-away etc.)
$\square$ Professional service (e.g. bank, estate agent, betting shop, etc.)
$\square$ Other (please specify)
1e) Are the business premises leased or owner occupied?
$\square$ Leased
$\square$ Owner Occupied
$\square$ No Answer
1f) What is the size of the business premises?

$$
4000
$$

(SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
$\square \quad 1-5$ staff
$\square \quad 6$-10 staff
$\square \quad 11-20$ staff
$\square \quad 21-50$ staff
$\square \quad 51-100$ staff
$\square \quad 100+$

1h) Has the business always operated from the city/town centre?

$\square$ No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?Grown Significantly
Grown Moderately
$\square$ Remained Largely StaticDeclined ModeratelyDeclined Significantly
1j) How would you say that your business has performed over the past 12 months?

1k) How do you expect your business to performance over the next 12 months?Very well
$\square$ WellModerate / StaticPoorlyVery Poorly
11) Have you any plans to alter your business in any way in the next five years?NoYes, close
$\square$ Yes, relocate in town centre
$\square$ Yes, relocate out-of-centre
$\square$ Yes, extend floorspace
$\square$ Yes, reduce floorspace
$\square$ Yes, refurbish existing floorspace
$\square$ Yes, other (please specify)
If you are relocating, where are you considering moving to?

$$
N / A
$$

$\qquad$

1 m ) If relocating, what is the main reason for this decision?
$\square$ Current retail unit is in poor shape
$\square$ Drop in takings
$\square$ High rates and charges
$\square$ Town centre is too quiet
$\square$ Other (please specify)
$1 \mathrm{n})$ What specific support would help your business?
$\square$ Training
$\square$ Shop Front Improvement Grants
$\square$ Marketing assistance
$\square$ CCTV / Security
$\square$ Other (please specify) fkils
2) What are the main issues constraining your business?
a) Rents / overheads
b) General economy
c) Quality or size of premises
d) Staff recruitment / retention
e) Availability of car parking
f) Cost of car parking $\square 6$
g) Public transport links
h) Competition from other businesses in the City/Town Centre ..... $\square 8$
i) Competition from other businesses in the wider areas ..... $\square 9$
j) Competition from other City/Town Centres nearby ..... $\square 10$
k) Competition from other Town Centres in the Republic of Ireland ..... $\square 11$
I) Security issues$\square 12$
m) Lack of visitors / customers ..... $\square 13$
n) Poor location of premises
o) Poor quality of town centre environment
p) Other sources? (please specify below)
3) Approximately, what proportion (\%) of your trade / business comes from?

## ENTER APPROX. \%

$402 \square$ Local residents within the city/ town / immediate hinterland
$\square$ Other residents in the wider Council area
$40 \boxed{\square} \square$ Residents in the Republic of Ireland
$\square$ Local employees (i.e. those working in the town)
$\square$ Tourist / Leisure Visitors from outside Derry city/Strabane
4) What is your opinion of the City/Town Centre's market position in shopping terms?
a) Too 'up market'
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 <br> 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 <br> centre | 1 |  |  | 4 | 6 | 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 |  | 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 One
a) Too many small (independent) shops / not enough large (chain) stores?
b) About the right mix?
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]

```
\squareGood Balance
\square \text { Too many non-retail uses}
\square \text { Not enough non retail uses}
\square ~ P l e a s e ~ s p e c i f y ~
\square \mp@code { N e e d ~ m o r e ~ s t r e e t - s i d e ~ c a f e s , ~ n a t i o n a l ~ b a n k s }
\(\square\) Too many charity shops, government agencies
\(\square\) 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]
$\square$ Increased choice/range of shopsMore national multiples
$\square$ Foodstore in the town centre
$\square$ More Independent/Specialist traders
$\square$ Improved street paving
$\square$ Improved street furniture
$\square$ Improved built environmen
$\square$ Free car parking
$\square$ Flexible parking

| $\square$ Alternative car park arrangements (e.g. pay on foot) |
| :---: |
| $\square$ More street cleaning |
| $\square$ Improved public transport |
| $\square$ More entertainment/leisure facilities |
| $\square$ More quality restaurants/pavement cafes |
| $\square$ More special markets |
| $\square$ More cultural facilities (i.e. theatre) |
| $\square$ Improved security/CCTV |
| $\square$ Greater promotion/marketing of the centre |
| $\square$ Improved signposting |
| $\square$ Public toilets |
| $\square$ Other (please state) |
| $\square$ Cheaper rates |
| $\square$ Too many budget shops, card shops, charity shops |
| $\square$ Need more street lighting |
| $\square$ Improved physical connections within the town centre |

## 9) Would you welcome further expansion of the City/town centre?

9a) Please briefly explain why?

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

Rath Mór District CentreNorthside District CentreOmagh Town Centre
Belfast City Centre
$\square$ Coleraine Town Centre
$\square$ Letterkenny Town Centre
$\square$ Buncrana Town Centre
$\square$ Ballybofey Town Centre
$\square$ Foodstores
$\square$ Out-of-centre retail parks (please specify)
$\square$ The Internet
$\square$ Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
$\square$ Yes
$\square$ No
$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?
$\square$ Better
$\square$ Worse
$\square$ same

## 14) Are you a member of the following?

$\square$ Chamber of Commerce
$\square$ Retail NI
$\square$ Derry City Centre Initiative
$\square$ Strabane Business Improvement District (BID)
$\square$ 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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$


## 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 $11^{\text {th }}$ 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 yearUnder three yearsUnder five yearsUnder ten yearsTen to twenty yearsOver twenty years
1b) What is your business?
$\square$ Part of national group/chain
$\square$ Other (please specify)
1c) If not an independent, do you have any autonomy of decision making at a local level?

1d) How would you describe your business? (Please fick relevant box)
$\square$ Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses)
7 Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)
$\square$ Retail Service (e.g. hairdresser, opticians etc.).
$\square$ Leisure service (e.g. public house, restaurant, café, take-away etc.)
$\square$ Professional service (e.g. bank, estate agent, betting shop, etc.)
$\square$ Other (please specify)
1e) Are the business premises leased or owner occupied?
$\square$ Leased
$\square$ Owner OccupiedNo Answer

## 1f) What is the size of the business premises?


1g) How many staff does your business employ? (Please Tick)
$\square$ T-5 staff
$\square \quad 6$-10 staff
$\square \quad 11-20$ staff
$\square \quad 21-50$ staff
$\square \quad 51-100$ staff
$\square 100+$

1h) Has the business always operated from the city/town centre?


If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?Grown SignificantlyGrown ModeratelyRemained Largely Static
$\square$ Declined Moderately
$\square$ Declined Significantly
1j) How would you say that your business has performed over the past $\mathbf{1 2}$ months?Very WellWellModerately
$\square$ Poorly
$\square$ Very Poorly

1k) How do you expect your business to performance over the next 12 months?
$\square$ Very well
$\square$ Well
M Moderate / Static
$\square$ Poorly
$\square$ Very Poorly
11) Have you any plans to alter your business in any way in the next five years?


NoYes, closeYes, relocate in town centreYes, relocate out-of-centre
$\square$ Yes, extend floorspace
$\square$ Yes, reduce floorspace
$\square$ Yes, refurbish existing floorspace
$\square$ Yes, other (please specify)
If you are relocating, where are you considering moving to?
$\qquad$

1 m ) If relocating, what is the main reason for this decision?
$\square$ Current retail unit is in poor shape
$\square$ Drop in takings
$\square$ High rates and charges
$\square$ Town centre is too quiet
$\square$ Other (please specify)...............................

1n) What specific support would help your business?
$\square$ Training
$\square$
Shop Front Improvement Grants
Marketing assistance
$\square$ CCTV / Security
$\square$ Other (please specify) $\qquad$
2) What are the main issues constraining your business?
a) Rents / overheads
b) General economy
c) Quality or size of premises
d) Staff recruitment / retention
e) Availability of car parking ..... ®5
f) Cost of car parking ..... $\square 6$
g) Public transport links ..... $\square 7$
h) Competition from other businesses in the City/Town Centre $\square 8$
i) Competition from other businesses in the wider areas $\square 9$
j) Competition from other City/Town Centres nearby $\square 10$
k) Competition from other Town Centres in the Republic of Ireland

1) Security issues
m) Lack of visitors / customers
n) Poor location of premises
o) Poor quality of town centre environment 015
p) Other sources? (please specify below)

## 3) Approximately, what proportion (\%) of your trade / business comes from?

## ENTER APPROX. \%

| $\square$ Local residents within the city/ town / immediate hinterland |  |
| :--- | :--- |
| Other residents in the wider Council area | 50 |
| Residents in the Republic of Ireland | $10 \%$ |
| Local employees (i.e. those working in the town) | $10 \%$ |

$\square$ Tourist / Leisure Visitors from outside Derry city/Strabane
$\square$ Other (please state)
4) What is your opinion of the City/Town Centre's market position in shopping terms?

| a) Too 'up market' | Tick One |
| :--- | ---: |
| b) Fine as it is | $\square 1$ |
| c) Too 'down market' | $\square 2$ |

5) How do you rate the City/Town Centre in terms of the following?
(Tick one answer for each facłor)

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

```
            \square \text { Alternative car park arrangements (e.g. pay on foot)}
                    \square \text { More street cleaning}
\square ~ I m p r o v e d ~ p u b l i c ~ t r a n s p o r t ~
More entertainment/leisure facilifies
\square \text { More quality restaurants/pavement cafes}
\square \mp@code { M o r e ~ s p e c i a l ~ m a r k e t s }
More cultural facilities (i.e. theatre)
\square \text { Improved security/CCTV}
Greater promotion/marketing of the centre
Improved signposting
\square \text { Public toilets}
Other (please state)
Cheaper rates
Too many budget shops, card shops, charity shops
\square ~ N e e d ~ m o r e ~ s t r e e t ~ l i g h t i n g
Improved physical connections within the town centre
```

$\qquad$
9) Would you welcome further expansion of the City/town centre?

$\square$ No

## 9a) Please briefly explain why?


 SHIPQUAN ST, FRERYOUNI.ST CREME RD SOW ST \& FOYLESTRCET
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?
$\square$ Covered shopping facilitiesMore grocery / foodstoresMore department stores
$\square$ More general retailing
More independent shops
$\square$ Cheaper parking
$\square$ Need to attract tourism
$\square$ More up-market shops
$\square$ Town centre redevelopment
$\square$ Need another large supermarket
$\square$ Covered market area and other shopping areas
10) Which centres) do you consider to be your biggest competitor?
$\square$ Derry City Centre
$\square$ strabane Town Centre
$\square$ Lisnagelvin District Centre
$\square$ 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 | 6 |

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

a) Too many small (independent) shops / not enough large (chain) stores? $\quad \square 1$
b) About the right mix?
c) Too many large (chain) stores / not enough small (independent) shops? $\square 3$
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
$\square$ Too many non-retail uses
$\square$ Not enough non retail uses
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]
$\square$ increased choice/range of shopsMore national multiplesFoodstore in the town centre
More independent/Specialist tradersImproved street pavingImproved street furnitureImproved built environmentFree car parkingFlexible parking
$\square$ Rath Mór District Centre
$\square$ Northside District Centre
$\square$ Omagh Town Centre
Belfast City Centre
$\square$ Coleraine Town Centre
$\square$ Letterkenny Town Centre
$\square$ Buncrana Town Centre
$\square$ Ballybofey Town Centre
$\square$ Foodstores
$\square$ Out-of-centre retail parks (please specify)
$\square$ The Internet
$\square$ Other (please specify) ............................
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?

13) If yes; is this other business trading better, worse or the same?
$\square$ Better
$\square$ Worse
$\square$ Same
14) Are you a member of the following?
$\square$ Chamber of Commerce
$\square$ Retail NI
$\square$ Derry City Centre Initiative
$\square$ Strabane Business Improvement District (BID)
$\square$ 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 SMAU LOCAL RUSIWESS. END RATES FOR.
 1TS SEL SY BRING MOEE SHOPPERS aND TOURISTS. S....................... To. THE CuT

## THE COUNCIL APPRECIATES YOUR PARTICIPATION AND CONTRIBUTION

## DERRY CITY AND STRABANE DISTRICTCOUNCIL - REIAIL

## \& 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 Demy/Londondemy, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

Aspart of the retail and town centre study, the Council is seeking to understand the views of local businesses in Demy 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 exerc ise by completing the following questionna ire which should take no longer than five minutes to complete. The deadline for retum of completed questionnaires is Wednesday 11th April 2018.

All resp onses 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?Underone year
Under three years
Under five years
Underten years
Ten to twenty years
Overtwenty years
1b) What is your business?Part of national group/chainOther (plea se specify) Independent Trader
1c) If not an independent, do you have any autonomy of decision making at a loc al level?

## 1d) How would you desc ribe your business? (Please tick relevant box)

$\square$ Food retailer (e.g. newsagent, grocer, supemarket, bakery etc. but not including resta urants, cafes, takeaways, public houses)Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)Reta il Service (e.g. ha irdresser, optic ia ns etc.).Leisure service (e.g. public house, resta urant, café, ta ke-away etc.)Professional service (e.g. bank, estate agent, betting shop, etc.) Other (please specify) Non food retail and retail Service

1e) Are the business premises leased or owner occ upied?LeasedOwner OccupiedNo 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 staff6-10 staff11-20 staff21-50 staff51-100 staff$100+$
1h) Has the business always operated from the city/town centre?YesNo
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 Signific antlyGrown ModeratelyRema ined Largely StaticDeclined ModeratelyDeclined Signific a ntly
1j) How would you say that your business has performed over the past 12 months?Very WellWellModeratelyPoorlyVery Poorly

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

$\square$ Very well
X
Well
$\square$ Moderate / StaticPoorlyVery Poorly

1) Have you any plans to alter your business in any way in the next five years?Yes, closeYes, relocate in town centreYes, relocate out-of-centreYes, extend floorspaceYes, reduce floorspace
$\mathbf{X}$ Yes, refurbish existing floorspace
$\square$ Yes, other(please specify) $\qquad$
If you are relocating, where are you considering moving to?
$\qquad$

1 m ) If relocating, what is the main reason for this decision?Current retail unit is in poor shapeDrop in takingsHigh rates and chargesTown centre is too quietOther (please specify)
1n) What specific support would help your business?
$\square$ TrainingShop Front Improvement Grants
X Marketing assistanceCCTV / SecurityOther (please specify) $\qquad$
2) What are the main issues constraining your business?
a) Rents/overheads X
b) Generaleconomy$\square 2$
c) Quality or size of premises $\square 3$
d) Staff rec ruitment / retention $\square 4$
e) Availability of carparking $\square 5$
f) Cost of carparking $\square 6$
g) Public transport links $\square 7$
h) Competition from other businesses in the City/Town Centre ..... $\square 8$
i) Competition from other businesses in the wider areas ..... $\square 9$
j) Competition from other City/Town Centres nea rby ..... 10
k) Competition from other Town Centres in the Republic of Ireland ..... 11
I) Security issues ..... 12
m) Lack of visitors / customers ..... X
n) Poor location of premises ..... X
o) Poor quality of town centre environment ..... 15
p) Other sources? (please specify below) ..... 16

## 3) Approximately, what proportion (\%) of your trade / business comes from?

ENTER APPROX. \%
60\% Local residents within the city/ town / immediate hinterland
$\square$ Other residents in the wider Council a rea
$\square$ Residents in the Republic of Ireland
10\% Local employees (i.e. those working in the town)
30\% Tourist / Leisure Visitors from outside Demy city/ Stra ba ne
$\square$ Other (please state) $\qquad$
4) What is your opinion of the City/Town Centre's market position in shopping tems?
a) Too ‘up market’
b) Fine as it is
c) Too 'down market' X3

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

(Tick one answerfor each factor)

|  | Very Good | Quite Good | Neither Good <br> nor Poor | Quite Poor | Very Poor | Don't know |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Rents/ Rates | 1 | 2 | 3 | 4 | $\mathbf{5}$ | 6 |
| Availability of parking | 1 | $\mathbf{2}$ | 3 | 4 | 5 | 6 |
| Cost of parking | 1 | 2 | 3 | $\mathbf{4}$ | 5 | 6 |
| Traffic congestion | 1 | 2 | $\mathbf{3}$ | 4 | 5 | 6 |
| Bus service | 1 | 2 | 3 | 4 | 5 | 6 |
| Pedestrian Connections within the town | 1 | 2 | 3 | $\mathbf{4}$ | 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 availa ble | 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?

Tick One
a) Too many small (independent) shops/ not enough large (chain) stores?
b) About the right mix?
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
$\square$ Too many non-retail uses
$\square$ Not enough non retail uses
$\square$ Please specify $\qquad$
$\square$ Need more street-side cafes, national banks
$\square$ Too many charity shops, govemment agencies
X 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]

X Increased choice/range of shops
$\square$ More national multiples
$\square$ Foodstore in the town centre
X More Independent/ Specialist traders
$\square$ Improved street paving
$\square$ Improved street fumiture
$\square$ Improved built environmentFree car parkingFlexible parking
$\square$ Altemative carpark arrangements (e.g. pay on foot)
$\square$ More street cleaning
$\square$ Improved public transport
$\square$ More enterta inment/leisure facilities
$\square$ More quality restaurants/pavement cafes
$\square$ More special markets
$\square$ More cultural facilities (i.e. theatre)
$\square$ Improved security/CCTV
$\square$ Greater promotion/marketing of the centre
$\square$ Improved signpostingPublic toilets
$\square$ Other (please state)
X Cheaperrates
$\square$ Too many budget shops, card shops, chanty shops
$\square$ Need more street lighting
$\square$ Improved physical connections within the town centre
9) Would you welc ome further expansion of the City/town centre?
$\square$ 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
$\square$
More grocery / foodstoresMore department storesMore general retailingMore independent shopsCheaperparkingNeed to attract tourismMore up-market shopsTown centre redevelopmentNeed anotherlarge supermarketCovered market area and othershopping areas

## 10) Which centre(s) do you consider to be your biggest competitor?

$\square$ Demy City CentreStrabane Town Centre
$\square$
Lisnagelvin District Centre
$\square$
Springtown District Centre
$\square$
Rath Mór District CentreNorthside District Centre
$\square$ Omagh Town CentreBelfast City CentreColeraine Town CentreLetterkenny Town CentreBuncrana Town CentreBallybofey Town CentreFoodstoresOut-of-centre retail parks (please specify)The IntemetOther (please specify) NONE
12) Do you operate any other businesses in any other centres in the Demy and Strabane Council area?

$X$ No
$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?BetterWorseSame

## 14) Are you a member of the following?

Chamber of CommerceRetail NI$\mathbf{X}$ Demy City Centre InitiativeStra bane 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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## DERRY CITY AND STRABANE DISTRICT COUNCIL - RETAIL

## \& CITY/TOWN STUDY

## RETAILER \& BUSINESS SURVEY

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


Under one year
$\boxed{Z}$ Under three yearsUnder five yearsUnder ten yearsTen to twenty years
$\square$ Over twenty years
1b) What is your business?
$\square$ Part of national group/chain
Other (please specify) $\operatorname{INOEf\text {frotrr}}$
1c) If not an independent, do you have any autonomy of decision making at a local level?
ld) How would you describe your business? (Please tick relevant box)
$\square$ Food retailer (e.g. newsagent, grocer, supermarket, bakery efc. but not including restaurants, cafes, takeaways, public houses)
团 Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)
$\square$ Retail Service (e.g. hairdresser, opticians etc.).
$\square$ Leisure service (e.g. public house, restaurant, café, take-away etc.)
$\square$ Professional service (e.g. bank, estate agent, betting shop, etc.)
$\square$ Other (please specify)
le) Are the business premises leased or owner occupied?
R Leased
$\square$ Owner Occupied
$\square$ No Answer

1) What is the size of the business premises?
lg) How many staff does your business employ? (Please Tick)
1-5 staff
$\square$ 6-10 staff
$\square$ 11-20 staff
$\square$ 21-50 staff
$\square$ 51-100 staff
$\square 100+$
1h) Has the business always operated from the city/town centre?
$\square$ Yes
凹 No
If no, where did you relocate from: $\qquad$ Anme

1i) During the time trading in the eity/town, has the business?
$\square$ Grown Significantly
( Grown Moderately
$\square$ Remained Largely Static
$\square$ Declined Moderately
$\square$ Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
$\square$ Very Well
$\square$ Well
$\square$ Moderately
$\square$ Poorly
$\square$ Very Poorly

1k) How do you expect your business to performance over the next 12 months?
$\square$ Very well
$\square$ Well
[ Moderate / Static
$\square$ Poorly
$\square$ Very Poorly
11) Have you any plans to aller your business in any way in the next five years?
$\square$ No
$\square$ Yes, close
区 Yes, relocate in town centre
$\square$ Yes, relocate out-of-centre
$\square$ Yes, extend floorspace
$\square$ Yes, reduce floorspace
$\square$ Yes, refurbish existing floorspace
$\square$ Yes, other (please specify)

## If you are relocaling, where are you considering moving to?



1 m ) If relocating, what is the main reason for this decision?
$\square$ Current retail unit is in poor shape
$\square$ Drop in takings
$\boxed{\square}$ High rates and charges
$\square$ Town centre is too quiet
$\square$ Other (please specify)
1n) What specific support would help your business?
Training
区hop Front Improvement Grants
M Marketing assistance
$\square$ CCTV / Security
$\square$ Other (please specify) $\qquad$
2) What are the main issues constraining your business?
a) Rents / overheads
b) General economy
c) Quality or size of premises $\square 3$
d) Staff recruitment / retention
e) Availability of car parking
f) Cost of car parking $\square 6$
g) Public transport links
h) Competition from other businesses in the City/Town Centre $\square 8$
i) Competition from other businesses in the wider areas $\square 9$
j) Competition from other City/Town Centres nearby $\square 10$
k) Competition from other Town Centres in the Republic of Ireland $\square 11$
l) Security issues $\square 12$
m) Lack of visitors / customers $\quad \square 13$
n) Poor location of premises $\square 14$
o) Poor quality of town centre environment $\square 15$
p) Other sources? (please specify below) $\square 16$
3) Approximately, what proportion (\%) of your trade / business comes from?

ENTER APPROX. \%
$\square$ Local residents within the city/ town / immediate hinterland $10 \%$.
$\square$ Other residents in the wider Council area $30 \%$.
$\square$ Residents in the Republic of Ireland $20 \%$.
$\square$ Local employees (i.e. those working in the town) $30 \%$
$\square$ Tourist / Leisure Visitors from outside Derry city/Strabane $100 \%$.
$\square$ Other (please state)
4) What is your opinion of the City/Town Centre's market position in shopping ferms?

Tick One
a) Too 'up market'
b) Fine as it is区2
c) Too 'down market'
5) How do you rate the City/Town Centre in terms of the following?
(Tick one answer for each faclor)

|  | Very Good | Quite Good | Nelther Good <br> nor Poor | Qulte Poor | Very Poor | Don't know |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Rents / Rates | 1 | 2 | 3 | 4 | 6 | 6 |
| Availability of parking | 1 | 2 | 3 | 3 | 4 | 5 |
| 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 withln the town <br> centre | 12 | 2 | 3 | 4 | 5 | 6 |


| Safety / securlty | 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 lelsure focilities | 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 publlc 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 One
a) Too many small (independent) shops / not enough large (chain) stores?
b) About the right mix?

里
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)

$\square$ Good Balance
$\square$ Too many non-retail uses
$\square$ Not enough non retail uses
$\square$ Please specify $\qquad$
$\square$ Need more street-side cafes, national banks
(4) Too many charity shops, government agencles

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)
$\square$ Increased choice/range of shops
More national multiples
$\square$ Foodstore in the town centre
$\square$ More Independent/Specialist traders
$\square$ Improved street paving
U Improved street furniture
$\boxed{\square}$ Improved built environment
$\square$ Free car parking
$\square$ Flexible parking
$\square$ Alternative car park arrangements (e.g. pay on foot)
$\square$ More street cleaning
$\square$ Improved public transport
$\square$ More entertainment/leisure facilities
$\square$ More quality restaurants/pavement cafes
$\square$ More special markets
$\square$ More cultural facilities (i.e. theatre)
$\square$ improved security/CCTV
$\square$ Greater promotion/marketing of the centre
$\square$ Improved signposting
$\square$ Public toilets
$\square$ Other (please state)
$\square$ Cheaper rates
$\square$ Too many budget shops, card shops, charity shops
$\square$ Need more street lighting
$\square$ Improved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?
$\square$ Yes
No
ga) Please briefly explain why?


9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?

Covered shopping facilities
M More grocery / foodstores
More department stores
More general retailing
$\square$ More independent shops
$\square$ Cheaper parking
Need to attract tourism
$\square$ More up-market shops
T Town centre redevelopment
区 Need another large supermarket
© Covered market area and other shopping areas
10) Which centres) do you consider to be your biggest competitor?
$\square$ Derry City Centre
$\square$ Strabane Town Centre
$\square$ Lisnagelvin District Centre
$\square$ Springtown District CentreRath Mór District Centre
Northside District Centre
$\square$ Omagh Town Centre
$\square$ Belfast City Centre
$\square$ Coleraine Town Centre
$\square$ Letterkenny Town Centre
$\square$ Buncrana Town Centre
$\square$ Ballybofey Town Centre
$\square$ Foodstores
O Out-of-centre retail parks (please specify)
Q The Internet
$\square$ Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
$\square$ Yes
No
$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?
© Better
$\square$ Worse
$\square$ same
14) Are you a member of the following?
$\square$ Chamber of Commerce
$\square$ Retail N
$\square$ Derry City Centre Initiative
$\square$ Strabane Business Improvement District (BID)
$\square$ 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.
$\qquad$
$\qquad$
$\qquad$

## DERRY CITY AND STRABANE DISTRICT COUNCIL - RETAIL \& CITY/TOWN STUDY <br> 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 tocal 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 fufure strategies for improving the city/town centre and prioritise resources to best help local fraders.

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 $11^{\text {th }}$ 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.
la) How long, approximately, has the business traded in the city/town centre?
$\square$ Under one year
$\square$ Under three years
$\square$ Under five years
$\square$ under ten years
$\square$ Ten to twenty years
$\square$ 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?

$\square$ No
ld) How would you describe your business? (Please tick relevant box)
$\square$ Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses)
$\square$ Dlon-food retailer (e.g. clothes shop, charity shop, bookshop etc.)
Retail Service (e.g. hairdresser, opticians etc.).
$\square$ Leisure service (e.g. public house, restaurant, café, take-away etc.)
$\square$ Professional service (e.g. bank, estate agent, betting shop, etc.)
$\square$ Other (please specify)
le) Are the business premises leased or owner occupied?
$\square$ Owner Occupied
$\square$ No Answer
If) What is the size of the business premises?
 (SQ. FT. OR SQ.M)
lg) How many staff does your business employ? (Please Tick)

- 1-5 staff
$\square$ 6-10 staff
$\square$ 11-20 staff
$\square$ 21-50 staff
$\square$ 51-100 staff
$\square 100+$
lh) Has the business always operated from the city/town centre?
Y Yes
$\square$ No
If no, where did you relocate from:
li) During the time trading in the city/town, has the business?
$\boxed{\square}$ Grown Significantly
$\square$ Grown Moderately
$\square$ Remained Largely Static
$\square$ Declined Moderately
$\square$ Declined Significantly
1j) How would you say that your business has performed over the past 12 months?

1k) How do you expect your business to performance over the next 12 months?Very well
Well
$\square$ Moderate / StaticPoorlyVery Poorly
11) Have you any plans to alter your business in any way in the next five years?

$\square$ Yes, close
$\square$ Yes, relocate in town centre
$\square$ Yes, relocate out-of-centre
Yes, extend floorspace
$\square$ Yes, reduce floorspace
$\square$ Yes, refurbish existing floorspace
$\square$ 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?
$\square$ Current retail unit is in poor shape
$\square$ Drop in takings
$\square$ High rates and charges
$\square$ Town centre is too quiet
$\square$ Other (please specify)
In) What specific support would help your business?
$\square$ Training
Shop Front Improvement Grants
$\square$ Marketing assistance
$\square$ CCTV / Security
$\square \times$ Other (please specify) $\qquad$

2) What are the main issues constraining your business?
a) Rents / overheads
b) General economy
c) Quality or size of premises
d) Staff recruitment / retention
e) Availability of car parking
f) Cost of car parking $\square 6$
g) Public transport links
h) Competition from other businesses in the City/Town Centre VB
i) Competition from other businesses in the wider areas $\square 9$
j) Competition from other City/Town Centres nearby
k) Competition from other Town Centres in the Republic of Ireland
D) Security issues
m) Lack of visitors / customers
n) Poor location of premises $\square 14$
o) Poor quality of town centre environment $\square 15$
p) Other sources? (please specify below)
$\qquad$
$\qquad$
$\qquad$
3) Approximately, what proportion (\%) of your trade / business comes from?

ENTER APPROX. \%
$\square$ Local residents within the city/ town / immediate hinterland $20 \%$
$\square$ Other residents in the wider Council area $20 \%$
Residents in the Republic of Ireland $30 \%$.
$\square$ Local employees (ie. those working in the town) $10 \%$
Tourist / Leisure Visitors from outside Derry City/Strabane $10 \%$.
$\square$ Other (please state)
Q M here. $10 \%$
4) What is your opinion of the City/Town Centre's market position in shopping terms?
a) Too 'up market'
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 <br> 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 <br> 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 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 | $(2)$ | 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?
a) Too many small (independent) shops / not enough large (chain) stores?
b) About the right mix?
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
$\square$ Too many non-retail uses
$\square$ Not enough non retail uses
$\square$ Please specify
$\square$ Need more street-side cafes, national banks
$\square$ Too many charity shops, government agencies
$\square$ 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)
$\square$ Increased choice/range of shops
$\square$ More national multiples
$\square$ Foodstore in the town centre
$\square$ More Independent/Specialist traders
$\square$ Improved street paving
$\square$ yfiproved street furniture
Improved bullt environment
$\square$ Free car parking
$\square$ Flexible parking
$\square$ Alternative car park arrangements (e.g. pay on foot)
$\square$ More street cleaning
$\square$ Improved public transport
$\square$ More entertainment/leisure facilities
$\square$ More quality restaurants/pavement cafes
$\square$ More special markets
$\square$ More cultural facilities (i.e, theatre)
$\square$ Improved security/CCTV
$\square$ Greater promotion/marketing of the centre
$\square$ Improved signposting
$\square$ Public toilets
$\square$ Other (please state)
$\square$ Cheaper rates
Too many budget shops, card shops, charity shops
$\square$ Need more street lighting
$\square$ Improved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?
$\square$ yes
$\square$ No
9a) Please briefly explain why?

9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?
$\square$ Covered shopping facilities
$\square$ More grocery / foodstores
$\square$ More department stores
$\square$ More general retailing
$\square$ More independent shops
$\square$ Cheaper parking
$\square$ Need to attract tourism
$\square$ More up-market shops
$\square$ Town centre redevelopment
$\square$ Need another large supermarket
$\square$ Covered market area and other shopping areas
10) Which centre(s) do you consider to be your biggest competitor?
$\square$ Derry City Centre
$\square$ Strabane Town Centre
$\square$ Lisnagelvin District Centre
$\square$ springtown District Centre
$\square$ Rath Mór District Centre
$\square$ Northside District Centre
$\square$ Omagh Town Centre
$\square$ Belfast City Centre
$\square$ Coleraine Town Centre
Letterkenny Town Centre
$\square$ Buncrana Town Centre
$\square$ Ballybofey Town Centre
$\square$ Foodstores
$\square$ Out-of-centre retail parks (please specify)
$\square$ The Internet
$\square$ Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?

$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?
$\square$ Better
$\square$ Worse
$\square$ Same

## 14) Are you a member of the following?

$\square$ Chamber of Commerce
$\square$ Retail N
$\square$ Derry Clity Centre Initiative
$\square$ Strabane Business Improvement District (BID)
$\square$ 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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## 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.

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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.
la) How long, approximately, has the business traded in the city/town centre?Under one year Under three years
Under five years
v Under ten years
Ten to twenty years
Over twenty years

Derry City and Strabane District Council
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35
lb) What is your business?


Part of national group/chain
Other (please specify)
IND
ic) If not an independent, do you have any autonomy of decision making at a local level?YesNo

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.).
㙟 Leisure service (e.g. public house, restaurant, café, take-away etc.)Professional service (e.g. bank, estate agent, betting shop, etc.)Other (please specify) $\qquad$
1e) Are the business premises leased or owner occupied?
$\square$ peased
Owner Occupied
$\square$ No Answer
1f) What is the size of the business premises?

1g) How many staff does your business employ? (Please Tick)
$\square$ 1-5 staff
$\square$ b-10 staff
11-20 staff
$\square$ 21-50 staff
$\square$ 51-100 staff
$\square 100+$

1h) Has the business always operated from the city/town centre?


If no, where did you relocate from: $\qquad$
1i) During the time frading in the city/town, has the business?
$\square$ frown Significantly
$\square$ Grown Moderately
$\square$ Remained Largely Static
$\square$ Declined Moderately
$\square$ Declined Significantly
1j) How would you say that your business has performed over the past 12 months?

1k) How do you expect your business to performance over the next 12 months?
$\square$ yery well
WellModerate / StaticPoorlyVery Poorly
11) Have you any plans to alter your business in any way in the next five years?
$\square$ No
$\square$ Yes, close
$\square$ Yes, relocate in town centreYes, relocate out-of-centreYes, extend floorspaceYes, reduce floorspace
$\square$ Yes, refurbish existing floorspaceYes, other (please specify)
If you are relocating, where are you considering moving to?
$\qquad$
.................................................................................................................................................
1 m ) If relocating, what is the main reason for this decision?Current retail unit is in poor shapeDrop in takingsHigh rates and chargesTown centre is too quietOther (please specify)
$1 \mathrm{n})$ What specific support would help your business?
$\square$ Jraining
Shop Front Improvement Grants
$\square$ Marketing assistance
$\square$ CCTV / Security
$\square$ Other (please specify) $\qquad$
2) What are the main issues constraining your business?
a) Rents / overheads
b) General economy
c) Quality or size of premises$\square 3$
d) Staff recruitment / retention $\square 4$
e) Availability of car parking $\square 5$
f) Cost of car parking
g) Public transport linksh) Competition from other businesses in the City/Town Centre$\square 8$
i) Competition from other businesses in the wider areas4
j) Competition from other City/Town Centres nearby$\square 10$
k) Competition from other Town Centres in the Republic of Ireland ..... $\square 11$
I) Security issues
m) Lack of visitors / customers
n) Poor location of premises
o) Poor quality of town centre environment
p) Other sources? (please specify below)
3) Approximately, what proportion (\%) of your trade / business comes from? ENTER APPROX. \%
$\square$ Local residents within the city/ town / immediate hinterland
$\square$ Other residents in the wider Council area
$\square$ Residents in the Republic of Ireland
$\square$ Localemployees (i.e. those working in the fown)
$\square$ Tourist / Leisure Visitors from outside Derry city/Strabane / (0)
$\square$ Other (please state) $\qquad$
4) What is your opinion of the City/Town Centre's market position in shopping terms?

## Tick One

a) Too 'up market'
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'† 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 | $\left(\begin{array}{c} 3 \end{array}\right)$ | 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 | (3) | 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 | $\xrightarrow[\sim]{1}$ | 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 One
a) Too many small (independent) shops / not enough large (chain) stores?
b) About the right mix?

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]
$\square$ Good Balance
$\square$ Too many non-retail uses
$\square$ Not enough non retail uses
$\square$ Please specify $\qquad$
Need more street-side cafes, national banks
$\square$ Too many charity shops, government agencies
$\square$ 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]
$\square$ Increased choice/range of shopsMore national multiplesFoodstore in the town centreMore Independent/Specialist tradersmproved street pavingImproved street furniture
$\square$ Improved built environment
$\square$ Free car parking
$\square$ Flexible parking
$\square$ Alternative car park arrangements (e.g. pay on foot)
$\square$ More street cleaning
$\square$ Improved public transport
More entertainment/leisure facilities
$\square$ More quality restaurants/pavement cafes
$\square$ More special markets
More cultural facilities (i.e. theatre)
$\square$ mproved security/CCTV
Greater promotion/marketing of the centre
$\square$ Improved signposting
$\square$ Public toilets
$\square$ Other (please state) $\qquad$
$\square$ Cheaper rates
$\square$ Too many budget shops, card shops, charity shops
$\square$ Need more street lighting
$\square$ Improved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?

$\square$ No
9a) Please briefly explain why?
$\qquad$
$\qquad$

9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?
$\square$ Covered shopping facilities
$\square$
More grocery / foodstores
$\square$ More department stores
$\square$ More general retailing
$\square$ More independent shops
$\square$ Cheaper parking
$\square$ Need to attract tourism
$\square$ More up-market shops
Town centre redevelopment
$\square$ leed another large supermarket
Covered market area and other shopping areas
10) Which centre(s) do you consider to be your biggest competitor?
$\square$ Derry City CentreStrabane Town Centre
$\square$
Lisnagelvin District Centre
$\square$
Springtown District CentreRath Mór District CentreNorthside District Centregmagh Town CentreBelfast City Centre
$\square$ Coleraine Town Centre
$\square$ Letterkenny Town CentreBuncrana Town CentreBallybofey Town CentreFoodstoresOut-of-centre retail parks (please specify)The InternetOther (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
$\square$ yes
$\square \mathrm{No}$
$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?
$\square$ Better
$\square$ Worse
$\square$ Same
14) Are you a member of the following?
$\square$ Chamber of Commerce
$\square$ Retail N I
$\square$ Derry City Centre Initiative
$\square$ Strabane Business Improvement District (BID)
$\square$ 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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

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

## RETAILER \& BUSINESS SURVEY

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


Under one yearUnder three yearsUnder five yearsUnder ten yearsTen to twenty yearsOver twenty years
1b) What is your business?Part of national group/chainOther (please specify) Prinate independent

1c) If not an independent, do you have any autonomy of decision making at a local level?
$\square$
$N \mid A$

1d) How would you describe your business? (Please tick relevant box)
$\square$ 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.).
$\square$ Leisure service (e.g. public house, restaurant, café, take-away etc.)
V Professional service (e.g. bank, estate agent, betting shop, etc.)Other (please specify)
le) Are the business premises leased or owner occupied?

1f) What is the size of the business premises?
1000 sfet
(SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
$\square 1-5$ staff
$\square \quad 6-10$ staff
$\square \quad 11-20$ staff
$\square \quad 21-50$ staff
$\square \quad 51-100$ staff
$\square \quad 100+$

1h) Has the business always operated from the city/town centre?

If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?Grown SignificantlyGrown Moderately
Remained Largely StaticDeclined ModeratelyDeclined Significantly
1j) How would you say that your business has performed over the past 12 months?

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

```
\(\square\) very well
\(\square\) Well
\(\square\) Moderate / Static
\(\square\) Poorly
\(\square\) Very Poorly
```

11) Have you any plans to alter your business in any way in the next five years?

$\square$ Yes, close
$\square$ Yes, relocate in town centre
$\square$ Yes, relocate out-of-centre
$\square$ Yes, extend floorspace
$\square$ Yes, reduce floorspace
$\square$ Yes, refurbish existing floorspace
$\square$ Yes, other (please specify) $\qquad$
If you are relocating, where are you considering moving to?
$\qquad$

1 m ) If relocating, what is the main reason for this decision?
$\square$ Current retail unit is in poor shapeDrop in takingsHigh rates and chargesTown centre is too quietOther (please specify)
ln) What specific support would help your business?
$\square$ Training
Shop Front Improvement Grants
$\square$ Marketing assistance
$\square$ CCTV / Security
$\square$ Other (please specify)
2) What are the main issues constraining your business?
a) Rents / overheads
b) General economy
c) Quality or size of premises$\square 3$
d) Staff recruitment / retention ..... $\square 4$
e) Availability of car parking ..... $\square 5$
f) Cost of car parking ..... $\square 6$
g) Public transport linksロ1
h) Competition from other businesses in the City/Town Centre ..... $\square 8$
i) Competition from other businesses in the wider areas ..... $\square 9$
j) Competition from other City/Town Centres nearby ..... $\square 10$
k) Competition from other Town Centres in the Republic of Ireland ..... $\square 11$
I) Security issues ..... $\square 12$
m) Lack of visitors / customers ..... $\square 13$
n) Poor location of premises ..... $\square 14$
o) Poor quality of town centre environment
p) Other sources? (please specify below)

## 3) Approximately, what proportion (\%) of your trade / business comes from?

```
ENTER APPROX. %
    70%\square Local residents within the city/ town / immediate hinterland
        \square \text { Other residents in the wider Council area}
        \square \text { Residents in the Republic of Ireland}
    20%\square Local employees (i.e. those working in the town)
    10%\square Tourist / Leisure Visitors from outside Derry city/Strabane
        \square \text { Other (please state)}
```

4) What is your opinion of the City/Town Centre's market position in shopping terms?
a) Too 'up market'
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 <br> 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 | $\boxed{1}$ | 2 | 3 | 4 | 5 | 6 |
| Traffic congestion | $\boxed{1}$ | 2 | 3 | 4 | 5 | 6 |
| Bus service | 1 | 2 | 3 | $(4)$ | 5 | 6 |
| Pedestrian Connections within the town <br> centre | 1 | 2 | 3 | 4 | 5 | 6 |


| Safety / security | $\circledast$ | 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?

Tick One
a) Too many small (independent) shops / not enough large (chain) stores?
b) About the right mix? (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)
\squareGood Balance
\square \text { Too many non-retail uses}
\square \mp@code { N o t ~ e n o u g h ~ n o n ~ r e t a i l ~ u s e s }
\square ~ P l e a s e ~ s p e c i f y ~
```

$\qquad$

```
\square \mp@code { N e e d ~ m o r e ~ s t r e e t - s i d e ~ c a f e s , ~ n a t i o n a l ~ b a n k s }
\square \text { Too many charity shops, government agencies}
\square \text { 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)

$\square$
Jncreased choice/range of shopsMore national multiples
$\square$ Foodstore in the town centre
$\square$ More Independent/Specialist tradersImproved street paving
$\square$ Improved street furniture
I Improved built environment
$\square$ Free car parking
$\square$ Flexible parking

9a) Please briefly explain why?


9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?
$\square$ Covered shopping facilities
$\square$ More grocery / foodstores
$\square$ More department stores
$\square$ More general retailing
$\square$ More independent shops
$\square$ Cheaper parking
$\square$ Need to attract tourism
$\square$ More up-market shops
$\square$ Town centre redevelopmentNeed another large supermarketCovered market area and other shopping areas
10) Which centre(s) do you consider to be your biggest competitor?
$\square$ Derry City CentreStrabane Town CentreLisnagelvin District CentreSpringtown District CentreRath Mór District CentreNorthside District CentreOmagh Town CentreBelfast City CentreColeraine Town Centre
$\square$ Letterkenny Town CentreBuncrana Town CentreBallybofey Town Centre
$\square$ Foodstores
Out-of-centre retail parks (please specify)
$\square$ The Internet
$\square$ Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?BetterWorseSame
14) Are you a member of the following?
Chamber of Commerce
$\square$ Retail NI
$\square$ Derry City Centre Initiative
$\square$ Strabane Business Improvement District (BID)
$\square$ 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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## DERRY CITY AND STRABANE DISTRICTCOUNCIL - REIAIL

## \& 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 Demy/Londondemy, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

Aspart of the retail and town centre study, the Council is seeking to understand the views of local businesses in Demy 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 exerc ise by completing the following questionna ire which should take no longer than five minutes to complete. The deadline for retum of completed questionnaires is Wednesday 11th April 2018.

All resp onses 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?


1b) What is your business?Part of national group/chainOther (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 desc ribe your business? (Please tick relevant box)

$\square$ Food retailer (e.g. newsagent, grocer, supemarket, bakery etc. but not including resta urants, cafes, takeaways, public houses)Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)Reta il Service (e.g. ha irdresser, optic ia ns etc.).Leisure service (e.g. public house, resta urant, café, ta ke-away etc.)Professional service (e.g. bank, estate agent, betting shop, etc.)Other (please specify)
1e) Are the business premises leased or owner occupied?LeasedOwner OccupiedNo Answer
1f) What is the size of the business premises?

## Shopping Centre 375,000 ft2

(SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)1-5 staff6-10 staff11-20 staff21-50 staff51-100 staff$100+$
1500 STAFF EMPLOYED
1h) Has the business always operated from the city/town centre?YesNo
If no, where did you relocate from: $\qquad$
1i) During the time trading in the city/town, has the business?Grown Signific a ntlyGrown ModeratelyRemained Largely StaticDeclined ModeratelyDeclined Signific a ntly
1j) How would you say that your business has performed over the past 12 months?Very WellWellModeratelyPoorlyVery Poorly
1k) How do you expect your business to performance over the next 12 months?Very wellWell
$\square$ Moderate / Static
$\square$
Poorly
$\square$
Very Poorly

1) Have you any plans to alter your business in any way in the next five years?
$\square$ No
$\square$ Yes, close
$\square$ Yes, relocate in town centreYes, relocate out-of-centreYes, extend floorspaceYes, reduce floorspaceYes, refurbish existing floorspaceYes, other (please specify) $\qquad$
If you are relocating, where are you considering moving to?
$\qquad$

1m) If reloc ating, what is the main reason for this decision?
$\square$ Current retail unit is in poor shapeDrop in takingsHigh rates and chargesTown centre is too quietOther (please specify)
1n) What specific support would help your business?
$\square$ TrainingShop Front Improvement Grants
$\square$ Marketing assistance
$\square$ CCTV / Sec urity
$\square$ Other (please specify)

## 2) What are the main issues constraining your business?

a) Rents/overheads ..... $\square 1$
b) Generaleconomy ..... $\square 2$
c) Quality or size of premises ..... $\square 3$
d) Staff rec ruitment / retention ..... $\square 4$
e) Availa bility of carparking ..... $\square 5$
f) Cost of carparking ..... $\square 6$
g) Public transport links ..... $\square 7$
h) Competition from other businesses in the City/Town Centre ..... $\square 8$
i) Competition from other businesses in the wider a reas ..... $\square 9$
j) Competition from other City/Town Centres nea rby ..... $\square 10$
k) Competition from other Town Centres in the Republic of Ireland ..... $\square 11$
I) Security issues ..... $\square 12$
m) Lack of visitors / customers ..... 13
n) Poor location of premises ..... $\square 14$
o) Poor quality of town centre environment ..... $\square 15$
p) Other sources? (please specify below) ..... $\square 16$

## 3) Approximately, what proportion (\%) of your trade / business comes from?

ENTER APPROX. \%
$\square 70$ \% Local residents within the city/ town / immediate hinterland
$\square 12 \%$ Other residents in the wider Council area
$\square 18 \%$ Residents in the Republic of Ireland
$\square$ Local employees (i.e. those working in the town)
$\square$ Tounist / Leisure Visitors from outside Demy city/Stra bane
$\square$ Other (please state) $\qquad$
4) What is your opinion of the City/Town Centre's market position in shopping tems?
a) Too "up market'
b) Fine as it is
c) Too 'down market'
5) How do you rate the City/Town Centre in tems of the following?
(Tick one answer for each factor)

|  | Very Good | Quite Good | Neither Good <br> 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 <br> centre | 1 | 2 | 3 | 4 | 5 | 6 |


| Safety / security | 1 | 2 | 3 | 4 | 5 | 6 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Range of shops and services a vailable | 1 | 2 | 3 | 4 | 5 | 6 |
| Quality of shops and services a vailable | 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 / numberof placesto 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 curent shopping mix?

Tick One
a) Too many small (independent) shops/ not enough large (chain) stores? $\square 1$
b) About the right mix? $\square 2$
c) Too many large (chain) stores/ not enough small (independent) shops? $\square 3$
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]
$\square$ Good Balance
$\square$ Too many non-retail uses
$\square$ Not enough non retail uses
$\square$ Please specify ................................................................
$\square$ Need more street-side cafes, national banks
$\square$ Too many charity shops, govemment a gencies
$\square$ 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 shopsMore national multiplesFoodstore in the town centre
$\square$ More Independent/Specialist tradersImproved street paving
$\square$ Improved street fumitureImproved built environment
$\square$ Free carparking
$\square$ Flexible parking
$\square$ Altemative carpark arrangements (e.g. pay on foot)
$\square$ More street cleaning
$\square$ Improved public transportMore enterta inment/leisure facilities
$\square$ More quality restaurants/ pavement cafes
$\square$ More special markets
$\square$ More cultural facilities (i.e. theatre)Improved secunity/CCTV
$\square$ Greater promotion/marketing of the centre
$\square$ Improved signposting
$\square$ Public toilets
$\square$ Other (please state) $\qquad$
$\square$ Cheaperrates
$\square$ Too many budget shops, card shops, charity shops
$\square$ Need more street lighting
$\square$ Improved physical connections within the town centre
9) Would you welc ome further expansion of the City/town centre?

9a) Please briefly explain why?
There is a lack of leisure facilities/ Hotel bedroom spaces, and night time economy within the city centre and also a few multi national retailers not currently represented

9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?Covered shopping facilitiesMore grocery / foodstoresMore department storesMore general retailingMore independent shopsCheaper parkingNeed to attract tourismMore up-market shopsTown centre redevelopmentNeed a notherlarge supemarketCovered market area and other shopping areas
10) Which centre(s) do you consider to be your biggest competitor?Dery City CentreStrabane Town CentreLisnagelvin District C entreSpringtown District CentreRath Mór District CentreNorthside District Centre

```
\square \text { Omagh Town Centre}
```

```Belfast City Centre
\(\square\) Coleraine Town Centre
\(\square\) Letterkenny Town Centre
\(\square\) Buncrana Town Centre
\(\square\) Ballybofey Town Centre
\(\square\) Foodstores
```

```Out-of-centre retail parks (Cresen link Buncrana Rd)
```

```) The Intemet
```

```Other (please specify)
```

12) Do you operate any other businesses in any other centres in the Demy and Strabane Council area?Yes
$\square$ No
$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?BetterWorseSame
14) Are you a member of the following?
$\square$ Chamber of CommerceRetail NIDemy City Centre InitiativeStra bane 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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## DERRY CITY AND STRABANE DISTRICTCOUNCIL - REIAIL

## \& 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 Demy/Londondemy, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

Aspart of the retail and town centre study, the Council is seeking to understand the views of local businesses in Demy 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 exerc ise by completing the following questionna ire which should take no longer than five minutes to complete. The deadline for retum of completed questionnaires is Wednesday 11th April 2018.

All resp onses 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?Underone yearUnder three yearsUnderfive years
X Underten yearsTen to twenty yearsOvertwenty 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 loc al level?

```
X Yes
```No

\section*{1d) How would you desc ribe your business? (Please tick relevant box)}
\(\square\) Food retailer (e.g. newsagent, grocer, supemarket, 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. ha irdresser, optic ia ns etc.).
X Leisure service (e.g. public house, resta urant, café, take-a wa y etc.)Professional service (e.g. bank, estate a gent, betting shop, etc.)
\(X\) Other (please specify)community service with charity shop, food and adviuce provided

\section*{le) Are the business premises leased or owner occupied?}Leased
\(X\) Owner OccupiedNo Answer

1f) What is the size of the business premises?

\author{
(SQ. FT. OR SQ.M)
}

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

NoIf no, where did you relocate from: $\qquad$
1i) During the time trading in the city/town, has the business?Grown Signific a ntlyGrown ModeratelyRema ined Largely StaticDeclined Moderately
X
Declined Signific a ntly

## 1j) How would you say that your business has performed over the past 12 months?

Very WellWellX ModeratelyPoorlyVery Poorly
1k) How do you expect your business to performance over the next 12 months?Very wellWell
X Moderate / StaticPoorlyVery Poorly

1) Have you any plans to alter your business in any way in the next five years?
$\square$ No
$\square$ Yes, close
$\square$
Yes, relocate in town centreYes, relocate out-of-centreYes, extend floorspaceYes, reduce floorspaceYes, refurbish existing floorspace
X Yes, other (please specify)

## If you are reloc ating, where are you considering moving to?

## $\mathbf{1 m}$ ) If reloc ating, what is the main reason for this decision?

Curent reta il unit is in poor shapeDrop in takingsHigh rates and chargesTown centre is too quietOther (please specify)1n) What specific support would help your business?TrainingShop Front Improvement GrantsMarketing assistance
$\square$ CCTV / Security
$\square$ Other (please specify) $\qquad$
2) What are the main issues constraining your business?

Tick up to 3 answers
a) Rents/ overheads
b) Generaleconomy
c) Quality or size of premises x3
d) Staff rec ruitment / retention $\quad \square 4$
e) Availa bility of carparking x5
f) Cost of carparking $\quad \square 6$
g) Public transport links $\square 7$
h) Competition from other businesses in the City/Town Centre $\square 8$
i) Competition from other businesses in the wider a reas ..... $\square 9$
j) Competition from other City/Town Centres nea rby ..... $\square 10$
k) Competition from other Town Centres in the Republic of Ireland ..... 11
l) Security issues ..... 12
m) Lack of visitors / customers ..... $\square 13$
n) Poorlocation of premises ..... x14
o) Poor quality of town centre environment ..... 15
p) Other sources? (please specify below) ..... 16

## 3) Approximately, what proportion (\%) of your trade / business comes from?

## ENTER APPROX. \%

90 Local residents within the city/ town / immediate hinterla nd
$\square$ 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 Demy city/ Strabane $\square$ Other (please state) $\qquad$
4) What is your opinion of the City/Town Centre's market position in shopping temms?

Tick One
a) Too 'up market'
b) Fine as it is x 2
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 <br> nor Poor | Quite Poor |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | Very Poor | Don't know |
| :---: |
| Rents/ Rates |
| Availability of parking |
| Cost of parking |
| Traffic congestion |
| Bus service |
| Pedestrian Connections within the town |
| centre |


| 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 / numberof placesto 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 | 6 |  |

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

Tick One
a) Too many small (independent) shops/ not enough large (chain) stores?
b) About the right mix?
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]
X Good Balance
$\square$ Too many non-retail uses
$\square$ Not enough non retail uses
$\square$ Please specify $\qquad$Need more street-side cafes, national banks
$\square$ Too many charity shops, govemment a gencies
$\square$ Too manycafes
8) What improvement measures would you like would you like to see in the City/ Town Centre? [PLEASE TICK NO MORE THAN THREI]
$\square$ Increased choice/range of shopsMore national multiples
$\square$ Foodstore in the town centre
$\square$ More Independent/Specialist traders
X Improved street paving
$\square$ Improved street fumitureImproved built environment
$\square$ Free carparking
$\square$ Flexible parking
$\square$ Altemative carpark a rangements (e.g. pay on foot)More street cleaningImproved public transportMore enterta inment/leisure facilities
$\square$ More quality restaurants/pavement cafes
$\square$ More special markets
$\square$ More cultural facilities (i.e. theatre)
$\square$ Improved security/CCTV
$\square$ Greater promotion/marketing of the centre
$\square$ Improved signpostingPublic toilets
xOther (please state) later night opening for cafes and placesthat are dog friendly!
$\square$ Cheaperrates
$\square$ Too many budget shops, card shops, charity shops
$\square$ Need more street lighting
$\square$ Improved physical connections within the town centre
9) Would you welc ome further expansion of the City/town centre?
$\square$ Yes
$\square$ No

## 9a) Please briefly explain why?

$\qquad$
$\qquad$

9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?Covered shopping facilitiesMore grocery / foodstoresMore department storesMore general retailingMore independent shopsCheaperparkingNeed to attract tourismMore up-market shopsTown centre redevelopmentNeed another la rge supermarketCovered market area and other shopping areas

## 10) Which centre(s) do you consider to be your biggest competitor?

$\square$ Demy City CentreStrabane Town CentreLisnagelvin District CentreSpringtown District CentreRath Mór District CentreNorthside District CentreOmagh Town CentreBelfast City CentreColeraine Town CentreLetterkenny Town CentreBuncrana Town CentreBallybofey Town CentreFoodstoresOut-of-centre retail parks (please specify)The IntemetOther (please specify)
12) Do you operate any other businesses in any other centres in the Deny and Strabane Council area?

Yes
X No
$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?BetterWorseSame
14) Are you a member of the following?Chamber of CommerceRetail NIDery City Centre InitiativeStrabane 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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## 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 parf 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 fraders.

The Council would thereiore be gratelul if you could contribute to this exercise by completing the following questionnaire which should lake no longer than five minutes to complete. The deadline for return of complefed questionnaires is Wednesday $11^{\text {th }}$ April 2018.

All responses will be treaked 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 loster growih and prosperity within the retail, commerce and leisure sectors.

1a) How long, approximately, has the business fraded in the city/town centre?Under one yearUnder three yearsUnder five yearsUnder ten years
$\square$ Ten to twenty years (umder dufferect brauds.Over twenty years

1b) What is your business?
7 Pari of national group/chain
$\square$ Other (please specify)
lc) If not an independent, do you have any autonomy of decision making at a local level?


1d) How would you describe your business? (Please tick relevant box)
$\square$ Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but nol including restaurants, cafes, takeaways, public houses)Non-lood retailer (e.g. clothes shop, charity shop, bookshop etc.)Relail Service (e.g. hairdresser, opticians etc.).Leisure service (e.g, public house, restaurant, café, take-away elc.)Prolessional service (e.g. bank, estate agent, betfing shop, etc.)
$\square$ Other (please specify) $\qquad$ Hohel

1e) Are the business premises leased or owner occupied?Leased
$\square$ Owner Occupied
No Answer
11) What is the size of the business premises?
(SQ. F. OR SQ.M)
19) How many staff does your business emplay? (Please Tick)
$\square \quad 1-5$ staff
$\square \quad 6-10$ staff
$\square \quad 11-20$ staff
$\square \quad 21-50$ staff
$\square \quad 51-100$ staff
$\square \quad 100+$

1h) Has the business always operated from the city/town centre?


If no. where did you relocule from:
1i) During the time frading in the city/town, has the business?
efrown Significantly
$\square$ Grown Moderately
$\square$ Remained Largely SlaticDeclined ModeratelyDeclined Significantly
1j) How would you say that your business has performed over the pasi 12 months?

1k) How do you expect your business to performance over the next 12 months?
$\square$ Very well
$\square$ Well
$\square$ Moderate / Static
$\square$ Poorly
$\square$ Very Poorly
il) Have you any plans to alter your business In any way in the next five years?
$\square$ No
$\square$ Yes, close
$\square$ Yes, relocate in town centre
$\square$ Yes, relocate out-of-centre
$\square$ Yes, extend floorspace
$\square$ Yes, reduce floorspace
$\square$ Yes, refurbish existing floorspace
$\square$ Yes, other (please specify).... Seft.....retung in Certain areas
If you are relocating, where are you considering moving to?


Im ) if relocating, what is the main reason for this decision?

$1 \mathrm{n})$ What specific support would help your business?
$\square$ TrainingShop Front improvement GrantsMarketing assistance
$\square$ CCTV / Security
$\square$ Other (please specify) .... faure.f distybuchou of busing sf
2) What are the main issues constraining your business? from chamber if Command

Tick up lo 3 answers
a) Rents / overheads
b) General economy
c) Quality or size of premises
d) Staff recruitment / retention
e) Availability of car parking
f) Cost of car parking
g) Pubic ic transport links
h) Competition from other businesses in the City/Iown Centre
i) Competition from other businesses in the wider oreas
j) Competition from other City/Town Centres nearby
k) Compelition from other Town Cenires in the Republic of Iretand

1) Security issues
m) Lack of visitors / customers
n) Poor location of premises
o) Poor quality of town centre environment
p) Other sources? (please specily below)
2) Approximately, what proportion (\%) of your trade / business comes from?

## ENTER APPROX \%

$\square$ Local residents within the city/ town / immediate hinterland
$\square$ Other residents in the wider Council area
$\square$ Residents in the Republic of Ireland
$\square$ Local employees (i.e. those working in the fown)
$\square$ Tourist / Leisure Visitors from oulside Derry city/Strabane

4) What is your opinion of the City/Town Centre's market position in shopping terms?

Tick One
a) Tao 'up market'
$\square 1$
b) Fine as it is

E2
c) Too 'down market'
5) How do you rate the City/Town Centre in terms of the following?
(Thek one answer for each factor)

|  | Very Good | Quile 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 |
| Cosf 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 | 1 | (2) | 3 | 4 | 5 | 6 |


| Scfely / security | 1 | (2). | 3 | 4 | 5 | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Range of shops and services available | 1 |  | $3^{9}$ | 4 | 5 | 6 |
| Quality of shops and services available | 1 | $2$ | 3 | 4 | 5 | 6 |
| Entertainment and leisure lacilities | 1 | $2$ | 3 | 4 | 5 | 6 |
| Marketing / promotion | 1 |  | 3 | 4 | 5 | 6 |
| Liveliness / streel life / character | 1 | 2 | 3 | 4 | 5 | 6 |
| The streel morket | 1 |  | 3 | 4 | 5 | 6 |
| Qualily / number of places to eal / drink | 1 | $2$ | 3 | 4 | 5 | 6 |
| Quality of public realm | 1 | $\begin{aligned} & 2 \\ & 2 \end{aligned}$ | 3 | 4 | 5 | 6 |
| General shopping environmenl | 1 |  | 3 | 4 | 5 | 6 |

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

## rick One

a) Too many small (independenil) shops $\sqrt{\text { not enough largellchain) stores? }}$
b) About the right mix?
c) Too many large (chain) stores / not enough small (independent) shops?
7) Do you think there is an appropriate mix of shops and ofher non-retail uses (e.g. banks, building societies, amusemenf arcades, cafes, pubs and restaurants, fast food outlets)?
[Please tick one]

```
".-VGood Balance
\square Too many non-retail uses
\square \mp@code { N o f ~ e n o u g h ~ n o n ~ r e l a i l ~ u s e s }
\square \text { Please specify}
\square ~ N e e d ~ m o r e ~ s t r e e t - s i d e ~ c a l e s , ~ n a t i o n a l ~ b a n k s
\square \text { Too many charity shops, government agencies}
Too many cales
```

8) What improvement measures would you like would you like to see in the City/Town Centre? [PLEASE TICK No more than thaee]
```
\square Increased choice/range of shops
\square \text { More national multiples}
Foodstore in the lown centre
\square] More Independent/Specialisl fraders
\square Improved street paving
\square \text { Improved street furniture}
\squaremproved bult environment
\square ~ f r e e ~ c a r ~ p a r k i n g
\square \text { Flexible parking}
```

```
\square \mp@code { A l t e r n a t i v e ~ c a r ~ p a r k ~ a r r a n g e m e n t s ~ ( e . g . ~ p a y ~ o n ~ f o o t ) }
\square \text { More street }
\square \text { Improved public transport}
\square \text { More enterfainment/leisure facilities}
\square \text { More quality restaurants/pavement cales}
More special markets
More cultural facilities (i.e. theatre)
\square \text { Improved security/CCTV}
Greater promotion/marketing of the centre
\square \text { Improved signposting}
\square \text { Public toilets}
\square \text { Other (please state)}
Cheaper rates
Too many budget shops, card shops, charity shops
```

```Need more street lighting
\(\square\) Improved physical connections within the town centre
```

9) Would you welcome further expansion of the Clly/town centre?

qa) Please briefly explain why?

ib) ITyou have answered YES to question 9. please describe the type of expansion you would like to see?Covered shopping facilitiesMore grocery / foodstoresMore department storesMore general retailingMore independent shopsCheaper parkingNeed to attract tourismMore up-market shopstown centre redevelopmentNeed another large supermarket
$\square$ Covered market area and other shopping areas
10) Which centres) do you consider to be your biggest competitor?
$\square$ Derry City CentreStrabane Town CentreLisnagelvin District CentreSpringlown District Centre
$\square$ Rath Mór District Centre
$\square$ Northside District Centre
$\square$ Omagh Town Centre
B Belfast City Centre
$\square$ Coleraine Town Centre
$\square$ Letterkenny Town Centre
$\square$ Buncrana Town Centre
$\square$ Ballyboley Town Centre
$\square$ Foodstores
$\square$ Out-of-centre retail parks (please specify)
$\square$ The internet
$\square$ Other (please specify)
11) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?

12) If yes; is this other business trading better, worse or the same?

$\square$ WorseSame
13) Are you a member of the following?
$\square$ Chamber of Commerce
$\square$ Retail $N$
$\square$ Derry City Centre Initiative
$\square$ 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.



## 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 Weanesday $11^{\text {th }}$ 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?

## $\square$ Part of national group/chain

O Other (please specify) DENTHL BACTLE
1c) If not an independeni, do you have any autonomy of decision making at a local level?
$\square$ No
id) 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.)
4 Other (please specify) $\qquad$ DEATH $D A C T I C E$
le) Are the business premises leased or owner occupied?
LeasedOwner OccupiedNo Answer
1f) What is the size of the business premises?

(SQ. FT. OR SQ.M)
$1 \mathrm{~g})$ How many staff does your business employ? (Please Tick)1-5 staff
6-10 staff
区
11-20 staff
21-50 staff
51-100 staff$100+$

1h) Has the business always operated from the city/town centre?
Yes
$\square$
No

If no, where did you relocate from:
ii) During the time trading in the city/town, has the business?
$\square$ Grown Significantly
( Grown Moderately
$\square$ Remained Largely Static
$\square$ Declined ModeratelyDeclined Significantly
1j) How would you say that your business has performed over the past 12 months?
$\square$ Very Well
Well
$\square$ Moderately
$\square$ Poorly
$\square$ Very Poorly

1k) How do you expect your business to performance over the next 12 months?
$\square$ Very well
$\square$ Well
Q Moderate / Static
$\square$ Poorly
$\square$ Very Poorly
11) Have you any plans to alter your business in any way in the next five years?

No
$\square$ Yes, close
$\square$ Yes, relocate in town centre
$\square$ Yes, relocate out-of-centre
$\square$ Yes, extend floorspace
$\square$ Yes, reduce floorspace
$\square$ Yes, refurbish existing floorspace
$\square$ Yes, other (please specify)
If you are relocating, where are you considering moving to?

1 m ) If relocating, what is the main reason for this decision?Current retail unit is in poor shapeDrop in takingsHigh rates and chargesTown centre is too quietOther (please specify)
1n) What specific support would help your business?
Training
Shop Front Improvement Grants
$\square$ Marketing assistance
D CCTV / Security
$\square$ Other (please specify)
2) What are the main issues constraining your business?

Tick up to 3 onswers
a) Rents / overheads 布
b) General economy
c) Quality or size of premises $\square 3$
d) Staff recruitment / retention Z44
e) Availability of car parking $\square 5$
f) Cost of car parking $\square 6$
g) Public transport links
h) Competition from other businesses in the City/Town Centre ..... $\square 8$
i) Competition from other businesses in the wider areas ..... $\square 9$
j) Competition from other City/Town Centres nearby ..... $\square 10$
k) Competition from other Town Centres in the Republic of Ireland ..... $\square 11$
I) Security issues ..... $\square 12$
m) Lack of visitors / customers ..... $\square 13$
n) Poor location of premises ..... $\square 14$
o) Poor quality of town centre environment ..... $\square 15$
p) Other sources? (please specify below) ..... $\square 16$

## 3) Approximately, what proportion (\%) of your trade / business comes from?

## ENTER APPROX. \%

$\square$ Local residents within the city/ town / immediate hinterland
$\square$ Other residents in the wider Council area
$\square$ Residents in the Republic of Ireland

$\square$ Local employees (ie. those working in the town)
$\square$ Tourist / Leisure Visitors from outside Derry city/StrabaneOther (please state) $\qquad$
4) What is your opinion of the City/Town Centre's market position in shopping terms?
nick One
a) Too 'up market'
b) Fine as it is
c) Too 'down market'

23
5) How do you rate the City/Town Centre in terms of the following?
(tick one answer for each factor)


| 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?
a) Too many small (independent) shops / not enough large (chain) stores?
b) About the right mix?
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 BalanceToo many non-retail usesNot enough non retail uses
$\square$ Please specify $\qquad$Need more street-side cafes, national banks
Too many charity shops, government agencies
$\square$ Too many cafes
8) What improvement measures would you like would you like to see in the City/Town Centre? IPLEASE TICK NO MORE THAN THREE
$\square$ Increased choice/range of shopsMore national multiples
$\square$ Foodstore in the town centre
[7] More Independent/Specialist traders
$\square$ improved street paving
$\square$ improved street furniture
$\square$ Improved built environment
$\square$ Free car parking
$\square$ Flexible parkingAlternative car park arrangements (e.g. pay on foot)More street cleaningImproved public transportMore entertainment/leisure facilitiesMore quality restaurants/pavement cafesMore special marketsMore cultural facilities (i.e. theatre)Improved security/CCTVGreater promotion/marketing of the centreImproved signpostingPublic toiletsOther (please state)Cheaper ratesToo many budget shops, card shops, charity shopsNeed more street lightingImproved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?

9a) Please briefly explain why?

9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?

Covered shopping facilitiesMore grocery / foodstoresMore department storesMore general retailingMore independent shopsCheaper parking
$\square$ Need to attract tourismMore up-market shops
G Town centre redevelopment
$\square$ Need another large supermarket
Covered market area and other shopping areas
10) Which centres) do you consider to be your biggest competitor?
$\square$ Derry City Centre
$\square$ Strabane Town Centre
$\square$ Lisnagelvin District Centre
$\square$ Springtown District CentreNorthside District CentreOmagh Town CentreBelfast City Centre
Coleraine Town CentreLetterkenny Town CentreBuncrana Town CentreBallybofey Town CentreFoodstoresOut-of-centre retail parks (please specify)
The internetOther (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?Yes
NoIf yes, where? $\qquad$
13) If yes; is this other business trading better, worse or the same?BetterWorseSame
14) Are you a member of the following?Chamber of CommerceRetail NIDerry City Centre InitiativeStrabane 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.

openspaus.
(probation covered life Merchant City in Guggon)

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

 RETAILER \& BUSINESS SURVEY
#### Abstract

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 $11^{\text {th }}$ 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.
la) How long, approximately, has the business traded in the city/town centre?
$\square$ Under one year
$\square$ Under three yearsUnder five yearsUnder ten yearsTen to twenty years
$\square$ Over twenty years
lb) What is your business?
$\square$ Part of national group/chain
$\square$ Other (please specify) Technical Repairs o Training
ic) If not an independent, do you have any autonomy of decision making at a local level?
$\square$ Yes
$\square$ No
$N \mid A$.

1d) How would you describe your business? (Please tick relevant box)
$\square$ Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses)

$\square$Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)
Retail Service (e.g. hairdresser, opticians etc.).
$\square$ 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?
L. Leased
$\square$ Owner Occupied
$\square$ No Answer
1f) What is the size of the business premises?

## $200^{2} \mathrm{FT}$

(SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
1-5 staff
$\square$ 6-10 staff
$\square$ 11-20 staff
$\square$ 21-50 staff
$\square$ 51-100 staff
$\square 100+$
1h) Has the business always operated from the city/town centre?


If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
$\square$ Gpown Significantly
(1) Grown Moderately
$\square$ Remained Largely Static
$\square$ Declined Moderately
$\square$ Declined Significantly
1j) How would you say that your business has performed over the past $\mathbf{1 2}$ months?
$\square$ Very Well
11 Well
$\square$ Moderately
$\square$ Poorly
$\square$ Very Poorly

1k) How do you expect your business to performance over the next 12 months?
$\square$ Verywell
4. Well
$\square$ Moderate / Static
$\square$ Poorly
$\square$ Very Poorly
11) Have you any plans to alter your business in any way in the next five years?
$\square$ No
$\square$ Yes, close
$\square$ Yes, relocate in town centre
$\square$ Yes, relocate out-of-centre
$\square$ Yes, extend floorspace
$\square$ Yos, reduce floorspace
$\square$ Yes, refurbish existing floorspace
Yes, other (please specify)...........

If you are relocating, where are you considering moving to?

1 m ) If relocating, what is the main reason for this decision?
$\square$ Current retail unit is in poor shape
$\square$ Drop in takings
$\square$ High rates and charges
$\square$ Town centre is too quiet
$\square$ Other (please specify)
1n) What specific support would help your business?
$\square$ Trerining
$\square$ Shop Front Improvement Grants
$\square$ Marketing assistance
$\square$ CCTV / Security
$\square$ Other (please specify)
2) What are the main issues constraining your business?
a) Rents / overheads
b) General economy
c) Quality or size of premises$\square 3$

d) Staff recruitment / retention ..... $\square 4$
e) Availability of car parking ..... $\square 5$
f) Cost of car parking
Cost of car parking ..... $\square 6$
g) Public transport links ..... $\square 7$
h) Competition from other businesses in the City/Town Centrei) Competition from other businesses in the wider areasj) Competition from other City/Town Centres nearbyk) Competition from other Town Centres in the Republic of Ireland$\square 10$$\square 11$l) Security issues$\square 12$m) Lack of visitors / customers$\square 13$n) Poor location of premiseso) Poor quality of town centre environment- 15
p) Other sources? (please specify below)

## 3) Approximately, what proportion (\%) of your trade / business comes from?

## ENTER APPROX. \%

$20 \%$ Local residents within the city/ town / immediate hinterland
$30 / \square$ Other residents in the wider Council area
$30 \%$ Residents in the Republic of Ireland
$20 \%$ Local employees (i.e. those working in the town)
$0 \square$ Tourist / Leisure Visitors from outside Derry city/Strabane
$\square$ Other (please state)
4) What is your opinion of the City/Town Centre's market position in shopping terms?
a) Too 'up market'
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 <br> nor Poor | Quite Poor | Very Poor | Don't know |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Rents / Rates | 1 | 2 | 3 | 4 | 5 |  |
| 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 <br> centre <br> P | 1 | 2 |  |  | 4 | 6 |



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

a) Too many small (independent) shops / not enough large (chain) stores?
b) About the right mix?
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
$\square$ Too many non-retail uses
$\square$ Not enough non retail uses
$\square$ Please specify
$\square$ Need more street-side cafes, national banks
$\square$ Too many charity shops, government agencies
$\square$ 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]
$\square$ Increased choice/range of shops
$\square$ More national multiples
$\square$ Foodstore in the town centre
$\square$ More Independent/Specialist traders
$\square$ Improved street paving
$\square$ Improved street furniture
$\square$ improved built environment
$\square$ 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
$\square$
More quality restaurants/pavement cafesMore special marketsMore cultural facilities (i.e. theatre)Improved security/CCTVGreater promotion/marketing of the centre
improved signposting
$\square$ Public toilets
$\square$ Other (please state)
$\square$ Cheaper rates
$\square$ Too many budget shops, card shops, charity shopsNeed more street lighting
$\square$ Improved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?

Yes
$\square$ No
9a) Please briefly explain why?
The tow centre needs some bis multinationals to ahead footfall into town centre ( Coste st main fl, Abercom Sq)
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?
$\square$ Covered shopping facilities
$\square$ More grocery / foodstores
$\square$ More department stores
$\square$ More general retailing
$\square$ More independent shops
$\square$ Cheaper parking
$\square$ Need to attract tourism
$\square$ More up-market shops
$\square$ Town centre redevelopment
4 Need another large supermarket
$\square$ Covered market area and other shopping areas
10) Which centre(s) do you consider to be your biggest competitor?
$\square$ Derry City Centre
$\square$ Strabane Town Centre
$\square$ Lisnagelvin District Centre
$\square$ Springtown District Centre

Rath Mór District Centre
Northside District Centre
Omagh Town Centre
$\square$ Belfast City Centre
$\square$ Coleraine Town Centre
Letterkenny Town Centre
$\square$ Buncrana Town Centre
$\square$ Ballybofey Town Centre
$\square$ Foodstores
$\square$ Out-of-centre retail parks (please specify)
$\square$ The Internet
$\square$ Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council
area?

$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?
$\square$ Better
$\square$ Worse
$\square$ Same
14) Are you a member of the following?
$\square$ Chamber of Commerce
$\square$ Retail NI
$\square$ Derry City Centre Initiative
$\square$ Strabane Business Improvement District (BID)
$\square$ 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 (Dam pete). Theres no uarketing for tourism locally Town cent is often overgrown witt weeds dilapidated. Lack of marketing fo- town cen Ry, Rates are out of hand ¿600 difference between my rent \& rates per year.

## THE COUNCIL APPRECIATES YOUR PARTICIPATION AND CONTRIBUTION

## DERRY CITY AND STRABANE DISTRICTCOUNCIL - REIAIL

## \& 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 Demy/Londondemy, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

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All resp onses 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?Underone year
Under three years
Underfive years
Underten years
Ten to twenty years
Over twenty years
1b) What is your business?Part of national group/cha inOther (plea se specify) - Licensed Resta urant
1c) If not an independent, do you have any autonomy of decision making at a loc al level?

## 1d) How would you desc ribe your business? (Please tick relevant box)

$\square$ Food retailer (e.g. newsagent, grocer, supemarket, bakery etc. but not including resta urants, cafes, takeaways, public houses)Non-food retailer (e.g. clothes shop, cha nity shop, bookshop etc.)Reta il Service (e.g. ha ird resser, optic ia ns etc.).Leisure service (e.g. public house, resta urant, c afé, take-away etc.)Professional service (e.g. bank, estate agent, betting shop, etc.)$\square$ Other (please specify)
1e) Are the business premises leased or owner occupied?LeasedOwner OccupiedNo Answer

1f) What is the size of the business premises?
$\qquad$ (SQ. FT. OR SQ.M)

## 1g) How many staff does your business employ? (Please Tick)

1-5 staff6-10 staff11-20 staff21-50 staff51-100 staff$100+$1h) Has the business always operated from the city/ town centre?
No

If no, where did you relocate from: $\qquad$
1i) During the time trading in the city/town, has the business?Grown Signific a ntlyGrown ModeratelyRemained La rgely StaticDeclined ModeratelyDeclined Signific a ntly
1j) How would you say that your business has performed over the past 12 months?Very WellWellModeratelyPoorlyVery Poorly

1k) How do you expect your business to performance over the next 12 months?Very wellWellModerate / StaticPoorly
$\square$ Very Poorly

1) Have you any plans to alter your business in any way in the next five years?
$\square$ Yes, closeYes, relocate in town centreYes, relocate out-of-centreYes, extend floorspaceYes, reduce floorspaceYes, refurbish existing floorspaceYes, other(please specify) $\qquad$
If you are relocating, where are you considering moving to?
$\qquad$

1 m ) If reloc ating, what is the main reason for this decision?
$\square$ Current retail unit is in poor shape
$\square$ Drop in takings
$\square$ High rates and charges
$\square$ Town centre is too quiet
$\square$ Other (please specify).
1n) What specific support would help your business?
$\square$ Training
$\square$ Shop Front Improvement Grants
$\square$ Marketing assistanceCCTV / Sec unityOther (please specify)
2) What are the main issues constraining your business?
a) Rents/overheads
b) Generaleconomy $\square 2$
c) Quality or size of premises$\square 3$
d) Staff recruitment/ retention $\square 4$
e) Availability of carparking $\square 5$
f) Cost of carparking $\square 6$
g) Public transport links
h) Competition from other businesses in the City/Town Centre ..... $\square 8$
i) Competition from other businesses in the wider areas ..... $\square 9$
j) Competition from other City/Town Centres nearby ..... 10
k) Competition from other Town Centres in the Republic of Irela nd ..... 11
I) Security issues ..... $\square 12$
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) ..... $\square 16$

## 3) Approximately, what proportion (\%) of your trade / business comes from?

ENTER APPROX. \%
$\square$ Local residents within the city/ town / immediate hinterland $40 \%$
$\square$ Other residents in the wider Council area 30\%
$\square$ Residents in the Republic of Ireland 30\%
$\square$ Local employees (i.e. those working in the town) $30 \%$
$\square$ Tourist / Leisure Visitors from outside Derry city/Strabane 30\%
$\square$ Other (please state)
4) What is your opinion of the City/Town Centre's market position in shopping terms?
a) Too "up market’
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 answerfor each factor)

|  | Very Good | Quite Good | Neither Good <br> 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 <br> 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 placesto 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 curent shopping mix?

Tick One
a) Too many small (independent) shops/ not enough large (chain) stores? $\square 1$
b) About the right mix? $\square 2$
c) Too many large (chain) stores/ not enough small (independent) shops? $\square 3$
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 outets)?
[Please tick one]
$\square$ Good Balance
$\square$ Too many non-retail uses
$\square$ Not enough non retail uses
$\square$ Please specify ................................................................
$\square$ Need more street-side cafes, national banks
$\square$ Too many chanty shops, govemment a gencies
$\square$ 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]
$\square$ Increased choice/range of shopsMore national multiplesFoodstore in the town centre
$\square$ More Independent/Specialist traders
$\square$ Improved street paving
$\square$ Improved street fumitureImproved built environment
$\square$ Free carparking
$\square$ Flexible parking
$\square$ Altemative carpark arrangements (e.g. pay on foot)
$\square$ More street cleaning
$\square$ Improved public transportMore entertainment/leisure facilities
$\square$ More quality restaurants/pavement cafes
$\square$ More special markets
$\square$ More cultural facilities (i.e. theatre)
$\square$ Improved security/CCTV
$\square$ Greater promotion/marketing of the centre
$\square$ Improved signposting
$\square$ Public toilets
$\square$ Other (please state) $\qquad$
$\square$ Cheaperrates
$\square$ Too many budget shops, card shops, charity shops
$\square$ Need more street lighting
$\square$ Improved physical connections within the town centre
9) Would you welc ome further expansion of the City/town centre?
$\square$ Yes
$\square$ No

## 9a) Please briefly explain why?

Not until we can establish a thriving town centre at its current size. The shopping centre had become too fragmented $\qquad$
$\qquad$

9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?Covered shopping facilitiesMore grocery / foodstoresMore department storesMore general retailingMore independent shops
$\square$ Cheaperparking
$\square$ Need to attract tourismMore up-market shops
$\square$ Town centre redevelopmentNeed a nother large supermarket
$\square$ Covered market area and other shopping areas

## 10) Which centre(s) do you consider to be your biggest competitor?

Demy City CentreStrabane Town CentreLisnagelvin District CentreSpringtown District Centre$\square$ Rath Mór District CentreNorthside District CentreOmagh Town CentreBelfast City CentreColeraine Town CentreLetterkenny Town CentreBuncrana Town CentreBallybofey Town CentreFoodstoresOut-of-centre retail parks (please specify)The IntemetOther (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
$\square$ Yes
$\square$ No
$\square$ If yes, where?
13) If yes; is this other business trading better, worse or the same?BetterWorseSame

## 14) Are you a member of the following?

Chamber of CommerceRetail NIDery City Centre InitiativeStrabane 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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## Appendix 7 <br> Pedestrian Counts (by NEMS)

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# Derry City \& Strabane Town Centre Pedestrian Counts 

## for

## GVA

March 2018

Job Ref: 190318

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Summary counts - Strabane ..... 21-22
Summary counts - Derry ..... 23-27
Centre plan showing count points ..... 28-33

## 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 PI/Waterloo PI - 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 $22^{\text {nd }}$ March and Saturday $24^{\text {th }}$ 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 $4 \mathrm{pm}-5 \mathrm{pm}$ 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 $1.3 x$ 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 3.1 x and 2.9 x respectively, compared to only $1.7 x$ 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 2 pm was $50 \%$ higher than the trading hours leading up and following this block of time, with 11 am-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 2 pm , 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 12 pm and 2 pm (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 12 pm (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 12 pm and 1 pm , after which it declined steadily from 1354 to 775. Shipquay Place / Waterloo Place was relatively quiet between 9am and 12 pm , 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

| 1200 <br> 1000 <br> 800 <br> 600 <br> 400 <br> 200 <br> 0 |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 9 am | 10am | 11am | 12 noon | 1pm | 2pm | 3 pm | 4pm |
| - Location 1A: Shipquay Street | 325 | 351 | 411 | 430 | 445 | 407 | 407 | 385 |
| - Location 2A: Ferryquay Street | 330 | 362 | 426 | 537 | 557 | 589 | 430 | 405 |
| - 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 St | 1070 | 1223 | 1043 | 1354 | 1282 | 1167 | 829 | 775 |
| - Location 3B: Carlisle Road | 485 | 535 | 615 | 665 | 709 | 546 | 563 | 545 |
| - Location 1C: Strand Rd | 383 | 409 | 675 | 1005 | 1065 | 1035 | 1035 | 1005 |
| - Location 2C: Waterloo Place/ Strand Rd | 425 | 452 | 630 | 970 | 984 | 1007 | 936 | 890 |
| - Location 3C: Shipquay PI/Waterloo PI | 535 | 578 | 668 | 845 | 1133 | 959 | 1133 | 1075 |
| - Location 1D: Spencer Road - Outside Sandwich Co | 57 | 66 | 60 | 75 | 77 | 70 | 70 | 63 |
| - Location 2D: Spencer Road - Outside Nonnas Pizza | 57 | 64 | 88 | 122 | 105 | 77 | 92 | 80 |
| - Location 3D: Clooney Terrace | 44 | 53 | 100 | 83 | 64 | 60 | 55 | 45 |

Note: shaded blocks indicate modelled data

## Appendix 1:

Raw Counts - Strabane

## NEMS Market Research

## STRABANE PEDESTRIAN COUNTS

## Thursday 22nd March 2018

Day 1
Time Location
10.00-10.16
10.21-10.37
10.42-10.58
11.03-11.19
11.24-11.40
11.45-12.01
12.31-12.47
12.52-13.08
13.13-13.29
13.34-13.50
13.55-14.11

Location 1: Railway Street (outside O'Doherty)
Location 2: Main Street (outside Semi-Chem)
Location 3: Castle Street (outside Superdrug)
Location 1: Railway Street (outside O'Doherty)
Location 2: Main Street (outside Semi-Chem)
Location 3: Castle Street (outside Superdrug) BREAK 1
Location 1: Railway Street (outside O'Doherty)
Location 2: Main Street (outside Semi-Chem)
Location 3: Castle Street (outside Superdrug)
Location 1: Railway Street (outside O'Doherty)
Location 2: Main Street (outside Semi-Chem)
BREAK 2
14.31-14.47
14.52-15.08

Location 3: Castle Street (outside Superdrug)
Location 1: Railway Street (outside O'Doherty)
Location 2: Main Street (outside Semi-Chem)
Location 3: Castle Street (outside Superdrug)

| Left to Right | Right to Left | Total | Index |
| :---: | :---: | :---: | :---: |
| 10 | 5 | 15 | 16 |
| 17 | 18 | 35 | 38 |
| 29 | 30 | 59 | 64 |
| 5 | 3 | 8 | 9 |
| 21 | 20 | 41 | 45 |
| 18 | 23 | 41 | 45 |
| 3 | 5 | 8 | 9 |
| 20 | 40 | 60 | 65 |
| 51 | 41 | 15 | 100 |
| 11 | 4 | 32 | 16 |
| 22 | 10 | 26 | 35 |
| 15 | 11 | 6 | 28 |
| 2 | 4 | 14 | 7 |
| 8 | 6 | 24 | 15 |
| 11 | 13 | 476 | 26 |
| 243 | 233 |  |  |

## 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 |  |

## Appendix 2:

Raw Counts - Derry

NEMS Market Research

## DERRY PEDESTRIAN COUNTS

## Thursday 22nd March 2018

Day 1A - Locations 1A, 2A \& 3A

## Time

## Location

10.00-10.16
10.21-10.37
10.42-10.58
11.03-11.19
11.24-11.40
11.45-12.01
12.31-12.47
12.52-13.08
13.13-13.29
13.34-13.50
13.55-14.11
14.31-14.47
14.52-15.08
15.13-15.29
15.34-15.50

Location 1A: Shipquay Street, near to Veritas
Location 2A: Ferryquay Street, near to Subway
Location 3A: Castle Street, near to Baldies Barbers
Location 1A: Shipquay Street, near to Veritas
Location 2A: Ferryquay Street, near to Subway

BREAK 1
Location 1A: Shipquay Street, near to Veritas
Location 2A: Ferryquay Street, near to Subway
Location 3A: Castle Street, near to Baldies Barbers
Location 1A: Shipquay Street, near to Veritas
Location 2A: Ferryquay Street, near to Subway BREAK 2
Location 3A: Castle Street, near to Baldies Barbers
Location 1A: Shipquay Street, near to Veritas
Location 2A: Ferryquay Street, near to Subway
Location 3A: Castle Street, near to Baldies Barbers

Left to Right
33
39
22
38
59
28 43

Right to Left


64
101
45
65
117
57

Index

## NEMS Market Research

## DERRY PEDESTRIAN COUNTS

## Saturday 24th March 2018

Day 1B - Locations 1A, 2A \& 3A

## Time

## Location

| 10.00-10.16 | Location 1A: Shipquay Street, near to Veritas |
| :--- | :--- |
| $10.21-10.37$ | Location 2A: Ferryquay Street, near to Subway |
| $10.42-10.58$ | Location 3A: Castle Street, near to Baldies Barbers |
| $11.03-11.19$ | Location 1A: Shipquay Street, near to Veritas |
| $11.24-11.40$ | Location 2A: Ferryquay Street, near to Subway |
| $11.45-12.01$ | Location 3A: Castle Street, near to Baldies Barbers |
| BREAK 1 |  |
| $12.31-12.47$ | Location 1A: Shipquay Street, near to Veritas |
| $12.52-13.08$ | Location 2A: Ferryquay Street, near to Subway |
| $13.13-13.29$ | Location 3A: Castle Street, near to Baldies Barbers |
| $13.34-13.50$ | Location 1A: Shipquay Street, near to Veritas |
| $13.55-14.11$ | Location 2A: Ferryquay Street, near to Subway |
| $14.31-14.47$ | Location 3A: Castle Street, near to Baldies Barbers |
| $14.52-15.08$ | Location 1A: Shipquay Street, near to Veritas |
| $15.13-15.29$ | Location 2A: Ferryquay Street, near to Subway |
| $15.34-15.50$ | Location 3A: Castle Street, near to Baldies Barbers |


| Left to Right | Right to Left | Total | Index |
| :---: | :---: | :---: | :---: |
| 39 | 51 | 90 | 54 |
| 43 | 49 | 92 | 55 |
| 61 | 48 | 109 | 66 |
| 52 | 58 | 110 | 66 |
| 55 | 55 | 110 | 66 |
| 48 | 52 | 100 | 60 |
| 59 | 49 | 108 | 65 |
| 81 | 83 | 164 | 99 |
| 39 | 38 | 74 | 46 |
| 41 | 33 | 166 | 45 |
| 85 | 81 | 96 | 100 |
| 42 | 54 | 89 | 58 |
| 51 | 38 | 110 | 54 |
| 58 | 52 | 94 | 66 |
| 41 | 53 | 1589 | 57 |
| 795 | 794 |  |  |

Index

## NEMS Market Research

## DERRY PEDESTRIAN COUNTS

## Thursday 22nd March 2018

## Day 2A - Locations 1B, 2B \& 3B

## Time

10.00-10.16
10.21-10.37
10.42-10.58
11.03-11.19
11.24-11.40
11.45-12.01
12.31-12.47
12.52-13.08
13.13-13.29
13.34-13.50
13.55-14.11
14.31-14.47
14.52-15.08
15.13-15.29
15.34-15.50

## Location

Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr Location 2B: Newmarket St - Outside Progressive Building Society Location 3B: Carlisle Road - Outside Curtis Opticians

Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr. Location 2B: Newmarket St - Outside Progressive Building Society Location 3B: Carlisle Road - Outside Curtis Opticians BREAK 1
Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr Location 2B: Newmarket St - Outside Progressive Building Society Location 3B: Carlisle Road - Outside Curtis Opticians

Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr.
Location 2B: Newmarket St - Outside Progressive Building Society BREAK 2
Location 3B: Carlisle Road - Outside Curtis Opticians
Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr Location 2B: Newmarket St - Outside Progressive Building Society Location 3B: Carlisle Road - Outside Curtis Opticians

## Left to Right

65
125
48

184
69

75
171
85
94
220

Right to Left
Total
Index

## NEMS Market Research

## DERRY PEDESTRIAN COUNTS

## Saturday 24th March 2018

## Day 2B - Locations 1B, 2B \& 3B

| Time | Location |
| :---: | :--- |
| 10.00-10.16 | Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr. |
| 10.21-10.37 | Location 2B: Newmarket St - Outside Progressive Building Society |
| $10.42-10.58$ | Location 3B: Carlisle Road - Outside Curtis Opticians |
| 11.03-11.19 | Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr. |
| 11.24-11.40 | Location 2B: Newmarket St - Outside Progressive Building Society |
| $11.45-12.01$ | Location 3B: Carlisle Road - Outside Curtis Opticians |
| BREAK 1 |  |
| $12.31-12.47$ | Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr. |
| $12.52-13.08$ | Location 2B: Newmarket St - Outside Progressive Building Society |
| $13.13-13.29$ | Location 3B: Carlisle Road - Outside Curtis Opticians |
| $13.34-13.50$ | Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr. |
| $13.55-14.11$ | Location 2B: Newmarket St - Outside Progressive Building Society |
| BREAK 2 |  |
| $14.31-14.47$ | Location 3B: Carlisle Road - Outside Curtis Opticians |
| $14.52-15.08$ | Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr. |
| $15.13-15.29$ | Location 2B: Newmarket St - Outside Progressive Building Society |
| $15.34-15.50$ | Location 3B: Carlisle Road - Outside Curtis Opticians |


| Left to Right | Right to Left | Total | Index |
| :---: | :---: | :---: | :---: |
| 79 | 73 | 152 | 35 |
| 208 | 180 | 388 | 89 |
| 86 | 91 | 177 | 41 |
| 195 | 240 | 435 | 100 |
| 84 | 88 | 172 | 40 |
| 89 | 96 | 185 | 43 |
| 102 | 93 | 195 | 45 |
| 206 | 200 | 406 | 93 |
| 115 | 100 | 215 | 49 |
| 100 | 103 | 203 | 47 |
| 106 | 98 | 158 | 47 |
| 82 | 76 | 204 | 36 |
| 103 | 101 | 194 | 47 |
| 98 | 96 | 165 | 45 |
| 89 | 76 | $\mathbf{3 4 5 3}$ | 38 |
| $\mathbf{1 7 4 2}$ |  |  |  |

## NEMS Market Research

## DERRY PEDESTRIAN COUNTS

## Thursday 22nd March 2018

Day 3A - Locations 1C, 2C \& 3C

## Time

## Location

10.00-10.16
10.21-10.37
10.42-10.58
11.03-11.19
11.24-11.40
11.45-12.01
12.31-12.47
12.52-13.08
13.13-13.29
13.34-13.50
13.55-14.11 Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists BREAK 2
14.31-14.47
14.52-15.08
15.13-15.29
15.34-15.50

Location 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers Location 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers

## BREAK 1

ocation 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers Location 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf

Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers Location 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers

## Left to Right

26
23
61
57
63
111

131
115
205
165
109

132
134
85
115

1532

Right to Left
 54

Index

## NEMS Market Research

## DERRY PEDESTRIAN COUNTS

## Saturday 24th March 2018

Day 3B - Locations 1C, 2C \& 3C

## Time

## Location

10.00-10.16
10.21-10.37
10.42-10.58
11.03-11.19
11.24-11.40
11.45-12.01
12.31-12.47
12.52-13.08
13.13-13.29
13.34-13.50
13.55-14.11
14.31-14.47
14.52-15.08
15.13-15.29
15.34-15.50

## BREAK 1

 BREAK 2Location 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers Location 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers
ocation 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers Location 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists

Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers Location 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers

## Left to Right

64
128
117
136
120
95

155
162
170
163
149

127
172
147
174

## 2079

| Right to Left | Total | Index |
| :---: | :---: | :---: |
| 100 | 164 | 49 |
| 63 | 191 | 57 |
| 72 | 189 | 56 |
| 103 | 239 | 71 |
| 95 | 215 | 64 |
| 80 | 175 | 52 |
| 90 | 245 | 72 |
| 98 | 260 | 77 |
| 100 | 270 | 80 |
| 113 | 276 | 82 |
| 134 | 283 | 84 |
| 143 | 270 | 80 |
| 113 | 285 | 84 |
| 142 | 289 | 86 |
| 164 | 338 | 100 |

## NEMS Market Research

## DERRY PEDESTRIAN COUNTS

## Thursday 22nd March 2018

Day 4A - Locations 1D, 2D \& 3D

## Time

10.00-10.16
10.21-10.37
10.42-10.58
11.03-11.19
11.24-11.40
11.45-12.01
12.31-12.47
12.52-13.08
13.13-13.29
13.34-13.50
13.55-14.11
14.31-14.47
14.52-15.08
15.13-15.29
15.34-15.50

## Location

Location 1D: Spencer Road - Outside Sandwich Co Location 2D: Spencer Road - Outside Nonnas Pizza Location 3D: Clooney Terrace - Outside Mace

Location 1D: Spencer Road - Outside Sandwich Co Location 2D: Spencer Road - Outside Nonnas Pizza Location 3D: Clooney Terrace - Outside Mace

## BREAK 1

Location 1D: Spencer Road - Outside Sandwich Co
Location 2D: Spencer Road - Outside Nonnas Pizza Location 3D: Clooney Terrace - Outside Mace
Location 1D: Spencer Road - Outside Sandwich Co
Location 2D: Spencer Road - Outside Nonnas Pizza BREAK 2
Location 3D: Clooney Terrace - Outside Mace
Location 1D: Spencer Road - Outside Sandwich Co Location 2D: Spencer Road - Outside Nonnas PizzaLocation 3D: Clooney Terrace - Outside Mace

| Left to Right | Right to Left | Total | Index |
| :---: | :---: | :---: | :---: |
| 8 | 7 | 15 | 52 |
| 10 | 8 | 18 | 62 |
| 6 | 5 | 11 | 38 |
| 5 | 4 | 9 | 31 |
| 7 | 13 | 20 | 69 |
| 10 | 6 | 16 | 55 |
| 10 | 7 | 17 | 59 |
| 17 | 12 | 29 | 15 |
| 9 | 8 | 19 | 52 |
| 7 | 12 | 19 | 66 |
| 7 | 4 | 11 | 66 |
| 7 | 5 | 12 | 38 |
| 12 | 9 | 21 | 41 |
| 4 | 7 | 11 | 72 |
| 130 |  | 243 | 38 |

## NEMS Market Research

## DERRY PEDESTRIAN COUNTS

## Saturday 24th March 2018

## Day 4B - Locations 1C, 2C \& 3C

## Time

## Location

10.00-10.16
10.21-10.37
10.42-10.58
11.03-11.19
11.24-11.40
11.45-12.01
12.31-12.47
12.52-13.08
13.13-13.29
13.34-13.50
13.55-14.11
14.31-14.47
14.52-15.08
15.13-15.29
15.34-15.50

Location 1D: Spencer Road - Outside Sandwich Co Location 2D: Spencer Road - Outside Nonnas Pizza Location 3D: Clooney Terrace - Outside Mace Location 1D: Spencer Road - Outside Sandwich Co Location 2D: Spencer Road - Outside Nonnas Pizza Location 3D: Clooney Terrace - Outside Mace BREAK 1
Location 1D: Spencer Road - Outside Sandwich Co Location 2D: Spencer Road - Outside Nonnas Pizza Location 3D: Clooney Terrace - Outside MaceLocation 1D: Spencer Road - Outside Sandwich CoLocation 2D: Spencer Road - Outside Nonnas Pizza BREAK 2
Location 3D: Clooney Terrace - Outside Mace Location 1D: Spencer Road - Outside Sandwich Co Location 2D: Spencer Road - Outside Nonnas Pizza Location 3D: Clooney Terrace - Outside Mace

| Left to Right | Right to Left | Total | Index |
| :---: | :---: | :---: | :---: |
| 11 | 9 | 20 | 54 |
| 10 | 6 | 16 | 43 |
| 12 | 5 | 17 | 46 |
| 12 | 11 | 23 | 62 |
| 18 | 9 | 27 | 73 |
| 21 | 16 | 37 | 100 |
| 15 | 8 | 23 | 62 |
| 19 | 17 | 36 | 97 |
| 11 | 8 | 12 | 51 |
| 10 | 8 | 22 | 59 |
| 14 | 9 | 21 | 59 |
| 12 | 11 | 25 | 57 |
| 14 | 12 | 28 | 68 |
| 16 | 8 | 18 | 76 |
| 10 | 149 | 354 | 49 |

## Appendix 3: <br> Summary Counts - Strabane

## NEMS Market Research

STRABANE PEDESTRIAN COUNT SUMMARIES
THURSDAY 22ND MARCH AND SATURDAY 24TH MARCH 2018
Location 1: Railway Street (outside O'Doherty)

| Hr starting | Day: <br> 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 | $\mathbf{2 8 3}$ | $\mathbf{8 8 8}$ | $\mathbf{5 8 6}$ |  |

Location 2: Main Street (outside Semi-Chem)

| Hr starting | Day: <br> 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 | $\mathbf{1 0 2 3}$ | $\mathbf{2 9 7 2}$ | $\mathbf{1 9 9 8}$ |  |

Location 3: Castle Street (outside Superdrug)

| Hr starting | Day: <br> 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 | $\mathbf{1 4 0 0}$ | $\mathbf{2 3 7 2}$ | $\mathbf{1 8 8 6}$ |  |

Red text denotes modelled data
Sum of raw counts:

| Point 1 | 62 | 202 |
| :--- | :---: | :---: |
| Point 2 | 246 | 662 |
| Point 3 | 257 | 424 |

## Appendix 4: <br> Summary Counts - Derry

## NEMS Market Research

DERRY PEDESTRIAN COUNT SUMMARIES
THURSDAY 22ND MARCH AND SATURDAY 24TH MARCH 2018
Location 1A: Shipquay Street, near to Veritas

| Hr starting | Day: <br> Thurs 22 | Sat 24 | Average | Index |
| :--- | :---: | :---: | :---: | :---: |
| 9am (modelled) | 230 | 420 | 325 | 49 |
| 10am | 240 | 461 | 351 | 53 |
| 11am | 244 | 578 | 411 | 62 |
| 12 noon | 323 | 536 | 430 | 64 |
| 1pm | 251 | 638 | 445 | 67 |
| 2pm | 274 | 540 | 407 | 61 |
| 3pm | 274 | 540 | 407 | 61 |
| 4pm (modelled) | 250 | 520 | 385 | 58 |
| TOTAL | $\mathbf{2 0 8 6}$ | $\mathbf{4 2 3 3}$ | $\mathbf{3 1 6 0}$ |  |

Location 2A: Ferryquay Street, near to Subway

| Hr starting | Day: <br> Thurs 22 | Sat 24 | Average | Index |
| :--- | :---: | :---: | :---: | :---: |
| 9am (modelled) | 345 | 315 | 330 | 30 |
| 10am | 379 | 345 | 362 | 33 |
| 11am | 439 | 413 | 426 | 39 |
| 12 noon | 458 | 615 | 537 | 49 |
| 1pm | 495 | 618 | 557 | 51 |
| 2pm | 555 | 623 | 589 | 54 |
| 3pm | 446 | 413 | 430 | 39 |
| 4pm (modelled) | 410 | 400 | 405 | 37 |
| TOTAL | $\mathbf{3 5 2 7}$ | $\mathbf{3 7 4 2}$ | $\mathbf{3 6 3 5}$ |  |

Location 3A: Castle Street, near to Baldies Barbers

| Hr starting | Day: <br> 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 | $\mathbf{1 7 9 1}$ | $\mathbf{2 8 5 1}$ | $\mathbf{2 3 2 1}$ |  |

## Location 1B: Foyleside - Between Foyle St entrance \& Iceland entr.

| Hr starting | Day: <br> 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 |
| 1 pm | 638 | 761 | 700 | 105 |
| 2 pm | 540 | 765 | 653 | 98 |
| 3 pm | 540 | 765 | 653 | 98 |
| 4pm (modelled) | 510 | 730 | 620 | 93 |
| TOTAL | 4223 | 6453 | 5338 |  |

Location 2B: Newmarket St - Outside Progressive Building Society

| Hr starting | Day: <br> 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 |  |  |  |  |

Location 3B: Carlisle Road - Outside Curtis Opticians

| Hr starting | Day: <br> 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 |
|  |  |  |  |  |

## Location 1C: Strand Rd - Between entrance of Quayside \& Ice Wharf

|  | Day: <br> 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 |
|  |  |  |  |  |

Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists

| Hr starting | Day: <br> 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 |  |  |  |  |

Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers

| Hr starting | Day: <br> 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 | $\mathbf{6 5 1 0}$ | $\mathbf{7 3 3 9}$ | $\mathbf{6 9 2 5}$ |  |

## Location 1D: Spencer Road - Outside Sandwich Co

| Hr starting | Day: <br> 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 |  |  |  |  |

## Location 2D: Spencer Road - Outside Nonnas Pizza

| Hr starting | Day: <br> 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 | $\mathbf{6 2 6}$ | $\mathbf{7 4 3}$ | $\mathbf{6 8 5}$ |  |

## Location 3D: Clooney Terrace - Outside Mace

| Hr starting | Day: <br> 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 |  |  |  |  |

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 |

## Appendix 5:

Centre plan showing count locations

## Strabane Enumeration Points



Location 1: Railway Street (outside O'Doherty)
Location 2: Main Street (outside Semi-Chem)
Location 3: Castle Street (outside Superdrug)


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 Society Location 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 PI/Waterloo PI - Outside Maiden City Butchers

## Derry Enumeration Points - D



Location 1D: Spencer Road - Outside Sandwich Co
Location 2D: Spencer Road - Outside Nonnas Pizza
Location 3D: Clooney Terrace - Outside Mace

## Appendix 8 <br> Comparable Towns Matrix



# Appendix 9 <br> Dery-Londondery Workshop Notes 

## Note of Workshop

| Purpose of <br> Workshop: | Demy City \& Straba ne District Council <br> Retail Study - Dery/Londondery Sta keholder Workshop |
| :--- | :--- |
| Location: | The Guildhall, Guildhall Street, Dery/Londondery |
| Date: | 20 April 2018 |

## Details;

| Attendees present |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| TBC |  |  |  |

## Summary

1.1 A workshop was held with key stakeholders in Demy - Londondery, with deta ils of attendees shown above.
The workshop commenced with a brief presentation by GVA and J uno 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: <br> 1. Feedback on any parts of the presentation <br> 2. The strengths, weaknesses, threats a nd opportunities that are relevant to Demy Londondemy city centre, retailing and other main town centre uses <br> 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. <br> - Does population growth a cross the retail study period take into account housing allocations from the current plan and emerging LDP? |

- Cha rity shopsare chipping away at the 'destination' value of the city centre.
- The city centre needsa point of difference in relation to its retail offer. More niche/spec ia list retailers should be encoura ged in the Cathedral Quarter.
- Retail circ uits and general way-finding within the city centre is weak. Perceptions are that it is diffic ult 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 .
- Carparks 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. Ma ny tour operators allocate little time for tourists to really disc over what the city centre has to offer.
- There are fears that the city could become a domitory 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 flooplate retail units to service demands. Opportunities are limited within the city walls, but the carpark a long 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 campusfacilities in the heart of the city centre. Retention levels (post graduation) are poor.
- A number of reta il operators inc reasingly want to loc ate 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 reta iling a nd hospita lity firms.
- What is the day-trip attraction in Demy? The city has much to offer, but it is quite fragmented.
- Public/Private partnerships are needed to help regenerate parts of the city centre, partic ularly long term vacant sites.
- What will City Deal do for Demy?
- Many of the national multiple retailers within the city centre are known to be trading at UK a verage levels, which is encouraging.
- Any city centre boundary has to encourage town centre usesco-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 a mount of non-retail uses would be self-defeating. There is no justific ation for this.
- Waterside does not function aspart of the city centre a nd should be a separate centre.
- Premises should be made a vailable in the city centre core for tech start-ups.
- The city needsan urban renewal scheme in which all stakeholders within the city centre should contribute; it is their civic responsibility to do so.
- Cresc ent Link Reta il Park fulfils a District Centre role and should be identified accordingly in the LDP.
- Needs and demands a cross the city region are not sufficient to susta in an unrestricted retail offer at the city's retail parks, without signific ant detriment to the city centre.
- A development brief should be prepared for Lisnagelvin leisure centre which is coming to the market shortly.
- Some form of role for retail parks within the network a nd hierarchy of centres could work, but this should be subservient to, a nd properly a ligned with a city centre first strategy.
- Health checks should be undertaken for District Centres, there may be more capacity there. There is a vailable space within Springtown and Northside.
- Existing town centres are so small, there are no a vailable sites which forces retailers out of town.
- Certa in stores in the city are performing well due to transport links - city centre doing poorly a sa 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 cla rify what would be considered acceptable in the city centre. No sites a vaila ble in the city centre suitable for food reta ilers.
- There is a need for additional convenience retailing in Waterside.
- In terms of capacity, if qua ntitative need can't be established a pplications then as long as there's no impact on the city centre applications should be considered favourably.
- Certa in convenience retailers a re very successful in urban locations.
- Demy-Londondemy has lowercity centre living than would be expected due to the Troubles. Interest now increasing.
- The city is diffic ult to understand as a visitor, no designated 'quarters' associated with, for example, the night time economy.
- Independent offer and range of food and beverage, a nd hospitality of locals, is a massive a sset of the city.
- Should direct compa rison growth away from district centres.
- Points were raised in relation to individual reta iler pressures within the city.
- Density in the city centre is too low, NI generally is built a round the carand retail models reflect this rea lity.


## Appendix 10 Strabane Workshop Notes

## Note of Workshop

| Purpose of <br> Workshop: | Demy City \& Straba ne District Council <br> Retail Study - Strabane Stakeholder Workshop |
| :--- | :--- |
| Location: | The Alley Thea tre, Ra ilway Street, Strabane |
| Date: | 19 April 2018 |

## Details;

## Attendees present



## Summary

1.1 A workshop was held with key stakeholders in Strabane, with deta ils of attendees shown above.
The workshop commenced with a brief presentation by GVA and J uno 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 a sked to offer any views on the following to help inform completion of the retail study:
4. Feedback on any parts of the presentation
5. The strengths, weaknesses, threats a nd opportunities that are relevant to Strabane town centre, retailing and other main town centre uses
6. Key planning policy considerations relating to Strabane town centre, retailing and other main town centre uses and the emerging Local Development Plan process, such asthe 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 reta il parks.
- Greater incentives are needed to susta in and grow independent traders within the
town centre.
- The town centre needs some commercial leisure uses to get visitors a nd 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 inc luding a summer festival, night time concerts and Christmas markets.
- The BID is progressing several initiatives aimed at improving the vita lity a nd attractiveness of the town centre, including "welcome themes", soft landscaping, CCTV, gateway signage into the town and rationalising refuse collections.
- Public transport servic es directly into the heart of the town centre should be encouraged.
- Initia tives should look at intercepting tourist trade as it passes throughout Demy, 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 formenly used as a bowling green, just beyond the town centre, could be one such opportunity (it is currently used as a carpark).
- The river is a great asset to the town and more should be done to improve accessibility. A new pedestrian bridge would help revita lise Main Street.
- Improvements to the A5 are welc omed 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 a ny 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 a nd the traditional town centre. Development of Railway Street is the missing link. Footfall between the two will increase in the long term.

Appendix 11
Household Survey Results (by
NEMS)
Weighted: for GVA

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Costcutter, Beechwood Avenue, Derry | 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 |
| Costcutter, Rathmor Centre, Creggan | 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 |
| Dunnes, Springtown Shopping Centre, Derry | 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 |
| 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 Centre, Derry | 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 |
| 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 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 |
| Mace, 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 |
| Marks \& Spencer, Foyleside Shopping Centre, Derry (in a covered shopping centre) | 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 |
| 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, Derry | 0.4\% | 4 | 1.9\% | 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 |
| Supervalu, Meadowbank Court, Strand Road, Derry | 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 |
| Supervalu, Northside Village Centre, Shantallow | 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 |
| 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 <br> Centra, Trench Road, Waterside, Derry | 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 |
| 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, 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 |
| 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 |



| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% |  | 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 | 0.0\% | 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 | 0.9\% | 1 | 0.0\% | 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 | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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, Fountain 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 |

Weighted: for GVA

|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 1 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | 0.0\% | 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 <br> 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, Castlederg | 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 |
| Costcutter, Castlefin Road, Castlederg | 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 |
| Mace, Strabane Road, Castlederg | 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, Dergvalley Shopping Centre, Castlederg | 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 |
| 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 0.0\% | 0 |
| Costcutter, Main Street, Claudy | 0.1\% | 1 | 0.0\% | 0 | 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 |
| Spar, Main Street, Claudy | 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, 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 | 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 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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, 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 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 |


| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| Spar, Gortin 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 |
| 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 | 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 |
| Zone 8 <br> 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 | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 1 | 0.0\% | 0 | 5.2\% | 4 | 0.0\% | 0 | 0.0\% | 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 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Anderson Park (off Edenmore Road), 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 1 |  | Zone |  |
| 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 | 0.0\% | 0 | 4.4\% | 6 | 0.0\% | 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\% | 0 | 0.0\% | 0 | 1.5\% | 2 | 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\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 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, | 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 |

Letterkenny (near
Letterkenny Retail Park)

| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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, 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 | 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 |
| XL Swilly Food Stores, Gortlee Road, Letterkenny 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 | 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 |
| JD'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 |
| Lidl, 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 |
| 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, | 2.5\% | 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 |

Weighted: for GVA

| 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 | 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 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 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 | 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, 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 | 0.1\% | 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 |
| Spar, Derry Road, Castlederg | 0.3\% | 3 | 0.0\% | 0 | 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\% | 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 |

Moneymore
Spar, Lissan Ro
Cookstown
Spar, N15, Tullaghan
Spar, Old Mountfield Road, Mullaghmore, Omagh Spar, St Patricks Street, Spar, St Patricks
Drapers Town
Spar, Tamlaght Road, Omagh
Spar, Top Oil Service Station, Belturbet
Spar, Westland Road South, Cookstown
Supervalu, Carnmore Road, Dungloe
Supervalu, Donegal
Shopping Centre, Donegal Town
Supervalu, Market Street, Omgah Tesco Metro, Dawson Street, Monaghan
Tesco Superstore
Ballyronan Road, Magherafelt
Tesco Superstore, Banfield
Road, Coleraine Road, Coleraine
Tesco Superstore, Coleraine Road, Portstewart
Tesco Superstore, Main Street/Pearce Street, Cavan
Tesco Superstore, New Line Road, Ballinamore
Tesco Superstore, O'Connell Street, Sligo
Tesco Superstore, Orritor Road, Cookstown
Local shops, Omagh Town Centre
Other Outside Catchment Area
SFT \& Nulls
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\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 |
| 0.1\% | 1 | 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 | 0.0\% | 0 |
| 0.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 10.8\% | 7 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & 1.2 \% \\ & 0.0 \% \end{aligned}$ | 12 0 | $0.0 \%$ $0.0 \%$ | 0 0 | $1.9 \%$ $0.0 \%$ | 2 0 | 4.9\% $0.0 \%$ | 2 0 | 1.1\% $0.0 \%$ | 1 0 | 1.0\% $0.0 \%$ | 0 0 | $3.7 \%$ $0.0 \%$ | 2 0 | $1.7 \%$ $0.0 \%$ | 1 0 | $3.0 \%$ $0.0 \%$ | 2 0 | $0.0 \%$ $0.0 \%$ | 0 0 | $1.2 \%$ $0.0 \%$ | 2 0 | 0.0\% $0.0 \%$ | 0 0 |


| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| (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: |  | 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 did you use for your last internet / delivery main food shop?

Those that said 'Internet / delivery' at Q01

| Asda | 16.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 14.6\% | 0 | 0.0\% |  | 00.0\% | 0 | 18.7\% |  | 00.0\% | 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\% |  | 00.1\% | 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 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: |  | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q02 And where did your household go the time before that for a main food and grocery shop (was it the same, or different, and if so, please specify)? Not those that said '(Don't do this type of shopping)' at Q01 AND Excl. Nulls

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Costcutter, Beechwood Avenue, Derry | 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 |
| Costcutter, Rathmor Centre, Creggan | 0.6\% | 6 | 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 |
| Dunnes, Springtown Shopping Centre, Derry | 1.2\% | 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 |
| Iceland, Buncrana Road, Derry | 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 |
| Iceland, 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 |
| Lidl, 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 |
| 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 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 |
| Mace, 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 |
| Marks \& 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 |
| Sainsbury'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 |
| 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, Derry | 0.4\% | 4 | 1.9\% | 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 |
| Supervalu, Meadowbank Court, Strand Road, Derry | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.2\% | 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 |
| Other Zone 1 | 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 |
| Zone 2 <br> Centra, 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 |
| Costcutter, 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 |
| Mace, 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 |
| Marks \& 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 | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 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, Derry | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Asda, Branch Road, Strabane | 8.2\% | 81 | 3.4\% | 7 | 4.9\% | 5 | 3.9\% | 2 | 61.0\% | 52 | 11.0\% |  | 2.2\% | 1 | 8.3\% | 5 | 1.0\% | 1 | 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 | 0.0\% | 0 |
| Costcutter, Ballycolman <br> 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 | 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, Fountain 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 |


| Wei |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 1 |  | Zone |  |
| 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 | 0.2\% | 2 | 0.0\% | 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\% | 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 | 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 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Co-op, High Street, Castlederg | 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 |
| Costcutter, Castlefin Road, Castlederg | 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 |
| Mace, Strabane Road, Castlederg | 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 |
| Spar, Dergvalley Shopping Centre, Castlederg | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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, Newtonstewart | 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 |
| 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 |
| 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 | 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 |




Letterkenny (near
Letterkenny Retail Park)

Weighted: for GVA

| 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 | 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 |
| Asda, Ring Road, Coleraine | 0.8\% | 8 | 0.0\% | 0 | 1.7\% | 2 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 2 | 0.0\% | 0 | 5.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Sweep Road, Cookstown | 0.1\% | 1 | 0.0\% | 0 | 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 |
| 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 | 0.0\% | 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 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 2 | 0.0\% | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | 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 | 0.0\% | 0 |
| Spar, Old Mountfield Road, Mullaghmore, 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 |
| 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 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, 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 |
| Supervalu, Carnmore Road, 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 |
| 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 | 0.0\% | 0 | 0.0\% | 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, 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 |
| Tesco Superstore, Ballyronan Road, Magherafelt | 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 |
| 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, 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 |
| 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 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 |
| Tesco 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 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 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 Area | 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 |
| SFT \& Nulls |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Internet / delivery | 1.3\% | 13 | 0.0\% | 0 | 3.0\% | 3 | 4.9\% | 2 | 1.1\% | 1 | 1.0\% | 0 | 2.9\% | 1 | 1.7\% | 1 | 4.0\% | 3 | 0.6\% | 1 | 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 |


| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 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: |  | 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 you use for that internet / delivery main food shop?

## Those that said 'Internet / delivery' at Q02

| Asda | 36.5\% | 5 | 0.0\% | 0 | 66.2\% | 2 | 0.0\% |  | 00.1\% |  | 00.0\% | 0 | 24.0\% |  | 00.0\% | 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\% |  | 00.0\% | 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 |  | 4 |  | 1 |  | 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 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## 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 Q01

| £1-£10 | 0.3\% | 3 | 0.0\% | 0 | 0.9\% | 1 | 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\% | 9 | 3.3\% | 2 | 1.9\% | 2 | 14.3\% | 4 | 2.7\% | 1 | 6.1\% | 4 | 3.2\% | 2 | 7.3\% | 10 | 0.0\% | 0 | 1.4\% | 1 |
| £31-£40 | 5.6\% | 56 | 6.3\% | 12 | 8.9\% | 9 | 1.9\% | 1 | 7.1\% | 6 | 12.0\% | 3 | 5.7\% | 2 | 6.8\% | 4 | 6.5\% | 5 | 8.2\% | 11 | 1.3\% | 2 | 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 |
| £51-£60 | 12.4\% | 123 | 8.7\% | 17 | 10.0\% | 11 | 13.4\% | 6 | 8.6\% | 7 | 8.2\% | 2 | 5.6\% | 2 | 6.6\% | 4 | 8.1\% | 6 | 30.9\% | 41 | 9.7\% | 13 | 14.6\% | 12 |
| £61-£70 | 8.7\% | 86 | 5.1\% | 10 | 8.5\% | 9 | 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 |
| £71-£80 | 8.7\% | 87 | 6.7\% | 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\% | 10 |
| £81-£90 | 8.7\% | 86 | 6.9\% | 13 | 2.8\% | 3 | 5.6\% | 3 | 3.9\% | 3 | 4.5\% | 1 | 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 |
| £101-£110 | 3.6\% | 36 | 4.2\% | 8 | 1.0\% | 1 | 0.9\% | 0 | 4.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 2.6\% | 2 | 1.9\% | 3 | 8.8\% | 12 | 5.9\% | 5 |
| £111-£120 | 3.5\% | 35 | 6.3\% | 12 | 5.7\% | 6 | 9.9\% | 5 | 0.9\% | 1 | 2.0\% | 1 | 3.2\% | 1 | 4.9\% | 3 | 1.6\% | 1 | 0.0\% | 0 | 3.9\% | 5 | 0.0\% | 0 |
| £121-£130 | 2.6\% | 26 | 0.0\% | 0 | 0.7\% | 1 | 2.5\% | 1 | 1.8\% | 2 | 1.5\% | 0 | 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 | 1.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £141-£150 | 2.6\% | 25 | 4.3\% | 8 | 1.6\% | 2 | 1.0\% | 0 | 1.7\% | 1 | 1.0\% | 0 | 7.1\% | 3 | 9.0\% | 6 | 3.6\% | 3 | 0.0\% | 0 | 1.3\% | 2 | 0.0\% | 0 |
| £151-£160 | 0.7\% | 7 | 0.0\% | 0 | 1.0\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.2\% | 4 |
| £161-£170 | 0.1\% | 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 | 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 |
| £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 | 0.0\% | 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 | 1.7\% | 1 | 1.7\% | 1 | 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 |
| £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\% | 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\% | 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\% | 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 | 13.8\% | 27 | 5.6\% | 6 | 4.5\% | 2 | 18.5\% | 16 | 14.8\% | 4 | 16.0\% | 7 | 12.5\% | 8 | 9.8\% | 7 | 0.0\% | 0 | 25.3\% | 35 | 6.6\% | 6 |
| (Refused) | 0.7\% | 7 | 0.9\% | 2 | 1.1\% | 1 | 1.7\% | 1 | 0.9\% | 1 | 2.6\% | 1 | 1.6\% | 1 | 1.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 |
| Weighted base: |  | 994 |  | 194 |  | 105 |  | 47 |  | 85 |  | 27 |  | 44 |  | 63 |  | 73 |  | 133 |  | 138 |  | 85 |
| Sample: |  | 994 |  | 99 |  | 100 |  | 100 |  | 99 |  | 98 |  | 100 |  | 100 |  | 99 |  | 80 |  | 79 |  | 40 |

## Meanscore: [Number of visits per week]

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

| 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: |  | 994 |  | 194 |  | 105 |  | 47 |  | 85 |  | 27 |  | 44 |  | 63 |  | 73 |  | 133 |  | 138 |  | 85 |
| Sample: |  | 994 |  | 99 |  | 100 |  | 100 |  | 99 |  | 98 |  | 100 |  | 100 |  | 99 |  | 80 |  | 79 |  | 40 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q05 What is your main reason for visiting (STORE MENTIONED AT Q01) for your main food shopping?
Not those that said '(Don't do this type of shopping)' at Q01

| Can get petrol there | 0.3\% | 3 | 0.0\% | 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 | 0.9\% | 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 | 1.6\% | 1 | 4.2\% | 4 | 2.0\% | 1 | 0.9\% | 0 | 1.7\% | 1 | 0.7\% | 1 | 1.5\% | 2 | 2.5\% | 3 | 0.0\% | 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 |
| Car 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 |
| Close 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 |
| Close 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 |
| Delivery 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 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access in / out of store | 0.4\% | 4 | 0.9\% | 2 | 1.9\% | 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 |
| Easy 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 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 5 | 2.6\% | 4 | 9.7\% | 8 |
| Easy 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 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 1.3\% | 2 | 0.0\% | 0 |
| Good 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 |
| Good 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 |
| Good 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 |
| Good 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 |
| Good 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 |
| Habit / 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 |
| Internet 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 |
| Lower prices (ASK <br> WHETHER THEY <br> ACTUALLY MEAN <br> 'Value of the pound (£) compared to the Euro ( $€$ ))' AND CHOOSE <br> 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 |
| Loyalty 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 |
| Nice shopping environment | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 3.9\% | , | 1.5\% | 1 | 0.7\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Preference 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 |
| Staff discount / work there | 1.2\% | 12 | 1.0\% | 2 | 1.7\% | 2 | 1.9\% | 1 | 1.0\% | 1 | 1.7\% | 0 | 4.5\% | 2 | 1.0\% | 1 | 5.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Value of the Pound (£) compared to the Euro ( $€$ ) | 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 | 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 |
| Can 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 |
| Close 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 |
| Good opening hours | 0.1\% | 1 | 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\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good range of non-food goods | 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 |
| Large 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 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  |
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| Like to support local shops | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers click and collect there | 0.1\% | 1 | 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 | 0.0\% | 0 |
| On school run | 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 |
| (Don't know / varies) | 3.4\% | 34 | 1.9\% | 4 | 2.7\% | 3 | 3.8\% | 2 | 1.7\% | 1 | 7.7\% | 2 | 2.5\% | 1 | 7.7\% | 5 | 3.8\% | 3 | 0.0\% | 0 | 8.9\% | 12 | 1.4\% | 1 |
| Weighted base: |  | 994 |  | 194 |  | 105 |  | 47 |  | 85 |  | 27 |  | 44 |  | 63 |  | 73 |  | 133 |  | 138 |  | 85 |
| Sample: |  | 994 |  | 99 |  | 100 |  | 100 |  | 99 |  | 98 |  | 100 |  | 100 |  | 99 |  | 80 |  | 79 |  | 40 |

Q06 When your household undertakes its main food shopping at (STORE MENTIONED AT Q01), does it also visit OTHER shops, leisure or service outlets on the same shopping trip? [PR] Not those that said '(Don't do this type of shopping)' or 'Internet / delivery' at Q01

| 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\% | 6 | 13.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 7 |
| Sometimes | 16.2\% | 159 | 15.0\% | 29 | 13.8\% | 14 | 11.4\% | 5 | 19.7\% | 17 | 11.2\% | 3 | 13.2\% | 6 | 13.5\% | 8 | 8.5\% | 6 | 11.1\% | 15 | 19.4\% | 26 | 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\% | 3 | 36.9\% | 49 | 53.5\% | 73 | 47.3\% | 40 |
| Never | 54.3\% | 533 | 68.3\% | 132 | 77.0\% | 79 | 75.0\% | 34 | 60.3\% | 51 | 74.6\% | 20 | 62.5\% | 26 | 67.7\% | 42 | 59.5\% | 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 |
| Weighted base: |  | 982 |  | 194 |  | 103 |  | 45 |  | 84 |  | 27 |  | 42 |  | 62 |  | 71 |  | 133 |  | 136 |  | 85 |
| Sample: |  | 976 |  | 99 |  | 98 |  | 95 |  | 98 |  | 97 |  | 97 |  | 98 |  | 96 |  | 80 |  | 78 |  | 40 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q07 Which of the following activities does your household normally undertake on the same shopping trip? [MR/PR]
Those that said 'Always' or 'Normally' or 'Sometimes' at Q06

| 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\% | 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\% | 4 | 35.3\% | 6 | 40.3\% | 9 | 36.6\% | 5 | 46.0\% | 12 | 40.9\% | 15 |
| Visit a bank, post office, building society, cash point, etc. | 19.0\% | 48 | 2.5\% | 1 | 0.0\% | 0 | 4.4\% | 0 | 28.7\% | 8 | 26.4\% | 2 | 16.7\% | 2 | 5.1\% | 1 | 10.6\% | 2 | 81.7\% | 12 | 6.7\% | 2 | 47.3\% | 17 |
| 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\% | 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\% | 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 | 3.2\% | 1 | 0.0\% | 0 | 5.8\% | 2 | 0.0\% | 0 | 6.9\% | 1 | 0.0\% | 0 | 12.5\% | 3 | 12.5\% | 2 | 13.5\% | 4 | 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\% | 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\% | 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\% | 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\% | 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 | 0.0\% | 0 |
| Work | 0.8\% | 2 | 0.0\% | 0 | 4.4\% | 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 | 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\% | 0 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 255 |  | 54 |  | 24 |  | 10 |  | 28 |  | 7 |  | 14 |  | 18 |  | 24 |  | 15 |  | 26 |  | 37 |
| Sample: |  | 264 |  | 28 |  | 23 |  | 22 |  | 33 |  | 24 |  | 32 |  | 28 |  | 33 |  | 9 |  | 15 |  | 17 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q08 Where does your household go for other food items when linking this trip with a main food shop to (STORE MENTIONED AT Q01)? Those that said 'Go shopping for other food items' at Q07 AND 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.9\% | 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 |
| 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 | 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 |
| 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 | 20.7\% | 18 | 55.8\% | 12 | 59.8\% | 4 | 17.8\% | 0 | 7.2\% | 1 | 0.0\% | 0 | 10.6\% | 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 | 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 | 0.0\% | 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 | 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumanon Furnishinge lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping Center, Hollymount Park Derry
Other Zone
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
Asda, Branch Road, Strabane
Pavilion Retail Park,
Railway Street,
STRABANE (Argento,
Cilento Designer Wear

| $3.7 \%$ | 3 | $14.4 \%$ | 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 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $4.8 \%$ | 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 |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |


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| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| 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) | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 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 | 16.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 80.0\% | 9 | 0.0\% | 0 | 10.6\% | 1 | 29.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 21.7\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Castlederg Village Centre | 0.9\% | 1 | 0.0\% | 0 | 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 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 | 1.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 26.1\% | 2 | 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 |
| Zone 7 <br> Newtownstewart Village Centre | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 17.3\% | 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 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 16.5\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 91.0\% | 12 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buncrana Town Centre | 3.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 00.0\% | 3 | 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 <br> 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, 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, <br> 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 | 0.0\% | 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\% | 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 <br> 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

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Crossroal
DONEGAL TOWN
(Supervalu)
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park,
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
SFT \& Nulls

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| 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 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q09 Where does your household go for non-food items when linking this trip with a main food shop to (STORE MENTIONED AT Q01)? Those that said 'Go shopping for non-food items' at Q07 AND 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |
| 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 | 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 |
| 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) | 0.6\% | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Druman Furnishinge lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Maxx, Matalan, Next)
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping Center, Hollymount Park Derry
Other Zone 2
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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 | $10.4 \%$ | 1 | $13.7 \%$ | 2 | $9.2 \%$ | 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 |


| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 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 |
| 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 |

0

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| 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) | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 | 29.3\% | 1 | 0.0\% | 0 | 76.2\% | 7 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 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 <br> 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 GVA


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Donegal Shopping Centre
DONEGAL TOWN
(Supervalu)
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park,
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
SFT \& Nulls

| 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\% | 0 | 0.0\% | 0 | 32.5\% | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | 9.8\% | 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 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 7.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| By Zone Weighted Filtered | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

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 Q07 AND 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 7.3\% |  | 00.0\% | 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 |
| 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 | 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park,
Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumanon Furnishinge lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
$\xrightarrow[\text { Lisnagelvin Shopping }]{\text { Maxx, Matalane }}$
Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park, Derry
Other Zone 2
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

$0 \quad 0.0 \%$
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0.0\%
$0 \quad 0.0 \%$
$0 \quad 0$.
$0 \quad 0.0 \%$
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| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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 | $0.0 \%$ | 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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$\begin{array}{lllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array}$
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Weighted: for GVA


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road,
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Crossroads Village Centre
DONEGAL TOWN
DONEGAL
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ Road, DUNGANNON (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Piverside Retail Pa
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
Area
SFT \& Nulls

| 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 | 80.7\% | 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 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| 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: |  | 48 |  | 1 |  | 0 |  | 0 |  | 8 |  | 2 |  | 2 |  | 1 |  | 2 |  | 12 |  | 2 |  | 17 |
| Sample: |  | 44 |  | 1 |  | 0 |  | 1 |  | 9 |  | 6 |  | 5 |  | 2 |  | 4 |  | 7 |  | 1 |  | 8 |

Q11 Where does your household go for other services such as hairdresser / dry cleaner when linking this trip with a main food shop to (STORE MENTIONED AT Q01)? Those that said 'Visit other services such as hairdresser / dry cleaner etc.' at Q07 AND 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 | 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park,
Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumanon Furnishinge lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
$\xrightarrow[\text { Lisnagelvin Shopping }]{\text { Maxx, Matalane }}$
Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone 2
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

0

| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| 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 | 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 | 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 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 | 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 |
| Zone 7 <br> 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 | 14.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 00.0\% | 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 | 0.0\% | 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 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| 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 <br> 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 GVA


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road
Ballybofey
Ballybofey
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road,
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Crossroal Shopping Centre
DONEGAL TOWN
DONEGAL
(Supervalu)
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc,
Card Factory)
Omagh City Centre
Riverside Retail Park,
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
SFT \& Nulls

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | 0.0\% | 0 | 15.7\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 17.2\% | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| 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: |  | 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 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q12 Where does your household go to visit a café / restaurant when linking this trip with a main food shop to (STORE MENTIONED AT Q01)? Those that said 'Visit a café or restaurant' at Q07 AND 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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) | 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 |
| 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 | 15.2\% | 7 | 72.7\% | 4 | 0.0\% | 0 | 30.2\% | 0 | 22.6\% | 3 | 0.0\% | 0 | 0.0\% |  | 100.0\% | 1 | 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 | 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park,
Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumanon Furnishinge enkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone 2
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $3.7 \%$ | 2 | $0.0 \%$ | $0100.0 \%$ | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 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 |

.

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

0.0\%
$\begin{array}{lllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array}$
$0.0 \% \quad 0 \quad 0.0 \%$
$0.0 \%$

| 0 | $0.0 \%$ |
| :--- | :--- |
| 0 | $0.0 \%$ |

$0 \quad 0.0 \%$
$\begin{array}{ll}0 & 0.0 \% \\ 0 & 0.0 \%\end{array}$ 0
0

| 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) | 3.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.7\% | 2 | 29.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strabane Town Centre | 15.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 63.7\% | 7 | 40.5\% | 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 | 0.4\% | 0 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 | 80.7\% | 2 | 0.0\% | 0 | 00.0\% | 3 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 1 |  | Zone |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 <br> 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, <br> 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\% |  | 00.0\% | 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre Coleraine Town Centre Crossroads Village Centre Crossroal Shopping Centre DONEGAL TOWN DONEGAL
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & \end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park, Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
Area
SFT \& Nulls

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 30.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 19.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| 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: |  | 47 |  | 5 |  | 2 |  | 1 |  | 11 |  | 1 |  | 2 |  | 1 |  | 3 |  | 2 |  | 9 |  | 11 |
| Sample: |  | 43 |  | 3 |  | 1 |  | 3 |  | 13 |  | 3 |  | 5 |  | 1 |  | 4 |  | 1 |  | 5 |  | , |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q13 Where does your household go to window shop / browse when linking this trip with a main food shop to (STORE MENTIONED AT Q01)? Those that said 'Go window shopping / browsing' at Q07 AND 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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) | 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\% |  | 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\% |  | 00.1\% | 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 | 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 | 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park,
Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumano Furnishings, lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
$\xrightarrow[\text { Lisnagelvin Shopping }]{\text { Maxx, Matalane }}$
Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy
Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone 2
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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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| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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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| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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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| $0.0 \%$ | 0 | $0.0 \%$ | 0 |
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| $0.0 \%$ | 0 | $0.0 \%$ | 0 |

## $0.0 \% \quad 0 \quad 0.0 \%$ <br> $\begin{array}{llll}0.0 \% & 0 & 0.0 \% & 0 \\ 0.0 \% & 0 & 0.0 \% & \end{array}$

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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 |  | Zone |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 <br> 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, <br> 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 | 00.0\% | 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre Coleraine Town Centre Crossroads Village Centre Crossroal Silage Centre DONEGAL TOWN DONEGAL
Donegal Town Centre
Donegal Town Centre
Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park, Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
SFT \& Nulls

| 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\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 40.6\% | 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 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 1 | 0.0\% | 0 | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| 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: |  | 28 |  | 10 |  | 1 |  | 0 |  | 2 |  | 0 |  | 1 |  | 0 |  | 3 |  | 2 |  | 4 |  | 6 |
| Sample: |  | 19 |  | 5 |  | 1 |  | 0 |  | 2 |  | 0 |  | 2 |  | 0 |  | 3 |  | 1 |  | 2 |  | 3 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q14 Where does your household go for sports / leisure and entertainment facilities when linking this trip with a main food shop to (STORE MENTIONED AT Q01)? Those that said 'Use sports / leisure or entertainment facilities' at Q07 AND Excl. Nulls

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline Zone 1 \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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

0 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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\% \& <br>
\hline 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 <br>
\hline 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\% \& <br>
\hline
\end{tabular}

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park,
Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumanon Furnishinge lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
$\xrightarrow[\text { Lisnagelvin Shopping }]{\text { Maxx, Matalane }}$
Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy,
Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone 2
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- |

$0 \quad 0.0 \%$
$0 \quad 0.0 \%$
0.0\%
$0 \quad 0.0 \% \quad 0$

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$0.0 \% \quad 0 \quad 0.0 \% \quad 0 \quad 0.0 \%-0.0 \%$

0 0

$0 \quad 0.0 \%$
$0.0 \%$
$0 \quad 0$.
$0.0 \%$
0

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## $0.0 \%$

$0.0 \% \quad 0$
$\begin{array}{llll} & 0 & 0.0 \% & 0\end{array}$
$\begin{array}{lllll}0 & 0.0 \% & 0 & 0.0 \% & 0 \\ 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

| $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 |

## $0.0 \% \quad 0 \quad 0.0 \%$



$0 \quad 0.0 \%$
$0 \quad 0.0 \%$
$0 \quad 0.0 \%$ 0.0\%
$\begin{array}{ll}0 & 0.0 \% \\ 0 & 0.0 \%\end{array}$
$0.0 \%$
$0 \quad 0.0 \% \quad 0$
$\begin{array}{ll}0.0 \% & 0 \\ 0.0 \% & 0\end{array}$

| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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, 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 <br> 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, <br> 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre Coleraine Town Centre Crossroads Village Centre
Donegal Shopping Centre,
DONEGAL TOWN
(Supervalu)
Donegal Town Centre
Dunnes, Irishtown Road, Omag
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park,
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 14.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 45.4\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

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 Q07 AND Excl. Null.

| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 5.9\% |  | 00.0\% | 1 | 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 | 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 | 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\% |  |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park,
Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumanon Furnishinge lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
$\xrightarrow[\text { Lisnagelvin Shopping }]{\text { Maxx, Matalane }}$ Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy,
Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park, Derry
Other Zone 2
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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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$0 \quad 0.0 \%$
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| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 1 | 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 | $0.0 \%$ | 0 | $0.0 \%$ | 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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0
$0.0 \% \quad 0$

| $0.0 \%$ |  | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
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| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$\begin{array}{llllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0.0 \% \\ & & & & & & & 0 \\ 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

| 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\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 13.3\% | 4 | 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 |



|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Home Bakery, Master Shoe) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ballybofey Town Centre | 33.5\% | 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 | 86.5\% | 11 | 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 | 0.0\% | 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 |
| 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\% | 0 | 0.0\% |  | 0 |
| Stranorlar 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\% |  | 2 |
| Other Zone 11 | 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 |
| Outside Survey Area <br> Asda, Dromore Road, Omagh | 2.9\% | 1 | 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 | 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 | 0.0\% |  | 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, 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 | 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 |
| 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 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 | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| 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: |  | 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 |

Q16 Where does your household go for other activities when linking this trip with a main food shop to (STORE MENTIONED AT Q01)? Those that said 'Other' at Q07 AND Excl. Nulls


Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park,
Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumanon Furnishinge lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
$\xrightarrow[\text { Lisnagelvin Shopping }]{\text { Maxx, Matalane }}$ Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone 2
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$0.0 \% \quad 0 \quad 0.0 \%$
$0 \quad 0.0 \%$
$0 \quad 0.0 \%$
0.0\%
$0 \quad 0.0 \% \quad 0$

| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$0.0 \%-0 \quad 0.0 \% \quad 0 \quad 0.0 \%-0.0 \%$

- $0.0 \%$

0
$0.0 \%$
$0 \quad 0$
$0.0 \%$
0

| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |
| 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| 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 <br> 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 |  | Zone |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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, <br> 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre Coleraine Town Centre Crossroads Village Centre
Donegal Shopping Centre,
DONEGAL TOWN
(Supervalu)
Donegal Town Centre
Dunnes, Irishtown Road, Omag
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
Oaks Shopping Centre, Oak Road, DUNGANNON (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park, Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| 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: |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |
| Sample: |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |

Weighted: for GVA

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Costcutter, Beechwood Avenue, Derry | 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 |
| Costcutter, Rathmor Centre, Creggan | 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 |
| Dunnes, Springtown Shopping Centre, Derry | 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 |
| Iceland, Buncrana Road, Derry | 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 |
| Iceland, Foyleside Shopping Centre, 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 |
| Lidl, Buncrana Road, Derry | 1.3\% | 9 | 5.0\% | 6 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Mace, Bishop Street, Derry | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 |
| Mace, Messines 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 |
| Marks \& Spencer, Foyleside Shopping Centre, Derry (in a covered shopping centre) | 1.0\% | 7 | 3.0\% | 4 | 5.1\% | 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 |
| 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\% | 15 | 11.4\% | 14 | 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 |
| 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 <br> 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 |

Weighted: for GVA


| Wei |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone |  |
| Spar, Mellmount Road, Sion Mills | 0.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.1\% | 5 | 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 | 0.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 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 <br> 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 | 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 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Centra, Main Street, Claudy | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 12.2\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Main Street, Claudy | 0.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 11.4\% | 4 | 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\% | 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 | 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 |
| Zone 7 <br> 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, 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 | 0.1\% | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Showgrounds Retail Park, Omagh | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 |




Letterkenny (near
Letterkenny Retail Park)

| 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 | 2.4\% | 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 |
| XL Swilly Food Stores, Gortlee Road, Letterkenny Zone 11 | 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 |
| 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 |
| JD'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 |
| Lidl, 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 |
| 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, | 2.6\% | 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 |

Weighted: for GVA

Ballybofey
Local shops, Castlefinn
Town Centre
Outside Survey Area
Amagh
Asda, Ring Road, Coleraine Asda, Sweep Road, Asda, Sweep R
Cookstown
Co-op, Ballylurgan House, Main Street, Fivemiletown Co-op, Dungannon Street, Co-op,
Moy
Co-op
Co-op, Lower Main Street, Bushmills
Costcutter, Church Street, Maghera
Costcutter, Cloghore,
Ballyshannon
Costcutter, Gulladuff Road, Magherafelt
Costcutter, Magherafelt Costcutter, Magherafelt
Road, Castledawson Costcutter, Magherafelt Road, Moneymore
Costcutter, Main Street, Beragh
Costcutter, Main Street, Dromore
Costcutter, Main Street, Tobermore
Costcutter, New Line,
Manorhamilton
Costcutter, Orritor Road,
Costcutter, Orritor Road,
Cookstown
Dunnes, Main Street, Cava Dunnes, Main Angela Duffy, The Diamond, Belturbet
Gala, Dermot Lee,
Churchview, Ballyhaise
Churchview, Ballyhaise
Gala, Garry Smith, Rakeelan,
Ballyconnell
Iceland, Railway Road
Iceland, Railway Road,
Iceland, Scarfes Centre,
Kelvine Road, Omagh
Lidl, James Street,

$0.0 \% \quad 0 \quad 0.0 \% \quad 0 \quad 0.0 \% \quad 0 \quad 0.0 \%$

| $0.2 \%$ | 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 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- |


|  | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- |

$0 \quad 0.0 \%$
$\qquad$

| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| 0 | $0.0 \%$ | 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 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$0 \quad 0.0 \%$
$\qquad$
$\qquad$0

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$0.0 \%-0 \quad 0.0 \%-0.0 \%-0.0 \%$
$0 \quad 0.0 \%$

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$\begin{array}{llllllllllllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 1.4 \% & 1 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 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 | 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 | 4.1\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 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 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.2\% | 2 | 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\% | 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 |


| 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\% | 0 | 0.0\% | 0 | 10.5\% | 5 | 0.0\% | 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 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 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 | 1.1\% | 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Supervalu, Carnmore Road, 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 |
| Supervalu, Donegal <br> 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 | 0.0\% | 0 | 0.0\% | 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 | 3.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco 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 | 0.0\% | 0 | 0.0\% | 0 |
| 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, 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 |
| 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 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 |
| Tesco 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 |
| Local 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 |
| SFT \& Nulls |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone |  | Zone 1 |  | Zon |  |
| (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: |  | 737 718 |  | 124 65 |  | 69 67 |  | 37 78 |  | 59 69 |  | 15 57 |  | 32 70 |  | 43 69 |  | 55 74 |  | ${ }_{72}^{118}$ |  | 110 63 |  | 73 34 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q18 And where did your household shop the time before that for a top-up food and grocery shop (was it the same, or different, and if different, please specify)? Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q17 AND Excl. Nulls

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Costcutter, Beechwood 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, Creggan | 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 |
| Dunnes, Springtown Shopping Centre, Derry | 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 |
| Iceland, Buncrana Road, Derry | 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 |
| Iceland, Foyleside Shopping Centre, Derry | 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 |
| Lidl, Buncrana Road, Derry | 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 |
| Mace, Bishop Street, Derry | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 |
| Mace, Messines 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 |
| Marks \& Spencer, Foyleside Shopping Centre, Derry (in a covered shopping centre) | 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, Strand Road, Derry | 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 |
| Spar, Eurospar, Creggan Road, Derry | 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 |
| Spar, Park Avenue, Derry | 0.3\% | 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\% | - | 0.0\% | 0 |
| Supervalu, Greenhaw Road, 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\% | 0 |
| Supervalu, Meadowbank <br> 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 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, 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 |
| Local shops, Derry City Centre | 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 |
| Other Zone 1 | 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 |
| Zone 2 <br> Centra, Trench Road, Waterside, Derry | 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 |
| Costcutter, Crescent Link, Derry | 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 |
| Mace, 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 |
| Marks \& Spencer Simply | 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 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 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 | 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 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 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 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 1.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 12.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Fountain Street, | 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 |


| Wei |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone |  |
| Spar, Mellmount Road, Sion Mills | 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 |
| Spar, Urney Road, Strabane | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Supervalu, Main Street, Strabane | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 5.5\% | 3 | 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 | 1.1\% | 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 |
| Zone 5 <br> 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, Castlederg | 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 |
| Mace, Strabane Road, Castlederg | 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 |
| Spar, Dergvalley Shopping Centre, Castlederg | 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 |
| Other Zone 5 | 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 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 0.0\% | 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 | 0.0\% | 0 | 10.5\% | 3 | 0.0\% | 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 | 0.0\% | 0 | 6.5\% | 2 | 0.0\% | 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 | 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 |
| Zone 7 <br> 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, 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 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Showgrounds Retail Park, Omagh | 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 |
| 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 |




Letterkenny (near
Letterkenny Retail Park)

| 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 | 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 |
| 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 |
| XL Swilly Food Stores, Gortlee Road, 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 | 12.9\% | 14 | 0.0\% | 0 |
| Zone 11 <br> 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 |

Weighted: for GVA

Ballybofey
Local shops, Castlefinn
Town Centre
Outside Survey Area Omagh
Asda, Ring Road, Coleraine Asda, Sweep Road, Asda, Sweep R
Cookstown
Co-op, Ballylurgan House,
Main Street, Fivemiletown Co-op, Dungannon Street, Moy
Co-op, Lower Main Street, Bushmills
Costcutter, Church Street, Maghera
Costcutter, Cloghore,
Ballyshannon
Costcutter, Gulladuff Road, Magherafelt
Costcutter, Magherafelt Costcutter, Magherafelt
Road, Castledawson Road, Castledawson
Costcutter, Magherafelt Road, Moneymore
Costcutter, Main Street, Beragh
Costcutter, Main Street, Dromore
Costcutter, Main Street, Tobermore
Costcutter, New Line,
Manorhamilton
Costcutter, Orritor Road,
Costcutter, Orritor Road,
Cookstown
Dunnes, Main Street, Cava Dunnes, Maingela Duffy, The Gala, Angela Duffy, The
Diamond, Belturbet
Gala, Dermot Lee,
Churchview, Ballyhaise
Churchview, Ballyhaise
Gala, Garry Smith, Rakeelan,
Ballyconnell
Iceland, Railway Road
Iceland, Railway Road,
Iceland, Scarfes Centre,
Kelvine Road, Omagh
Lidl, James Street,
$0.5 \%$

| $0.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.0 \%$ | 0 |

$0.1 \% \quad 1 \quad 0.0 \% ~ 0 \quad 1.1 \% ~ 10.0 \% ~ 0$
Total Zone 1 Zone 2 Zone 3

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ |

$0 \quad 0.0 \% \quad 0 \quad 2.8 \%$
$10.0 \%$
$0.0 \%$
$0 \quad 0.0 \%$

| $0.0 \%$ | 0 |
| :--- | :--- |
| 0 | 0 |

$\begin{array}{llllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$
$\begin{array}{llllllll}0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array}$
$\begin{array}{lllll}0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$
$0 \quad 0.0 \% \quad 0 \quad 0.0 \%$
$0 \quad 0.0 \%$
.0\%
$0 \quad 0.0 \%$
$0.0 \% \quad 0 \quad 0.0 \% \quad 0 \quad 0.0 \% \quad 0 \quad 0.0 \%$

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |

$\begin{array}{llll}0 & 0.0 \% & 0 & 0.0 \%\end{array}$
$0.0 \% \quad 0 \quad 0.0 \%$ $\qquad$
$\qquad$
$0 \quad 0.0 \%$
$0.0 \% \quad 0$
$\begin{array}{llllllll}0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array}$
$0 \quad 0.0 \%$
$0 \quad 0.0 \%$
$0.0 \% \quad 0$
$\begin{array}{llllllll}0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array}$
$0 \quad 0.0 \%$
$0 \quad 0.0 \%$
0
$\begin{array}{llllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 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 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$0 \quad 0.0 \%$
$\qquad$
$\qquad$

| $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- |

$0.0 \%$
$0.0 \% \quad 0 \quad 0.0 \%$
$0 \quad 0.0 \% \quad 0 \quad 0.0 \%$
$0 \quad 0.0 \% \quad 0 \quad 0.0 \%$
$\begin{array}{lllll}0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$
$\begin{array}{lllllllllllllllll}0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$
$\begin{array}{lllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array}$
$\begin{array}{lllllllllllllllll}0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 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 | 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 |
| 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 |


| 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\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.4\% | 4 | 0.0\% | 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, Omagh | 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 |
| 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, 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 |
| Supervalu, Carnmore Road, 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 |
| Supervalu, Donegal <br> 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 | 0.0\% | 0 | 0.0\% | 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 | 3.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco 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 | 0.0\% | 0 | 0.0\% | 0 |
| 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, 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 |
| 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 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 |
| Tesco 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 |
| 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 | 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 |
| SFT \& Nulls |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 0.0\% | 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 |


| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 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: |  | 719 |  | 123 |  | 69 |  | 36 |  | 59 |  | 15 |  | 31 |  | 43 |  | 55 |  | 116 |  | 109 |  | 62 |
| Sample: |  | 706 |  | 64 |  | 67 |  | 75 |  | 69 |  | 57 |  | 68 |  | 69 |  | 74 |  | 71 |  | 62 |  | 30 |

## Meanscore: [£] Conversion Rate Used: 1 Euro = 0.87 British Pound

Q19 Approximately how much money does your household normally spend on a 'top-up' food and grocery shop?
Not those that said '(Don't do this type of shopping)' at Q17

| £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 | 26.9\% | 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 | 26.8\% | 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 | 2.4\% | 3 | 5.3\% | 4 | 4.2\% | 2 | 4.4\% | 3 | 1.3\% | 0 | 3.4\% | 1 | 5.0\% | 2 | 3.3\% | 2 | 0.0\% | 0 | 3.0\% | 3 | 7.1\% | 5 |
| £41-£50 | 3.5\% | 27 | 3.9\% | 5 | 6.4\% | 5 | 2.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 7.3\% | 3 | 2.6\% | 1 | 0.0\% | 0 | 1.6\% | 2 | 12.2\% | 9 |
| £51-£60 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 |
| £61-£70 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 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 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 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\% | 0 | 0.0\% | 0 |
| £91-£100 | 0.4\% | 3 | 0.0\% | 0 | 1.4\% | 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 | 0.0\% | 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 | 0.0\% | 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\% | 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\% | 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\% | 0 | 0.0\% | 0 |
| £151-£160 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £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 | 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 |
| £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 | 0.0\% | 0 | 0.0\% | 0 |
| £191-£200 | 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 |
| £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 |
| £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\% | 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\% | 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\% | 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\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 8.6\% | 66 | 6.4\% | 8 | 7.5\% | 5 | 5.1\% | 2 | 15.3\% | 10 | 8.0\% | 1 | 5.6\% | 2 | 2.3\% | 1 | 13.4\% | 8 | 6.5\% | 8 | 13.7\% | 16 | 7.3\% | 6 |
| (Refused) | 0.3\% | 3 | 0.0\% | 0 | 1.6\% | 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 | 0.0\% | 0 |
| Mean: |  | 18.38 |  | 18.58 |  | 20.31 |  | 18.28 |  | 18.52 |  | 14.33 |  | 19.06 |  | 19.07 |  | 26.74 |  | 11.63 |  | 17.28 |  | 22.85 |
| 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 |

## Meanscore: [Number of visits per week]

Q20 How often does your household normally do its top-up food shopping?
Not those that said '(Don't do this type of shopping)' at Q17

| 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 |

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline Weighted: \& \& \& \& \& \& \& \& \& \& \& \& \& A \& \& \& \& \& \& \& \& \& \& \& <br>
\hline \& Total \& \& Zone 1 \& \& Zone 2 \& \& Zone 3 \& \& Zone 4 \& \& Zone 5 \& \& Zone 6 \& \& Zone 7 \& \& Zone 8 \& \& Zone 9 \& \& Zone 10 \& \& Zone \& <br>
\hline Q21 So, speaking as an Excl. Nulls \& ndividua \& \& you tel \& \& where you \& \& t made a \& \& chase of \& \& es or sh \& \& \& \& \& \& \& \& \& \& \& \& \& <br>
\hline Zone 1 \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& \& <br>
\hline Ballyarnett Local Centre \& 0.1\% \& \& 0.0\% \& 0 \& \& 0 \& \& 0 \& \& 0 \& \& 0 \& \& 0 \& 0.0\% \& 0 \& 1.7\% \& 1 \& 0.0\% \& 0 \& 0.0\% \& 0 \& \& 0 <br>
\hline Buncrana Road EAST Local Centre \& 0.0\% \& 0 \& 0.0\% \& 0 \& 0.0\% \& 0 \& 0.0\% \& 0 \& $$
0.0 \%
$$ \& 0 \& $$
0.0 \%
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0.0 \%
$$ \& 0 \& 0.0\% \& 0 \& 0.0\% \& 0 \& $$
0.0 \%
$$ \& 0 \& 0.0\% \& 0 \& $$
0.0 \%
$$ \& 0 <br>
\hline 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 <br>
\hline 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 <br>
\hline Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) \& 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline Londonderry / Derry CITY CENTRE \& 23.2\% \& 212 \& 21.8\% \& 37 \& 24.1\% \& 24 \& 36.1\% \& 16 \& 21.1\% \& 17 \& 0.0\% \& 0 \& 27.9\% \& 12 \& 3.6\% \& 2 \& 25.4\% \& 18 \& 68.7\% \& 87 \& 0.0\% \& 0 \& 0.0\% \& 0 <br>
\hline 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 <br>
\hline Northside District Centre \& 0.1\% \& 1 \& 0.0\% \& 0 \& 0.0\% \& 0 \& 1.0\% \& 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 <br>
\hline 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 <br>
\hline 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 <br>
\hline Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists) \& 0.2\% \& 2 \& 0.0\% \& 0 \& 1.0\% \& 1

0 \& 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 <br>
\hline 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 <br>
\hline Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland \& Barrett, JD Sports, New Look, Sports Direct) \& 0.5\% \& 5 \& 1.9\% \& 3 \& 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\% \& 0 \& 0.0\% \& 0 <br>
\hline 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 <br>
\hline 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 <br>
\hline
\end{tabular}

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumano Furnishings lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy,
Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 |
| 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 |

0

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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 | $1.8 \%$ | 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 |
| $0.0 \%$ | 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 |

Weighted: for GVA

| 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 | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 9.8\% | 2 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 | 4.3\% | 3 |
| Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Strabane Town Centre | 4.2\% | 39 | 0.0\% | 0 | 2.0\% | 2 | 1.0\% | 0 | 38.3\% | 31 | 10.5\% | 2 | 1.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 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 | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 16.6\% | 4 | 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 <br> Road, CASTLEDERG <br> (Spar, Hamiltons 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Newtownstewart 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 |
| Showgrounds 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 |
| 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 | 2.4\% | 22 | 0.0\% | 0 | 1.0\% | 1 | 3.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 10.5\% | 4 | 0.0\% | 0 | 22.2\% | 15 | 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 | 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 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 4.5\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.2\% | 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 |
| 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 |


|  | 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\% | 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, 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, <br> 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 |  |
| Letterkenny 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 |  |
| Letterkenny 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 |  |
| 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 <br> 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 |  |



Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road,
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Crossroals Village Centre
DONEGAL TOWN
DONEGAL
(Supervalu)
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park,
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
Area
SFT \& Nulls

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | 2.4\% | 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 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 10 | 1.9\% | 3 | 1.8\% | 2 | 2.0\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 3.2\% | 1 | 1.6\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 2.4\% | 22 | 0.8\% | 1 | 1.8\% | 2 | 3.6\% | 2 | 0.0\% | 0 | 1.1\% | 0 | 3.5\% | 1 | 0.0\% | 0 | 22.7\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 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 | 11.8\% | 108 | 12.7\% | 21 | 15.0\% | 15 | 11.6\% | 5 | 8.5\% | 7 | 4.0\% | 1 | 11.1\% | 5 | 10.1\% | 6 | 12.5\% | 9 | 3.1\% | 4 | 11.4\% | 16 | 30.1\% | 20 |
| (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: |  | 915 |  | 168 |  | 100 |  | 44 |  | 81 |  | 23 |  | 42 |  | 58 |  | 69 |  | 127 |  | 138 |  | 66 |
| Sample: |  | 920 |  | 86 |  | 94 |  | 93 |  | 94 |  | 85 |  | 96 |  | 92 |  | 93 |  | 76 |  | 79 |  | 32 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q22 And the time before that, where did you go to make a purchase of clothes or shoes?
Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q21 AND 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\% | O | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumah Furnishings lenkeen Furnishings, Glendermott Roa
Lisnagelvin Retail Park
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $1.0 \%$ | 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 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |
| $1.9 \%$ | 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 |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.9 \%$ | 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 |  |  |  |  |  |  |  |  |

0

| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 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 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Weighted: for GVA



| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road,
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Crossroals Village Centre
DONEGAL TOWN
DONEGAL
(Supervalu)
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omag
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{llllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
SFT \& Nulls

| 0.6\% | 5 | 0.0\% | 0 | 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 | 9.4\% | 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 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 14 | 3.1\% | 5 | 4.3\% | 4 | 1.0\% | 0 | 1.0\% | 1 | 2.6\% | 1 | 3.7\% | 2 | 2.0\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 3.0\% | 26 | 3.4\% | 5 | 2.4\% | 2 | 4.8\% | 2 | 0.0\% | 0 | 1.2\% | 0 | 5.3\% | 2 | 1.1\% | 1 | 19.8\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |


| By Zone Weighted Filtered Weighted: | Derry \& Strabane Household Survey for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 | 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: |  | 859 |  | 162 |  | 95 |  | 42 |  | 77 |  | 22 |  | 40 |  | 53 |  | 67 |  | 127 |  | 129 |  | 45 |
| Sample: |  | 870 |  | 82 |  | 89 |  | 89 |  | 89 |  | 81 |  | 92 |  | 85 |  | 90 |  | 76 |  | 74 |  | 23 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q23 Now thinking about other non-food shopping, where did your household last make a purchase of furniture, carpets, or soft household furnishings? Excl. Nulls

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ballyarnett Local Centre | 0.3\% | 2 | 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 | 0.0\% | 0 |
| Buncrana Road EAST Local Centre | 0.3\% | 2 | 1.5\% | 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 |
| Buncrana 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 |
| Faustina Retail Park, Buncrana Road (The Range, Dunelm) | 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 |
| Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | 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 |
| 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 | 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 |
| Lower Galliagh Road Local Centre | 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 |
| 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 | 1.8\% | 11 | 7.4\% | 9 | 3.9\% | 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 |
| 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 |
| Rath 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 |
| 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 | 0.7\% | 5 | 3.1\% | 4 | 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 |
| 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumben Furnishings Glen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Dungiven Road (TK Maxx, Matalan, Next)
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
Asda, Branch Road, Strabane
Pavilion Retail Park,
Railway Street,
STRABANE (Argento,
Cilento Designer Wear

| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.3\% | 3 |
| Strabane Town Centre | 4.4\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 37.1\% | 20 | 7.2\% | 1 | 0.0\% | 0 | 6.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Castlederg Village Centre | 2.4\% | 15 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 4.3\% | 2 | 49.4\% | 9 | 0.0\% | 0 | 3.0\% | 1 | 3.1\% | 1 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| 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 <br> 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, 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) | 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, 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, <br> 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 |  |
| Letterkenny 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 |  |
| Letterkenny 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 |  |
| 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) | 0.3\% | 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 |  |
| Zone 11 <br> 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 |  |



Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road,
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Crossroal
DONEGAL TOWN
DONEGAL
(Supervalu)
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
$\begin{array}{llllllllllllllllllllllllllllllllllll}\text { Other Outside Catchment } & 2.6 \% & 16 & 2.5 \% & 3 & 0.0 \% & 0 & 9.8 \% & 3 & 1.5 \% & 1 & 1.4 \% & 0 & 3.8 \% & 1 & 12.8 \% & 6 & 4.0 \% & 2 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$
SFT \& Nulls

| By Zone Weighted Filtered Weighted: | Derry \& Strabane Household Survey for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone |  | Zone 10 |  | Zone |  |
| 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: |  | 620 |  | 118 |  | 67 |  | 33 |  | 54 |  | 18 |  | 29 |  | 43 |  | 47 |  | 101 |  | 65 |  | 45 |
| Sample: |  | 634 |  | 60 |  | 62 |  | 67 |  | 62 |  | 68 |  | 65 |  | 67 |  | 62 |  | 63 |  | 37 |  | 21 |



## Q24 Where did your household last make a purchase of DIY and decorating goods?

 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 | 0.3\% | 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 |
| 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, Buncrana Road (The Range, Dunelm) | 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 |
| Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | 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 |
| 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 | 0.4\% | 3 | 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 | 0.0\% | 0 |
| Londonderry / Derry CITY CENTRE | 17.8\% | 129 | 31.3\% | 47 | 14.2\% | 12 | 22.2\% | 9 | 20.8\% | 14 | 2.3\% | 0 | 17.9\% | 6 | 0.0\% | 0 | 15.9\% | 10 | 32.4\% | 31 | 0.0\% | 0 | 0.0\% | 0 |
| Lower Galliagh Road Local Centre | 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 |
| 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 | 0.0\% | 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 |
| Pennyburn Industrial Estate, Springtown, Derry | 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 |
| 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 | 0.0\% | 0 |
| 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\% | 19 | 12.1\% | 18 | 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumahoe Furnishings lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
Lisnagelvin Shopping
Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy,
Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park, Derry
Other Zone 2 Zone 3
Eglinton Village Centre Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 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 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$0.0 \% \quad 0 \quad 0.0 \% \quad 0 \quad 0.0 \%-0.0 \%$
0.0\%
$0 \quad 0$
$0.0 \%$
0

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $1.3 \%$ | 9 | $0.0 \%$ | 0 | $1.2 \%$ | 1 | $18.0 \%$ | 7 | $0.0 \%$ | 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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| Gallaghers Fresh Food Centre, McDonalds) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sion Mills Village Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 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) | 0.1\% | 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 |
| Strabane Town Centre | 5.2\% | 38 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 45.3\% | 30 | 7.1\% | 1 | 0.0\% | 0 | 3.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 4 |
| Other Zone 4 | 0.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.4\% | 5 | 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 | 1.4\% | 10 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 45.2\% | 9 | 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 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 1 | 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 |
| Zone 7 <br> Newtownstewart Village Centre | 0.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.2\% | 3 | 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 | 0.0\% | 0 | 2.4\% | 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 | 0.0\% | 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 | 3.1\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.3\% | 2 | 0.0\% | 0 | 30.4\% | 19 | 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 | 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 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buncrana Town Centre | 0.7\% | 5 | 0.0\% | 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 | 0.0\% | 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 |
| Moville Town 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 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 <br> 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, 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) | 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, <br> 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 | 0.0\% | 0 | 0.0\% | 0 | 35.4\% | 34 | 2.4\% | 2 | 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 |  |



Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Crossroals Vilage Centre
DONEGAL TOWN
DONEGAL
(Supervalu)
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry) (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
Area
SFT \& Nulls
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

| 2.8\% | 20 | 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 | 35.4\% | 20 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.8\% | 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 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 2.5\% | 18 | 0.0\% | 0 | 0.9\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 5.2\% | 2 | 0.0\% | 0 | 23.8\% | 15 | 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| $3.9 \%$ | 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 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $1.1 \%$ | 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 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 1 |  | Zone |  |
| 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 |  | 6 |
| Sample: |  | 750 |  | 76 |  | 81 |  | 87 |  | 75 |  | 71 |  | 77 |  | 76 |  | 82 |  | 59 |  | 40 |  | 26 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q25 Where did your household last make a purchase of domestic appliances, such as washing machines, fridges or cookers? Excl. Nulls

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ballyarnett Local Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Buncrana Road EAST Local Centre | 0.4\% | 3 | 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Springtown District Centre | 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 |
| Springtown Industrial Estate, | 0.3\% | 2 | 1.2\% | 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 | 0.0\% | 0 | 0.0\% | 0 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumahoe Furnishings lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
Maxx, Matalan, Next
Lisnagelvin Shopping
Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping Center, Hollymount Park Derry
Other Zone
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
Asda, Branch Road, Strabane
Pavilion Retail Park,
Railway Street,
STRABANE (Argento,
Cilento Designer Wear

| $0.1 \%$ | 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 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $24.0 \%$ | 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 |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 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 |


| 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) | 0.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.2\% | 3 | 7.0\% | 1 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 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 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 | 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 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 <br> 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, 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 | 0.5\% | 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 |  |
| Forte 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, <br> 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 |  |
| 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 | 0.9\% | 1 | 0.0\% | 0 | 3.2\% | 2 |  |
| Letterkenny 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 |  |
| 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 <br> 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 |  |



Home Bakery, Master

Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Donegal Shopping Centre
DONEGAL TOWN
(Supervalu)
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park,

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 12.1\% | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 1.0\% | 7 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 3.2\% | 1 | 0.0\% | 0 | 7.4\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 1.0\% | 7 | 4.1\% | 6 | 0.0\% | 0 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ Road, DUNGANNON (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
SFT \& Nulls

| $5.9 \%$ | 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 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.6 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.9 \%$ | 1 | $0.0 \%$ | 0 | $4.8 \%$ | 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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$\begin{array}{lllllllllllllllllllllllllllll}0.8 \% & 6 & 0.0 \% & 0 & 1.4 \% & 1 & 1.8 \% & 1 & 0.0 \% & 0 & 5.6 \% & 1 & 3.0 \% & 1 & 3.6 \% & 2 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

| By Zone Weighted Filtered Weighted: | Derry \& Strabane Household Survey for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone |  | Zone |  |
| Internet / delivery | 9.3\% | 68 | 11.0\% | 17 | 8.4\% | 7 | 5.9\% | 2 | 7.1\% | 4 | 6.2\% | 1 | 6.3\% | 2 | 7.8\% | 4 | 8.7\% | 6 | 0.9\% | 1 | 16.7\% | 12 | 21.8\% | 11 |
| (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 |
| (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: |  | 732 |  | 154 |  | 84 |  | 40 |  | 62 |  | 21 |  | 35 |  | 55 |  | 67 |  | 91 |  | 73 |  | 50 |
| Sample: |  | 771 |  | 78 |  | 79 |  | 84 |  | 71 |  | 79 |  | 80 |  | 87 |  | 90 |  | 57 |  | 42 |  | 24 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q26 Where did your household last make a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers 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 | 0.5\% | 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 Range, Dunelm) | 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 |
| Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M\&S, Topman, Topshop) | 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 |
| 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) | 0.2\% | 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\% | 122 | 14.8\% | 24 | 8.4\% | 7 | 17.5\% | 7 | 11.7\% | 8 | 0.0\% | 0 | 17.0\% | 6 | 3.7\% | 2 | 11.6\% | 7 | 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 |
| 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) | 0.7\% | 5 | 3.4\% | 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 |
| 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumaho Vurnishings lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
Lisnagelvin Shopping
Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping Center, Hollymount Park Derry
Other Zone
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
Asda, Branch Road, Straban
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $26.5 \%$ | 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 |


| 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) | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 2 | 13.4\% | 3 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 6.8\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 <br> 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, 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 | 0.7\% | 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 |  |
| Forte Shopping Centre, Neil 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, 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, <br> 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 |  |
| Letterkenny Shopping 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 |  |
| Letterkenny 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 |  |
| 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 <br> 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 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre Coleraine Town Centre Crossroads Village Centre Crossogl Shopping Centre DONEGAL TOWN DONEGAL
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{llllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park,
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
SFT \& Nulls

| 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 | 4.3\% | 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 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 | 0.0\% | 0 |
| 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 |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 1.1\% | 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 |
| 0.5\% | 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 |


| By Zone Weighted Filtered Weighted: | Derry \& Strabane Household Survey for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 | 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 |



Q27 Where did your household last make a purchase of health, beauty or chemist items? Excl. Nulls

| 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 | 0.3\% | 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 |
| 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) | 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 |
| 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 | 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 |
| 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\% | 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, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland \& Barrett, JD Sports, New Look, Sports Direct) | 0.2\% | 2 | 0.7\% | 1 | 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 |
| Springtown 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\% |  |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park,
Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumahoe Furnishings enkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy
Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
Asda, Branch Road, Strabane
Pavilion Retail Park,
Railway Street,
STRABANE (Argento,
Cilento Designer Wear

| $0.5 \%$ | 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 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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\% | 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\% |  |


| $0.6 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $12.5 \%$ | 5 | $0.0 \%$ | 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 |  |  |  |  |  |  |  |  |  |
| $0.1 \%$ | 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 |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $1.4 \%$ | 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 |  |  |  |  |  |  |  |  |  |

$0.7 \% \quad 7$
$0.7 \% \quad 6 \quad 1.6 \% \quad 3 \quad 3.1 \% \quad 3$
$1.0 \% \quad 9 \quad 0.0 \% \quad 0$
$0.2 \% \quad 2 \quad 0.0 \%$
$\begin{array}{lllll}0.2 \% & 2 & 0.0 \% & 0 & 0.0 \%\end{array}$
$\begin{array}{lllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% \\ & 0.0 \% & 0.0 \%\end{array}$
$\begin{array}{ll} & 1.7 \% \\ 0 & 0.0 \%\end{array}$

| Weighted: | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sion Mills Village Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 2 | 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) | 0.2\% | 2 | 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 | 1.4\% | 1 |
| Strabane Town Centre | 6.6\% | 62 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 72.4\% | 58 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other Zone 4 | 0.1\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Castlederg Village Centre | 2.6\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 90.0\% | 23 | 0.0\% | 0 | 2.4\% | 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 | 0.0\% | 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 | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 <br> 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Dungiven Town Centre | 1.3\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 28.3\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Limavady Town Centre | 6.7\% | 63 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 13.7\% | 6 | 0.0\% | 0 | 78.4\% | 56 | 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 | 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 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | 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 | 1.2\% | 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 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 0 |

Weighted: for GVA

|  | 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 | 0.4\% | 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, <br> 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 |  |



Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre Coleraine Town Centre Crossroads Village Centre Crossogl Shopping Centre DONEGAL TOWN
DONEGAL
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park,
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
Area
SFT \& Nulls

| 3.7\% | 34 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 40.3\% | 34 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1.8\% | 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 | 20.3\% | 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 3 |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 0.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 9.6\% | 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 | 0.0\% | 0 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 | 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 |
| (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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q28 Where did your household last make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys? 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumano Furnishings lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy,
Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone
Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| 18.3\% | 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\% |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 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 |

0

| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 1.7\% | 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 |
| 0.6\% | 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 | 7.2\% | 3 |


| Gallaghers Fresh Food Centre, McDonalds) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sion Mills 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 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look) | 1.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 2 | 17.3\% | 2 | 0.0\% | 0 | 7.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strabane Town Centre | 5.4\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 47.6\% | 18 | 5.3\% | 1 | 0.0\% | 0 | 4.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.2\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| 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 <br> 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, 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) | 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 |  |
| 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, <br> 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 |  |
| Letterkenny 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 |  |
| 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 <br> 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 |  |



Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre
Coleraine Town Centre
Crossroads Village Centre
Donegal Shopping Centre
DONEGAL TOWN
(Supervalu)
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park,
$2.0 \%$

| 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\% | 0 | 23.8\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 1.4\% | 1 | 2.0\% | 1 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 1.8\% | 8 | 0.0\% | 0 | 3.1\% | 2 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.2\% | 1 | 0.0\% | 0 | 12.2\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ Road, DUNGANNON (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Riverside Retail Park
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
SFT \& Nulls

| $4.3 \%$ | 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 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$\begin{array}{llllllllllllllllllllllllllll}0.6 \% & 2 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 2.0 \% & 0 & 4.8 \% & 1 & 0.0 \% & 0 & 3.2 \% & 1 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

| By Zone Weighted Filtered <br> Weighted: | Derry \& Strabane Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | for GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 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 | 20.2\% | 85 | 19.0\% | 18 | 12.6\% | 7 | 23.2\% | 6 | 8.3\% | 3 | 4.7\% | 0 | 19.1\% | 4 | 16.4\% | 5 | 35.7\% | 13 | 9.3\% | 2 | 20.9\% | 10 | 42.9\% | 16 |
| (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: |  | 423 |  | 95 |  | 56 |  | 26 |  | 38 |  | 10 |  | 22 |  | 32 |  | 36 |  | 21 |  | 50 |  | 36 |
| Sample: |  | 424 |  | 46 |  | 49 |  | 50 |  | 41 |  | 35 |  | 50 |  | 48 |  | 46 |  | 14 |  | 29 |  | 16 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q29 Where did your household last make a purchase of other non-food items such as books, CDs, jewellery or china and glass items? 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\% | 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 |
| 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 |
| Foyleside 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 |
| 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 | 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 |
| Lower 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 |
| 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 | 1.5\% | 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 |
| 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) | 0.9\% | 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 |
| Springtown 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 |
| 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\% |  |

Springtown Road, Derry

Ballyore Retail Park,
Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES
Graphics)
Campsie Business Park,
Eglinton, Derry
CFC Interiors, Clooney
Road, Campsie, Derry
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) Drumahoe Village Centre Drumahoe Furnishings lenkeen Furnishing Glendermott Roa
Lisnagelvin Retail Park,
Lisnagelvin Retail Park,
Dungiven Road (TK Dungiven Road (TK
Maxx, Matalan, Next)
$\xrightarrow[\text { Lisnagelvin Shopping }]{\text { Maxx, Matalane }}$ Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)
Maydown Village \& Retail Area, Derry
Trench Road Shopping
Center, Hollymount Park Derry
Other Zone 2 Zone 3
Eglinton Village Centre
Other Zone 3
Zone 4
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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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 | $0.0 \%$ | 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 |
| $0.4 \%$ | 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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |

0. 

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 3 |


| Gallaghers Fresh Food Centre, McDonalds) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sion Mills Village Centre | 0.1\% | 1 | 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 | 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 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 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 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 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 <br> 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 | 1.9\% | 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\% | 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, 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buncrana Town Centre | 5.3\% | 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 | 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 |
| 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 <br> 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, 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 <br> 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 <br> (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, <br> 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\% | 0 | 0.0\% | 0 | 6.8\% | 4 | 3.7\% | 2 | 5.2\% | 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\% | 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 <br> 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 |  |

Home Bakery, Master Shoe)
Ballybofey Town Centre Castlefinn Town Centre Co-op, Hollow Road, Castlefinn
Lidl, Donegal Road,
Ballybofey
Navenny Shopping Centre Navenny, BALLYBOFEY (Supervalu)
Raphoe Town Centre
Stranorlar Town Centre
Other Zone 11
Outside Survey Area
Asda, Dromore Road, Omagh
Belfast City Centre Coleraine Town Centre Crossroads Village Centre Crossial Shopping Centre DONEGAL TOWN DONEGAL
Donegal Town Centre
Donegal Town Centre
Dunnes, Irishtown Road, Omagh
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B\&M, Harry Corry)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Oaks Shopping Centre, Oaks } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc
Card Factory)
Omagh City Centre
Piverside Retail Park
Coleraine
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Other Outside Catchment
SFT \& Nulls

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 GVA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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 | 28.9\% | 166 | 30.3\% | 39 | 29.7\% | 20 | 40.4\% | 13 | 25.3\% | 14 | 33.0\% | 5 | 34.4\% | 9 | 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\% | 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 |

Q30 Do you use the Internet, a home catalogue, or TV/Interactive shopping to undertake any of the following food or non-food shopping? [MR/PR]

| 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q31 Which town / village do you consider to be your nearest centre? Excl. Nulls

| Artigarvan | 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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, Derry | 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 |
| 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 |
| Drumahoe | 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 |
| Drumquin | 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 |
| Dungiven | 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 |
| Eglinton | 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 |
| Feeny | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 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 |
| Foyleside Shopping Centre, Derry | 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 |
| 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 |
| Killen | 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 |
| Killeter | 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 |
| Limavady | 6.9\% | 66 | 0.0\% | 0 | 0.7\% | 1 | 9.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 9.0\% | 4 | 0.0\% | 0 | 76.1\% | 57 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lisnagelvin Shopping Centre, Derry | 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 |
| Londonderry / Derry | 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 |
| 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 |
| Magherafelt | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 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 |
| 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 |
| Newbuildings | 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 |
| 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 |
| Newtownstewart | 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 |
| Omagh | 4.4\% | 42 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.6\% | 2 | 0.0\% | 0 | 64.8\% | 40 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park | 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 |
| Plumbridge | 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 |
| 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 |
| 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 |


|  | Total |  | Zone 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 | 0.0\% | 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 | 0.0\% | 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 | 0.0\% | 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 | 0.0\% | 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 | 0.0\% | 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 | 0.0\% | 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 | 0.0\% | 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 | 0.0\% | 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 | 0.0\% | 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 |
| 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 |
| Moville | 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 |
| 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 |
| 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 |
| 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 | 0.0\% | 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 | 0.0\% | 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\% | 0 |
| 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 |


| 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 visits per week]

Q32 How often do you normally visit (CENTRE MENTIONED AT Q31) for food shopping, non-food shopping or to use services?
Not those that said '(Don't know)' at Q31

| Everyday / most days | 19.8\% | 190 | 17.9\% | 35 | 13.0\% | 14 | 19.5\% | 9 | 33.6\% | 28 | 31.5\% | 9 | 43.9\% | 19 | 24.6\% | 15 | 27.4\% | 21 | 5.1\% | 7 | 8.3\% | 9 | 29.4\% | 25 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2-3 times a week | 25.8\% | 248 | 28.1\% | 55 | 18.0\% | 19 | 19.2\% | 9 | 24.7\% | 21 | 30.6\% | 8 | 22.1\% | 10 | 23.6\% | 15 | 35.2\% | 26 | 11.0\% | 14 | 34.2\% | 37 | 40.5\% | 34 |
| Once a week | 31.7\% | 305 | 28.6\% | 56 | 27.0\% | 28 | 31.8\% | 15 | 28.8\% | 24 | 20.7\% | 6 | 17.9\% | 8 | 29.7\% | 18 | 22.8\% | 17 | 51.5\% | 68 | 42.8\% | 46 | 22.5\% | 19 |
| Once a fortnight | 9.4\% | 90 | 8.7\% | 17 | 14.4\% | 15 | 5.3\% | 2 | 4.2\% | 4 | 5.8\% | 2 | 3.7\% | 2 | 6.6\% | 4 | 3.5\% | 3 | 25.8\% | 34 | 5.0\% | 5 | 3.9\% | 3 |
| Once a month | 5.9\% | 57 | 9.3\% | 18 | 12.1\% | 13 | 10.9\% | 5 | 1.7\% | 1 | 6.1\% | 2 | 8.0\% | 3 | 5.7\% | 4 | 6.7\% | 5 | 3.0\% | 4 | 1.7\% | 2 | 0.0\% | 0 |
| Less often | 4.5\% | 43 | 5.4\% | 11 | 9.8\% | 10 | 8.8\% | 4 | 3.0\% | 3 | 4.4\% | 1 | 1.5\% | 1 | 4.0\% | 2 | 3.7\% | 3 | 2.8\% | 4 | 1.7\% | 2 | 3.8\% | 3 |
| Never | 1.6\% | 15 | 0.9\% | 2 | 3.6\% | 4 | 1.9\% | 1 | 2.9\% | 2 | 1.0\% | 0 | 3.0\% | 1 | 4.9\% | 3 | 0.7\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 1.4\% | 14 | 1.1\% | 2 | 2.1\% | 2 | 2.6\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.3\% | 7 | 0.0\% | 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 |

Q33 For what purposes do you visit (CENTRE MENTIONED IN Q31)? [MR Not those that said 'Never' at Q32

| Shopping | 83.4\% | 793 | 87.1\% | 168 | 87.5\% | 88 | 85.9\% | 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\% | 258 | 18.7\% | 36 | 13.9\% | 14 | 7.1\% | 3 | 14.0\% | 12 | 12.2\% | 3 | 12.8\% | 5 | 17.3\% | 10 | 8.7\% | 6 | 73.6\% | 97 | 26.0\% | 28 | 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 | 9.2\% | 9 | 1.6\% | 1 | 8.0\% | 7 | 6.5\% | 2 | 12.8\% | 5 | 9.1\% | 5 | 4.1\% | 3 | 5.0\% | 7 | 7.8\% | 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\% | 0 | 0.0\% | 0 |
| Social / leisure reasons | 13.9\% | 133 | 16.5\% | 32 | 12.3\% | 12 | 4.2\% | 2 | 24.6\% | 20 | 15.3\% | 4 | 13.0\% | 6 | 7.5\% | 4 | 14.0\% | 10 | 3.9\% | 5 | 8.1\% | 9 | 32.7\% | 28 |
| 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 |
| Get petrol | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 2 | 0.0\% | 0 | 1.6\% | 1 | 1.1\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 |
| School run | 0.4\% | 4 | 0.0\% | 0 | 2.1\% | 2 | 1.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 1.6\% | 1 | 0.8\% | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

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 Q32

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Car - passenger | 10.3\% | 98 | 14.9\% | 29 | 6.4\% | 6 | 10.9\% | 5 | 13.2\% | 11 | 12.5\% | 3 | 9.2\% | 4 | 9.0\% | 5 | 15.5\% | 12 | 10.8\% | 14 | 6.5\% | 7 | 1.9\% | 2 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Disabled vehicle (e.g. mobility scooter) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Taxi | 2.8\% | 27 | 9.4\% | 18 | 0.0\% | 0 | 1.9\% | 1 | 3.4\% | 3 | 1.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.9\% | 1 | 0.0\% | 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\% | 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 |
| Other | 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 |
| (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 |  | 27 |  | 43 |  | 60 |  | 74 |  | 132 |  | 109 |  | 85 |
| Sample: |  | 959 |  | 99 |  | 95 |  | 98 |  | 95 |  | 98 |  | 98 |  | 95 |  | 100 |  | 79 |  | 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 Q32

| 0-30 minutes | 11.7\% | 111 | 3.3\% | 6 | 11.2\% | 11 | 21.5\% | 10 | 10.0\% | 8 | 21.8\% | 6 | 37.6\% | 16 | 17.0\% | 10 | 8.0\% | 6 | 8.1\% | 11 | 13.0\% | 14 | 15.0\% | 13 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 31 minutes - 1 hour | 24.0\% | 228 | 21.8\% | 42 | 16.4\% | 16 | 16.2\% | 8 | 28.1\% | 23 | 33.7\% | 9 | 13.7\% | 6 | 13.3\% | 8 | 25.8\% | 19 | 31.3\% | 41 | 32.4\% | 35 | 24.1\% | 21 |
| More than 1 hour - 2 hours | 36.8\% | 350 | 46.7\% | 90 | 43.4\% | 43 | 36.8\% | 17 | 29.2\% | 24 | 26.1\% | 7 | 14.5\% | 6 | 38.8\% | 23 | 40.4\% | 30 | 44.2\% | 58 | 30.5\% | 33 | 20.5\% | 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 |
| 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\% | 0 |
| Over 4 hours | 3.6\% | 34 | 4.9\% | 9 | 2.8\% | 3 | 1.6\% | 1 | 2.5\% | 2 | 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 |  | 06.69 |  | 96.30 |  | 84.47 |  | 88.04 |  | 64.19 |  | 82.08 |  | 92.90 |  | 96.91 |  | 79.70 |  | 72.65 |  | 92.23 |
| 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q36 What types of goods and services do you normally buy from (CENTRE MENTIONED AT Q31)? [MR] Not those that said 'Never' at Q32

| 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\% | 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 | 1.0\% | 0 | 3.2\% | 1 | 5.9\% | 4 | 8.1\% | 6 | 3.5\% | 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 | 21.8\% | 10 | 21.0\% | 17 | 15.1\% | 4 | 16.5\% | 7 | 18.1\% | 11 | 22.7\% | 17 | 37.0\% | 49 | 12.8\% | 14 | 1.9\% | 2 |
| Recreational goods | 4.3\% | 41 | 4.9\% | 9 | 7.1\% | 7 | 3.7\% | 2 | 6.4\% | 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\% | 6 | 16.3\% | 13 | 11.0\% | 3 | 8.2\% | 4 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 |


| Total | 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 reasons you choose to visit (CENTRE MENTIONED AT Q31)? [MR]
Not those that said 'Never' at Q32

| Attractive shopping environment | 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better value for money | 2.1\% | 20 | 0.0\% | 0 | 1.0\% | 1 | 3.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 8.3\% | 11 | 3.3\% | 4 | 3.1\% | 3 |
| Choice of shops | 10.8\% | 103 | 10.1\% | 20 | 7.9\% | 8 | 12.2\% | 6 | 6.3\% | 5 | 7.4\% | 2 | 7.5\% | 3 | 9.3\% | 6 | 8.1\% | 6 | 18.1\% | 24 | 11.3\% | 12 | 14.0\% | 12 |
| Clean / well maintained | 4.0\% | 38 | 0.7\% | , | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 6.0\% | 8 | 22.5\% | 24 | 3.1\% | 3 |
| Close to friends / relatives | 5.7\% | 54 | 1.9\% | 4 | 2.0\% | 2 | 1.9\% | 1 | 0.0\% | 0 | 2.4\% | , | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.2\% | 15 | 25.8\% | 28 | 4.9\% | 4 |
| Community facilities | 2.9\% | 28 | 0.9\% | 2 | 1.6\% | 2 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 5 | 16.1\% | 17 | 0.0\% | 0 |
| Convenient to home | 63.8\% | 607 | 58.2\% | 112 | 70.9\% | 71 | 49.0\% | 23 | 68.3\% | 56 | 64.2\% | 17 | 70.6\% | 30 | 63.6\% | 38 | 74.3\% | 55 | 62.5\% | 83 | 54.9\% | 60 | 72.6\% | 62 |
| Convenient to work | 3.6\% | 35 | 0.0\% | 0 | 5.2\% | 5 | 2.6\% | 1 | 1.0\% | 1 | 1.7\% | 0 | 6.5\% | 3 | 1.8\% | 1 | 1.4\% | 1 | 7.2\% | 10 | 4.9\% | 5 | 8.3\% | 7 |
| Easy to park | 3.1\% | 30 | 0.0\% | 0 | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 2.9\% | 1 | 0.7\% | 0 | 3.6\% | 2 | 5.8\% | 4 | 1.5\% | 2 | 8.0\% | 9 | 8.0\% | 7 |
| Free car parking | 2.7\% | 26 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 2 | 0.0\% | 0 | 11.3\% | 12 | 13.3\% | 11 |
| Good bus service | 1.3\% | 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\% | 2 | 9.6\% | 10 | 0.0\% | 0 |
| Good customer facilities | 0.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 1.0\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 5 | 0.0\% | 0 |
| Habit / always used it | 17.4\% | 165 | 9.4\% | 18 | 0.8\% | 1 | 3.6\% | 2 | 7.3\% | 6 | 3.3\% | 1 | 2.6\% | 1 | 2.8\% | 2 | 1.0\% | 1 | 61.3\% | 81 | 38.7\% | 42 | 13.2\% | 11 |
| Lower prices | 3.0\% | 29 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 7.9\% | 11 | 3.3\% | 4 | 15.9\% | 14 |
| Range of other services (e.g. leisure, banking, food and drink, etc) | 5.4\% | 52 | 2.8\% | 5 | 7.1\% | 7 | 8.5\% | 4 | 9.0\% | 7 | 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 | 0.0\% | 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 |
| 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 |
| 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: |  | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q38 Is there anything you dislike about (CENTRE MENTIONED AT Q31)? [MR] Not those that said 'Never' at Q32

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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\% | 0 | 0.0\% | 0 | 2.9\% | 4 | 0.0\% | 0 |
| Unattractive environment / dirty streets / litter | 2.2\% | 21 | 6.8\% | 13 | 2.0\% | 2 | 1.7\% | 1 | 2.7\% | 2 | 3.3\% | 1 | 0.7\% | 0 | 1.8\% | 1 | 1.0\% | 1 | 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 | 0.0\% | 0 | 1.4\% | 1 | 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 | 0.0\% | 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 |
| 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 | 0.0\% | 0 | 0.7\% | 1 | 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\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of a store: House of | 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 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 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 | 1.0\% | 1 | 0.0\% | 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 | 0.0\% | 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\% | 0 | 1.6\% | 0 | 1.7\% | 1 | 0.0\% | 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\% | 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 | 0.0\% | 0 | 1.0\% | 1 | 2.6\% | 1 | 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 | 0.0\% | 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\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rude people | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 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 |
| Shops are too spread out | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 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\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 0.0\% | 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 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too many cafes | 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 |
| Too many empty shops | 0.7\% | 7 | 0.9\% | 2 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 1 | 0.7\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 |
| Too small | 0.2\% | 2 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 1.2\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 1.7\% | 1 | 1.7\% | 0 | 4.2\% | 2 | 7.8\% | 5 | 1.0\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 4.6\% | 44 | 1.7\% | 3 | 0.0\% | 0 | 2.7\% | 1 | 4.4\% | 4 | 5.1\% | 1 | 1.0\% | 0 | 1.0\% | 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: |  | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

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 Q32

| Attract larger retailers | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 0 | 0.0\% | 0 | 6.4\% | 0 | 19.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Develop new shopping facilities | 2.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 49.0\% | 2 |
| Encourage reduced shop prices | 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 |
| Improve choice of multiple shops | 10.7\% | 12 | 15.0\% | 5 | 13.4\% | 4 | 20.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 23.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve range of independent / specialist shops | 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\% | 0 | 22.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Introduce a creche facility for shoppers | 0.2\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 |
| Introduce a new large supermarket | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 shop (PLEASE WRITE IN NAME OF 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 |
| Refurbish / improve existing shopping facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Enhanced range of health and fitness centres / gyms | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 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 |
| Improved policing / enhance security / CCTV | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 public transport facilities during 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 | 0.0\% | 0 | 0.0\% | 0 |
| Improved range of places to eat | 1.2\% | 1 | 4.5\% | 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 |
| Improved range of pubs and night clubs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 / improved museum or art gallery | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 / improved other leisure facilities (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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 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\% | 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 |
| New ten pin bowling centre | 0.2\% | 0 | 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 | 0.0\% | 0 |
| Enhance shopmobility 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 |
| Improve access for | 0.9\% | 1 | 0.0\% | 0 | 3.8\% | 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 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve 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 |
| Improve 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 |
| Improve 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 |
| Improve 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 |
| Improve 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\% | 0 | 0.0\% | 0 |
| Improve 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\% | 0 | 0.0\% | 0 |
| Increase frequency of public 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 | 0.0\% | 0 | 0.0\% | 0 |
| Increase 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\% | 0 | 0.0\% | 0 |
| More 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 | 8.3\% | 0 | 0.0\% | 0 | 6.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces - type unspecified | 4.1\% | 5 | 0.0\% | 0 | 6.2\% | 2 | 6.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.1\% | 0 | 0.0\% | 0 | 22.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| More 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 | 0.0\% | 0 |
| Reduce cost of parking | 3.6\% | 4 | 12.1\% | 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 |
| Reduce 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 |
| Attract 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 | 0.0\% | 0 | 0.0\% | 0 | 49.0\% | 2 |
| Attract more people / make more lively | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 12.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 49.0\% | 2 |
| Clean 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 |
| Create 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 |
| Create 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\% | 0 | 0.0\% | 0 |
| Improve 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 |
| Improve 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 |
| Improve 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 |
| Improve 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 |
| Provide 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 |
| 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 |
| Improve choice of clothing shops | 0.4\% | 0 | 0.0\% | 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 |
| New 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 |
| Stop banks closing | 0.4\% | 0 | 0.0\% | 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 |
| Tesco store | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 66.9\% | 77 | 62.4\% | 19 | 69.8\% | 18 | 60.3\% | 6 | 60.5\% | 4 | 68.2\% | 2 | 53.4\% | 3 | 51.0\% | 5 | 93.6\% | 8 | 77.4\% | 7 | 100.0\% | 4 | 51.0\% | 2 |



| Weighted base: Sample: |  | 115 |  | 30 |  | 26 |  | 10 |  | 6 |  | 3 |  | 5 |  | 9 |  | 8 |  | 9 |  | 4 |  | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 131 |  | 15 |  | 25 |  | 23 |  | 8 |  | 12 |  | 11 |  | 15 |  | 11 |  | 7 |  | 2 |  | 2 |
| Q40 Does your household ever shop at the Foyleside Shopping Centre? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Yes | 74.3\% | 744 | 94.6\% | 185 | 86.3\% | 91 | 86.9\% | 41 | 72.2\% | 63 | 52.4\% | 14 | 86.6\% | 38 | 60.7\% | 38 | 82.3\% | 62 | 98.6\% | 132 | 26.3\% | 37 | 52.4\% | 45 |
| No | 25.7\% | 257 | 5.4\% | 10 | 13.7\% | 14 | 13.1\% | 6 | 27.8\% | 24 | 47.6\% | 13 | 13.4\% | 6 | 39.3\% | 25 | 17.7\% | 13 | 1.4\% | 2 | 73.7\% | 103 | 47.6\% | 41 |
| Weighted base: Sample: |  | $\begin{aligned} & 1001 \\ & 1001 \end{aligned}$ |  | $195$ |  | $\begin{aligned} & 105 \\ & 100 \end{aligned}$ |  | $\begin{array}{r} 47 \\ 100 \end{array}$ |  | 87 00 |  | $\begin{array}{r} 28 \\ 100 \end{array}$ |  | 44 100 |  | 63 100 |  | 75 101 |  | 133 80 |  | 139 80 |  | 85 40 |

Q41 When your household goes shopping at the Foyleside Shopping Centre do you also do other linked trips to OTHER areas on the same trip?
Those who shop at the Foyleside Shopping Centre at 040

| Yes visit other areas | 45.2\% | 336 | 43.2\% | 80 | 46.6\% | 42 | 50.5\% | 21 | 40.0\% | 25 | 29.5\% | 4 | 39.3\% | 15 | 34.9\% | 13 | 34.5\% | 21 | 65.0\% | 85 | 38.0\% | 14 | 33.6\% | 15 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| No only visit the Foyleside Shopping Centre | 54.8\% | 408 | 56.8\% | 105 | 53.4\% | 48 | 49.5\% | 20 | 60.0\% | 38 | 70.5\% | 10 | 60.7\% | 23 | 65.1\% | 25 | 65.5\% | 40 | 35.0\% | 46 | 62.0\% | 23 | 66.4\% | 30 |
| Weighted base: |  | 744 |  | 185 |  | 91 |  | 41 |  | 63 |  | 14 |  | 38 |  | 38 |  | 62 |  | 132 |  | 37 |  | 45 |
| Sample: |  | 740 |  | 94 |  | 86 |  | 87 |  | 73 |  | 53 |  | 85 |  | 59 |  | 83 |  | 79 |  | 21 |  | 20 |

Q42 Which of the following activities in OTHER areas separate from the Foyleside Shopping Centre does your household normally undertake on the same shopping trip? [MR/PR]
Those who do other linked trips to other areas on the same trip at Q41

| Go shopping for food items | 14.8\% | 50 | 17.9\% | 14 | 11.4\% | 5 | 7.1\% | 1 | 8.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 9.2\% | 1 | 6.9\% | 1 | 21.6\% | 18 | 24.0\% | 3 | 17.6\% | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Go shopping for non-food items | 75.9\% | 255 | 73.6\% | 59 | 74.6\% | 32 | 70.9\% | 15 | 71.7\% | 18 | 51.4\% | 2 | 54.2\% | 8 | 67.3\% | 9 | 85.3\% | 18 | 95.4\% | 82 | 63.2\% | 9 | 28.6\% | 4 |
| Visit 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 | 32.0\% | 107 | 18.7\% | 15 | 20.3\% | 9 | 21.8\% | 5 | 25.9\% | 6 | 27.4\% | 1 | 21.6\% | 3 | 9.4\% | 1 | 11.9\% | 3 | 53.5\% | 46 | 49.6\% | 7 | 81.3\% | 12 |
| Go window shopping / browsing | 19.5\% | 66 | 4.1\% | 3 | 6.5\% | 3 | 1.6\% | 0 | 23.3\% | 6 | 6.4\% | 0 | 16.4\% | 2 | 19.0\% | 3 | 8.7\% | 2 | 48.9\% | 42 | 12.0\% | 2 | 18.7\% | 3 |
| Use sports / leisure or entertainment facilities | 3.7\% | 12 | 2.3\% | 2 | 0.0\% | 0 | 5.1\% | 1 | 5.3\% | 1 | 16.6\% | 1 | 2.8\% | 0 | 4.5\% | 1 | 3.4\% | 1 | 6.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Get petrol | 4.2\% | 14 | 2.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 12.7\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 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 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Work | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 6.1\% | 0 | 4.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Vist friends / family | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.8\% | 1 | 0.0\% | 0 | 4.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.0\% | 7 | 4.0\% | 3 | 2.7\% | 1 | 0.0\% | 0 | 2.4\% | 1 | 0.0\% | 0 | 4.4\% | 1 | 8.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 336 |  | 80 |  | 42 |  | 21 |  | 25 |  | 4 |  | 15 |  | 13 |  | 21 |  | 85 |  | 14 |  | 15 |
| Sample: |  | 309 |  | 37 |  | 39 |  | 42 |  | 30 |  | 15 |  | 31 |  | 20 |  | 29 |  | 52 |  | 8 |  | 6 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q43 Where does your household go when shopping for non-food items?
Those who go shopping for non-food items at Q42 AND Excl. Nulls

| 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\% | 0 | 14.9\% | 12 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 |
| Richmond Shopping Centre | 52.5\% | 126 | 76.7\% | 44 | 74.6\% | 22 | 75.4\% | 11 | 45.6\% | 6 | 51.3\% | 1 | 74.9\% | 6 | 41.8\% | 4 | 69.9\% | 11 | 27.5\% | 21 | 0.0\% | 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 cross-border shopping trips to Northern Ireland?
Those living in Zones $9,10 \& 11$

| 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 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 4 | 63.6\% | 89 | 39.4\% | 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 | 0.0\% | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q45 What are the main reasons for choosing to visit Northern Ireland to undertake this shopping? [MR]

Those who undertake cross-border shopping trips to Northern Ireland at Q44


| 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 ( $£$ ) 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

| More than once a week | 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Once a week | 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 |
| Once a fortnight | 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 |
| Once a month | 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 |
| Once every two months | 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 |
| Once every six months | 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 |
| Once a year | 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 |
| Less often | 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 |
| Varies | 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 |
| Don't know | 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 |
| Don't do | 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 |
| Mean: |  | 2.98 |  | 2.07 |  | 2.63 |  | 1.89 |  | 1.87 |  | 0.03 |  | 2.88 |  | 2.22 |  | 1.79 |  | 6.80 |  | 2.02 |  | 5.40 |
| 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 |


| Total | Zone 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
Once a fortnight
Once a month
Once every two months
Once every six months
Once a year
Less often
Varies
Don't know
Don't do
Mean:
Weighted base
Sample:
Gym / health club / sports facility
More than once a week
Once a week
Once a fortnight
Once a month
Once every two month
Once every six months
Once a year
Less ofte
Varies
Don't know
Don't do
Mean:
Weighted base
Sample:
$\begin{array}{lllllll}9.4 \% & 95 & 16.6 \% & 32 & 12.5 \% & 13 & 10.1 \%\end{array}$

| $9.4 \%$ | 95 | $16.6 \%$ | 32 | $12.5 \%$ | 13 | $10.1 \%$ | 5 | $13.7 \%$ | 12 | $2.3 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$\begin{array}{rrrrrrrrrrrrrrrrrrrrrrrrr} \\ 6.4 \% & 64 & 0.0 \% & 0 & 1.7 \% & 2 & 5.8 \% & 3 & 12.4 \% & 11 & 7.5 \% & 2 & 2.3 \% & 1 & 8.3 \% & 5 & 5.0 \% & 5.1 \% & 4 & 10.2 \% & 14 & 7.6 \% & 11 & 14.9 \% & 13\end{array}$ $\begin{array}{rrrrrrrrrrrrrrrrrrrrrrrr} \\ 0.9 \% & 9 & 0.9 \% & 2 & 0.0 \% & 0 & 0.0 \% & 0 & 0.4 \% & 11 & 7.5 \% & 2 & 2.3 \% & 1 & 8.3 \% & 5 & 5.1 \% & 4 & 10.2 \% & 14 & 7.6 \% & 11 & 14.9 \% & 13 \\ 0.9 & 0 & 0.7 \% & 0 & 0.9 \% & 0 & 1.0 \% & 1 & 0.0 \% & 0 & 1.4 \% & 2 & 0.0 \% & 0 & 5.0 \% & 4\end{array}$

| $0.9 \%$ | 9 | $0.9 \%$ | 2 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- |
| $0.9 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.8 \%$ | 8 | $1.0 \%$ | 2 | $0.0 \%$ | 0 |


| $0.8 \%$ | 8 | $1.0 \%$ | 2 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: |
| $1.1 \%$ | 11 | $0.7 \%$ | 1 | $0.0 \%$ | 0 |

$\begin{array}{lrrr}1.1 \% & 11 & 0.7 \% & 1 \\ 0.1 \% & 1 & 0.0 \% & 0\end{array}$
$\begin{array}{llll}1.1 \% & 1 & 0.0 \% & 0 \\ 0.8 \% & 8 & 0.0 \% & 0\end{array}$
$\begin{array}{lrr}0.8 \% & 8 & 0.0 \% \\ 2.0 \% & 20 & 0.9 \%\end{array}$
$\begin{array}{lrr}2.0 \% & 20 & 1.9 \%\end{array}$

| Total | 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 venue

| 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 | 2.9\% | 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 | 11.8\% | 10 |
| Varies | 2.3\% | 23 | 4.1\% | 8 | 2.4\% | 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 |
| Don't know | 2.2\% | 22 | 2.9\% | 6 | 5.2\% | 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 | 3.3\% | 3 |
| Don'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 |
| Mean: |  | 1.64 |  | 3.03 |  | 1.78 |  | 1.13 |  | 4.71 |  | 0.57 |  | 0.58 |  | 0.99 |  | 1.16 |  | 0.84 |  | 0.72 |  | 0.28 |
| 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 |

## Museum / art gallery or place of historical / cultural interest

| 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 | 0.0\% | 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 | 1.9\% | 2 | 2.6\% | , | 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 | 1.7\% | 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 | 0.7\% | 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 | 11.6\% | 10 |
| Varies | 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 |
| Don'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 | 3.9\% | 3 |
| Don'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 |
| Mean: |  | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Pub / bar / nightclub

| More than once a week | 2.6\% | 26 | 4.0\% | 8 | 0.9\% | 1 | 1.6\% | 1 | 0.0\% | 0 | 2.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 2 | 3.0\% | 4 | 1.2\% | 2 | 9.9\% | 8 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Once a week | 15.8\% | 158 | 10.7\% | 21 | 6.6\% | 7 | 0.0\% | 0 | 9.9\% | 9 | 3.9\% | 1 | 4.0\% | 2 | 1.7\% | 1 | 7.4\% | 6 | 52.7\% | 70 | 15.2\% | 21 | 24.7\% | 21 |
| Once a fortnight | 8.6\% | 86 | 4.9\% | 10 | 9.6\% | 10 | 8.8\% | 4 | 4.9\% | 4 | 6.2\% | 2 | 5.7\% | 2 | 6.8\% | 4 | 1.6\% | 1 | 21.8\% | 29 | 8.9\% | 12 | 8.3\% | 7 |
| Once a month | 10.6\% | 106 | 10.4\% | 20 | 12.1\% | 13 | 12.1\% | 6 | 11.0\% | 10 | 8.7\% | 2 | 6.8\% | 3 | 9.4\% | 6 | 6.0\% | 4 | 5.1\% | 7 | 11.3\% | 16 | 23.0\% | 20 |
| Once every two months | 5.4\% | 54 | 4.2\% | 8 | 5.1\% | 5 | 5.0\% | 2 | 3.9\% |  | 2.4\% | 1 | 6.5\% | 3 | 3.0\% | , | 7.6\% | 6 | 0.6\% | 1 | 12.5\% | 17 | 6.4\% | 5 |
| Once every six months | 2.6\% | 26 | 1.0\% | 2 | 1.0\% | 1 | 3.9\% | 2 | 0.0\% | 0 | 1.0\% | 0 | 4.0\% | 2 | 5.1\% | 3 | 8.3\% | 6 | 2.1\% | 3 | 2.6\% | 4 | 4.5\% | 4 |
| 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 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.1\% | 7 | 1.9\% | 2 |
| 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\% | 3 |
| 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\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 |
| Mean: |  | 14.16 |  | 12.05 |  | 8.59 |  | 5.57 |  | 7.99 |  | 7.02 |  | 4.62 |  | 3.88 |  | 7.76 |  | 34.55 |  | 12.78 |  | 27.51 |
| 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 |
| Restaurant / café |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| More than once a week | 5.4\% | 54 | 6.3\% | 12 | 2.7\% | 3 | 4.5\% | 2 | 8.3\% | 7 | 2.6\% | , | 0.0\% | 0 | 0.7\% | 0 | 3.4\% | 3 | 1.5\% | 2 | 13.7\% | 19 | 6.2\% | 5 |
| 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 |
| 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\% | 11 |
| 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\% | 9 |
| 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\% | 3 |
| 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\% | 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\% | 2 |
| 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\% | 2 |
| 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\% | 2 |
| Don't know | 1.3\% | 13 | 1.9\% | 4 | 2.6\% | 3 | 1.1\% | 1 | 2.7\% | 2 | 1.8\% |  | 0.9\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 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\% | 1 |
| Mean: |  | 25.53 |  | 27.37 |  | 16.65 |  | 19.28 |  | 24.76 |  | 16.57 |  | 15.13 |  | 14.17 |  | 19.01 |  | 29.55 |  | 33.41 |  | 39.97 |
| 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Family entertainment (e.g. tenpin bowling, skating rink)



| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q48 Where do you or members of your household normally go to play bingo or visit casinos / bookmakers?
Those who visit bingo, casino or bookmaker facilities at Q47 AND Excl. Nulls

| Commodore Bingo, Main Street, Strabane | 9.9\% | 6 | 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Omagh Bingo, Derry Road, Omagh | 3.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 00.0\% | 0 | 0.0\% | 0 | 69.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pennyburn Bingo \& Amusements, Pennyburn Industrial Estate, Derry | 2.3\% | 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 |
| Regal Bingo, Catherine Street, Limavady | 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 |
| Strand Bingo, Strand Road, Derry | 9.6\% | 6 | 36.2\% | 2 | 42.4\% | 1 | 26.5\% | 0 | 27.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Pulse Venue, Port Road, Letterkenny | 15.6\% | 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 | 6.9\% | 1 | 80.0\% | 7 | 7.1\% | 1 |
| The Blackthorn Amusements, Buncrana Road, Bridgend | 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, <br> 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 | 0.0\% | 0 | 59.4\% | 1 | 0.0\% | 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 | 0.0\% | 0 | 30.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ladbrokes, Racecourse Road, Derry | 1.7\% | 1 | 0.0\% | 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 23.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Limavady Town Centre | 0.6\% | 0 | 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 | 1.3\% | 1 | 0.0\% | 0 | 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 | 0.0\% | 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 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 |
| St Patricks Hall, Barrack <br> Street, Strabane | 1.3\% | 1 | 0.0\% | 0 | 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 | 0.0\% | 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\% | 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: |  | 61 |  | 5 |  | 2 |  | 2 |  | 3 |  | 0 |  | 2 |  | 2 |  | 2 |  | 17 |  | 9 |  | 17 |
| Sample: |  | 49 |  | 3 |  | 2 |  | 4 |  | 4 |  | 1 |  | 3 |  | 4 |  | 4 |  | 10 |  | 5 |  | 9 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q49 Where do you or members of your household normally go to the cinema?
Those who visit the cinema at Q47 AND Excl. Nulls

| Brunswick Moviebowl, Brunswick Lane, Derry | 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| (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: |  | 530 |  | 118 |  | 49 |  | 19 |  | 40 |  | 8 |  | 16 |  | 25 |  | 32 |  | 89 |  | 72 |  | 63 |
| Sample: |  | 433 |  | 57 |  | 45 |  | 36 |  | 42 |  | 24 |  | 34 |  | 36 |  | 39 |  | 52 |  | 41 |  | 27 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q50 Where do you or members of your household normally go to use a gym / healthclub / sports facility

Those who visit gym / health club / sports facilities at Q47 AND Excl. Nulls

| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Lifestyle Fitness, Rosemount Avenue, Derry | 1.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.8\% | 2 | 0.0\% | 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\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Melvin Sports Complex, Melvin Road, Strabane | 1.5\% | 3 | 0.0\% | 0 | 5.5\% | 1 | 0.0\% | 0 | 9.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pure Gym, Lesley Retail Park, Strand Road, Derry | 4.1\% | 8 | 22.2\% | 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 |
| Raw Muscle Derry, Orchard Business 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 |
| Riversdale Leisure Centre, Lisnafin Park, Strabane | 6.5\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 50.5\% | 12 | 14.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Roe Valley Leisure Centre, Greystone Park, Limavady | 5.1\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 14.3\% | 1 | 0.0\% | 0 | 64.8\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Templemore Sports Complex, Buncrana Road, Templemore, Derry | 3.5\% | 7 | 13.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Transition Training Centre, Swilly House, 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 |
| 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 |



| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q51 Where do you or members of your household normally go to visit theatres, concerts / live music?
Those who visit theatre/ concert / music venues at Q47 AND Excl. Nulls

| Millennium Forum, Newmarket Street, Derry | 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | 0.0\% | 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\% | 0 | 0.0\% | 0 | 17.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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\% |  | 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 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 3.0\% | 0 | 5.4\% | 1 | 7.6\% | 2 | 0.0\% | 0 | 0.0\% | 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 | 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  |
| The Alley Theatre, Railway | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## 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 Q47 AND Excl. Nulls

| Enniskillen Castle, Enniskillen | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Gasyard Heritage Centre, Lecky Road, Derry | 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\% |  | 00.0\% | 2 |
| Gray's Printing Press, Main Street, Strabane | 2.7\% | 1 | 0.0\% | 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 |
| Green Lane Museum, Roe Valley Country Park, Dogleap Road, 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 |
| Heritage Tower Museum, Bishop Street, Derry | 12.8\% | 6 | 24.4\% | 4 | 16.9\% | 1 | 0.0\% | 0 | 34.8\% | 2 | 0.0\% | 0 | 29.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Museum of Free Derry, Glenfada Park, Derry | 13.4\% | 7 | 21.5\% | 3 | 16.9\% | 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 |
| Royle Valley Railway Museum, Foyle 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 |
| Sion Stables, Melmount Road, Sion Mills, 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 |
| The Siege Museum, Society 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 |
| The St Columba Heritage Centre, Long Tower Road, Derry | 2.0\% | 1 | 0.0\% | 0 | 22.1\% | 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 |
| Tower Museum, Union Hall Place, Derry | 9.2\% | 5 | 12.2\% | 2 | 22.1\% | 1 | 17.3\% | 0 | 0.0\% | 0 | 20.6\% | 0 | 29.8\% | 0 | 0.0\% | 0 | 8.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Donegal County Museum, High Road, Ballyboe Glencar, Letterkenny | 11.5\% | 6 | 20.3\% | 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 |
| Fort Dunree Military Musueum, Dunree, Linsfort, Buncrana | 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\% |  | 00.0\% | 2 | 0.0\% | 0 |
| Inishowen Maritime <br> Museum \& Planetarium, Coastguard Station, Eleven Ballyboes, 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 |
| Belfast City Centre | 23.2\% | 11 | 9.3\% | 1 | 0.0\% | 0 | 48.0\% | 1 | 0.0\% | 0 | 43.0\% | 1 | 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 |
| Derry City 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 | 8.1\% | 1 | 0.0\% | 0 | 0.0\% | 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 |
| Garden Of Reflection, Bishop Street Within, Derry | 2.0\% | 1 | 0.0\% | 0 | 22.1\% | 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 |
| 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 |


| 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: |  | 49 |  | 15 |  | 4 |  | 3 |  | 5 |  | 1 |  | 1 |  | 3 |  | 9 |  | 2 |  | 2 |  | 5 |
| Sample: |  | 50 |  | 8 |  | 5 |  | 5 |  | 5 |  | 5 |  | 3 |  | 5 |  | 10 |  | 1 |  | 1 |  | 2 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q53 In what location, e.g. town centre, shopping centre or retail / leisure park, do you or members of your household normally go to visit a pub / bar / nightclub / music venue? Those who visit pub / bar / nightclub facilities at Q47 AND Excl. Nulls

| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.4\% | 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 | 1.6\% | 2 | 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 | 0.0\% | 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 | 0.0\% | 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 | 0.0\% | 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, | 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 |

Belfast City Centre
Castlederg Village Centre Castlederg Village Cent Coleraine Town Centr Eglinton Village Centre Limavady Town Centre Newtownstewart Village Centre
Omagh City Centre
Sion Mills Village Centre Strabane Town Centre Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)
Station Square Retail Park, Molesworth Street,
COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc, Card Factory)
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)
Ballyore Retail Park, Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES Graphics)

| Great Northern 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 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 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 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $1.7 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.2 \%$ | 1 | $90.0 \%$ | 7 | $0.0 \%$ | 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 | $3.5 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.9 \%$ | 4 | $0.0 \%$ | 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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $5.8 \%$ | 25 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $11.3 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $13.7 \%$ | 2 | $0.0 \%$ | 0 | $84.3 \%$ | 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 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $2.7 \%$ | 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 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $3.9 \%$ | 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 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$0.0 \% \quad 0 \quad 0.0 \% \quad 0 \quad 0.0 \%-0 \quad 0.0 \%$ $0.0 \%$ 0

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 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)
Pavilion Retail Park Railway Street,
STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)
Strabane Shopping / Retail Park, Branch Road, STRABANE
(SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look) Ballybofey Town Centre Buncrana Town Centre Donegal Town Centre Letterkenny Town Centre Ballybofey Shopping Centre BALLYBOFEY (Valley
Pharmacy, Gallaghers
Home Bakery, Master
Shoe)
 (Supervalu)

| 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

Forte Shopping Centre, Neil
T Blaney Road,
T Blaney Road,
LETTERKENNY
(Dunnes, Halfords
Homebase, Clarks,
Carphone Warehouse,
Clare Clothing, Right
Price Tiles)
 Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)
$\begin{array}{lllllllllllllllllllllllllllllllll}\text { Letterkenny Retail Park, } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & \end{array}$

| 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 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Derry |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Portrush Town Centre | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.4\% | 2 | 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 | 0.1\% | 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 |
| Stranorlar 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\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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\% | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q54 In what location, e.g. town centre, shopping centre or retail / leisure park, do you or members of your household normally go to for eating out (e.g. cafés and restaurants) Those who visit restaurants / cafés at Q47 AND Excl. Nulls

| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.3\% | 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 | 1.4\% | 2 | 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 | 0.0\% | 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 |
| 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 | 0.1\% | 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 |
| Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys) | 1.4\% | 10 | 0.9\% | 1 | 5.9\% | 4 | 7.8\% | 2 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 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) | 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 |
| 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\% | 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 |
| Quayside Shopping Centre, | 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 |

Castlederg Village Centre Coleraine Town Centre Eglinton Village Centre Limavady Town Centre Newtownstewart Village Centre
Omagh City Centre
Sion Mills Village Centre Strabane Town Centre Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)
Station Square Retail Park, Molesworth Street
COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc, Card Factory)
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)
Ballyore Retail Park, Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES Graphics)

| Great Northern 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 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M\&S, Next,
Peacocks, River Island,
Sports Direct, Poundland New Look)
Pavilion Retail Park, Railway Street,
STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)
Strabane Shopping / Retail Park, Branch Road, STRABANE
(SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look) Ballybofey Town Centre Buncrana Town Centre Donegal Town Centre Donegal Letterkenny Town Centre allybofey Shopping Centre BALLYBOFEY (Valley
Pharmacy, Gallaghers
Home Bakery, Master
Shoe)
 (Supervalu)

| 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

Forte Shopping Centre, Neil
T Blaney Road,
T Blaney Road,
LETTERKENNY
(Dunnes, Halfords
Homebase, Clarks,
Carphone Warehouse,
Clare Clothing, Right
Price Tiles)
 Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)
$\begin{array}{lllllllllllllllllllllllllllllll}\text { Letterkenny Retail Park, } & 0.3 \% & 2 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 2.8 \% & 2 & 0.0 \% & 0 & \end{array}$

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Sky, Zone Clothing)
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant,
Heatons Sportsworld, Easons, La Touche)
Ardmore Village Centre Ballaghderg Town Centre Ballykelly Village Centre Ballymagorry Village Centre Burt Village Centre Castlefinn Town Centre Clady Village Centre Claudy Village Centre Cookstown Town Centre Craigavon Town Centre Donemana Village Centre Draperstown Village Centre Drumahoe Village Centre Dublin City Centre Dungiven Town Centre Enniskillen Town Centre Feeny Village Centre Gortin Village Centre Killyclogher Village Centre Larne Town Centre Maghera Town Centre Manorcunningham Village Centre
Mountfield Village Centre Moville Town Centre Muff Village Centre Oldtown Local Centre, Letterkenny
Park Village Centre
Pennyburn Industrial Estate,

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 4.1\% | 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\% | 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 | 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 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 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 |
| 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 |
| 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 | 5.6\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 1.1\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.1\% | 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 | 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 | 2.6\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 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 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Derry |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Portrush Town Centre | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Portstewart Town Centre | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 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 | 0.0\% | 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 | 0.2\% | 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 | 3.7\% | 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 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 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\% | 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\% | 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\% | 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\% | 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: |  | 691 |  | 159 |  | 73 |  | 27 |  | 59 |  | 19 |  | 27 |  | 40 |  | 52 |  | 129 |  | 63 |  | 43 |
| Sample: |  | 674 |  | 81 |  | 68 |  | 58 |  | 66 |  | 68 |  | 63 |  | 64 |  | 72 |  | 77 |  | 36 |  | 21 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q55 Where do you or members of your household normally go for family entertainment?

Those who visit family entertainment facilities at Q47 AND Excl. Nulls

| 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Johnny 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 |
| Jump 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 |
| Jump Planes Trampoline Park, Score FC, Hillmans Way, Coleraine | 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 |
| 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 |
| Sperrin 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 |
| 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 |
| Brunswick 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 |
| Buncrana 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| Jet 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 |
| Letterkenny 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 |
| Letterkenny 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 | 0.0\% | 0 | 25.8\% | 2 |
| Limavady 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 |
| Moville 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 |
| Omniplex, 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 |
| Play 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 |
| Strabane 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 |
| (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 |


| By Zone Weighted Filtered Weighted: | Derry \& Strabane Household Survey for GVA | Page 192 |
| :---: | :---: | :---: |
|  |  |  |


| Weighted base: | 168 | 48 | 13 | 8 | 23 | 4 | 6 | 10 | 16 | 18 | 7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sample: | 146 | 20 | 11 | 14 | 24 | 13 | 11 | 14 | 19 | 10 | 4 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q56 Where do you or members of your household normally go for (OTHER LEISURE ACTIVITY MENTIONED AT Q47)?
Those who visit other leisure facilities at Q47 AND Excl. Nulls

| Londonderry / Derry CITY CENTRE | 40.8\% | 1 | 0.0\% |  | 00.0\% | 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\% | 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 |
| 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 |
| 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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, 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) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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
Castlederg Village Centre Coleraine Town Centre
Eglinton Village Centre
Limavady Town Centre
Newtownstewart Village Centre
Omagh City Centre
Sion Mills Village Centre Strabane Town Centre Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)
Station Square Retail Park, Molesworth Street,
COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's,
Poundstretcher, Boots,
Home Bargains, Blue Inc, Card Factory)
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)
Ballyore Retail Park, Victoria Road,
NEWBUILDINGS (North
West Garden Furniture,
Sinclair Furnishings, DES Graphics)

| Great Northern 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 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M\&S, Next, Peacocks, River Island, Sports Direct, Poundland, Sports Direct
New Look)
Pavilion Retail Park Railway Street,
STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)
Strabane Shopping / Retail Park, Branch Road, STRABANE
(SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look) Ballybofey Town Centre Buncrana Town Centre Donegal Town Centre Letterkenny Town Centre Ballybofey Shopping Cent BALLYBOFEY (Valley
Pharmacy, Gallaghers
Home Bakery, Master
Shoe)
 (Supervalu)

| 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

Forte Shopping Centre, Neil
T Blaney Road,
T Blaney Road,
LETTERKENNY
(Dunnes, Halfords
Homebase, Clarks,
Carphone Warehouse,
Clare Clothing, Right
Price Tiles)
 Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)
$\begin{array}{llllllllllllllllllllllllllllllllll}\text { Letterkenny Retail Park, } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & \end{array}$

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |



| Derry | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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, Glenshane Road, Derry | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 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\% | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q57 What improvements could be made to the area's leisure offer that would make you visit / partake in leisure activities more often? [MR]

| 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\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 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 | 1.3\% | 2 | 1.4\% | 1 |
| Improvements in the built environment | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 0.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 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 | 0.0\% | 0 | 1.0\% | 1 | 1.0\% | 1 | 1.5\% | 2 | 0.0\% | 0 | 7.0\% | 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 | 1.0\% | 1 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 2.0\% | 1 | 0.0\% | 0 | 5.8\% | 8 | 1.3\% | 2 | 7.0\% | 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\% | 0 | 0.7\% | 1 | 5.1\% | 7 | 0.0\% | 0 | 5.0\% | 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 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 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 | 3.5\% | 1 | 4.1\% | 2 | 2.7\% | 2 | 0.0\% | 0 | 8.6\% | 12 | 1.3\% | 2 | 3.1\% | 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 | 0.0\% | 0 | 1.0\% | 1 | 2.3\% | 3 | 2.6\% | 4 | 3.1\% | 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 | 2.6\% | 4 | 4.5\% | 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 | 0.0\% | 0 |
| Provision of public toilets | 0.3\% | 3 | 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 | 1.4\% | 1 |
| Ten-pin bowling | 2.6\% | 26 | 1.6\% | 3 | 1.7\% | 2 | 2.6\% | 1 | 6.5\% | 6 | 3.3\% | 1 | 0.0\% | 0 | 11.7\% | 7 | 1.7\% | 1 | 1.5\% | 2 | 0.0\% | 0 | 3.3\% | 3 |
| Other | 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 |
| Better public transport links to leisure facilities | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Better taxi service on nights and weekends | 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 |
| Cheaper car parks at leisure facilities | 0.1\% | 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 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheaper public transport to | 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 |

## Community centre

Dry ski slope
Heated swimming pools Ice rink
Indoor badminton courts Longer opening hours at leisure facilities More / better cycle paths More / better shops
More country walks
More evening entertainment
More events / festivals
More for families to do
More for older people to do
More for young people to do
More hotels in the area
More leisure facilities activities available in general
More live music venues More outdoor activitie More watersports
Refurbish / improve existing leisure facilities
Reopen Buncrana Leisure Centre
Trampoline park
(Don't do leisure activities)
(Don't know)
(Nothing)
Weighted base
Sample:

| $0.1 \%$ | 1 | $0.7 \%$ | 1 | $0.0 \%$ | 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 |


| $0.1 \%$ | 1 | $0.7 \%$ | 1 | $0.0 \%$ | $0.0 \%$ | 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 | $0.0 \%$ |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $1.6 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |

$0.0 \% \quad 0 \quad 0.0 \%$
Zone 7

| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $1.6 \%$ | 2 |
| :--- | :--- | :--- | :--- | :--- | :--- |
| $0.2 \%$ | 2 | $1.0 \%$ | 2 | $0.0 \%$ | 0 |

$\qquad$

| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $1.7 \%$ | 2 |
| ---: | ---: | ---: | ---: | ---: | ---: |
| $1.1 \%$ | 11 | $0.0 \%$ | 0 | 0.0 |  |


$0.1 \%$
$0.5 \%$
$0.5 \%$
$0.3 \%$

| $1.1 \%$ | 11 |
| :--- | ---: |


| 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 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.2\% | 2 | 0.0\% | 0 | 1.0\% | 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 |
| 0.3\% | 3 | 0.0\% | 0 | 2.4\% | 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 |
| 1.0\% | 10 | 4.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 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 | 9.9\% | 13 | 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 |
| 2.5\% | 25 | 0.9\% | 2 | 6.4\% | 7 | 7.7\% | 4 | 2.7\% | 2 | 6.1\% | 2 | 1.8\% | 1 | 6.5\% | 4 | 0.9\% | 1 | 0.0\% | 0 | 2.6\% | 4 | 0.0\% | 0 |
| 9.3\% | 93 | 2.6\% | 5 | 7.8\% | 8 | 2.5\% | 1 | 12.6\% | 11 | 8.5\% | 2 | 2.7\% | 1 | 5.5\% | 3 | 7.3\% | 5 | 9.6\% | 13 | 27.2\% | 38 | 5.6\% | 5 |
| 42.5\% | 425 | 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 |
|  | 1001 |  | 195 |  | 105 |  | 47 |  | 87 |  | 28 |  | 44 |  | 63 |  | 75 |  | 133 |  | 139 |  | 85 |
|  | 1001 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 80 |  | 80 |  | 40 |

GEN Gender of respondent.

| Male | 32.4\% | 325 | 31.4\% | 61 | 31.6\% | 33 | 27.3\% | 13 | 26.2\% | 23 | 24.9\% | 7 | 32.0\% | 14 | 30.8\% | 19 | 29.3\% | 22 | 36.2\% | 48 | 35.8\% | 50 | 40.5\% | 34 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Female | 67.6\% | 676 | 68.6\% | 134 | 68.4\% | 72 | 72.7\% | 34 | 73.8\% | 64 | 75.1\% | 21 | 68.0\% | 30 | 69.2\% | 43 | 70.7\% | 53 | 63.8\% | 85 | 64.2\% | 89 | 59.5\% | 51 |
| 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

AGE Could I ask, how old are you?

| 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 | 6.7\% | 7 | 1.6\% | 1 | 8.1\% | 7 | 8.4\% | 2 | 1.6\% | , | 3.4\% | 2 | 8.3\% | 6 | 38.6\% | 51 | 52.3\% | 73 | 23.0\% | 20 |
| 35 to 44 | 20.8\% | 208 | 16.9\% | 33 | 14.1\% | 15 | 21.6\% | 10 | 13.8\% | 12 | 12.6\% | 3 | 27.2\% | 12 | 12.7\% | 8 | 14.0\% | 10 | 29.3\% | 39 | 24.0\% | 33 | 37.1\% | 32 |
| 45 to 54 | 16.3\% | 163 | 20.2\% | 39 | 22.7\% | 24 | 25.1\% | 12 | 15.4\% | 13 | 15.8\% | 4 | 23.6\% | 10 | 25.0\% | 16 | 29.2\% | 22 | 6.1\% | 8 | 0.8\% | 1 | 15.5\% | 13 |
| 55 to 64 | 13.0\% | 130 | 17.0\% | 33 | 15.2\% | 16 | 17.8\% | 8 | 17.6\% | 15 | 20.3\% | 6 | 18.1\% | 8 | 21.3\% | 13 | 17.9\% | 13 | 7.1\% | 9 | 0.0\% | 0 | 8.5\% | 7 |
| $65+$ | 21.0\% | 210 | 33.3\% | 65 | 36.9\% | 39 | 27.8\% | 13 | 29.5\% | 26 | 31.3\% | 9 | 20.0\% | 9 | 25.9\% | 16 | 28.0\% | 21 | 4.2\% | 6 | 0.0\% | 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 does your household own or have 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 | 50.4\% | 98 | 46.0\% | 48 | 37.3\% | 18 | 35.8\% | 31 | 47.4\% | 13 | 31.8\% | 14 | 37.1\% | 23 | 36.6\% | 27 | 50.9\% | 68 | 60.4\% | 84 | 55.8\% | 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\% | 5 | 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 following best describes the chief wage earner of your household's current employment situation? [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\% | 6 | 11.7\% | 6 | 8.0\% | 7 | 9.4\% | 3 | 8.1\% | 4 | 1.7\% | 1 | 8.8\% | 7 | 12.2\% | 16 | 15.2\% | 21 | 15.8\% | 13 |
| Unemployed - less than 6 months | 1.4\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 1 | 1.9\% | 1 | 3.0\% | 4 | 4.9\% | 7 | 0.0\% | 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 | 0.0\% | 0 | 1.7\% | 2 | 1.0\% | 0 | 0.7\% | 1 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 |
| Disabled / long-term sick | 1.9\% | 19 | 1.5\% | 3 | 5.2\% | 5 | 1.0\% | 0 | 3.3\% | 3 | 2.3\% | 1 | 0.9\% | 0 | 1.5\% | 1 | 2.6\% | 2 | 0.9\% | 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\% | 16 | 10.2\% | 14 | 3.4\% | 3 |
| Student | 1.8\% | 18 | 1.6\% | 3 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 4.4\% | 6 | 3.8\% | 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 | 0.0\% | 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 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 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\% |  | 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 | 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 | 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\% |  | 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\% |  | 100.0\% | 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\% |  | 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\% |  | 100.0\% | 85 |
| 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 |

PC Postcode Sector

| BT472 | 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| BT473 | 4.7\% | 47 | 0.0\% | 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 |
| BT474 | 4.4\% | 44 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 100.0\% | 44 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| BT475 | 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 |
| BT476 | 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 |
| BT480 | 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 |
| BT487 | 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 |
| BT488 | 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 |
| BT489 | 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 |
| BT490 | 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 |
| BT499 | 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 |
| BT784 | 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 |
| BT797 | 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 |
| BT798 | 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 |
| BT817 | 2.8\% | 28 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 100.0\% | 28 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| BT820 | 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 |
| BT828 | 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 |
| BT829 | 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 |
| ROI | 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\% |  | 100.0\% | 133 | 100.0\% | 139 | 100.0\% | 85 |
| 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 |

Appendix 12
Experian Reportsfor Rol

## Zones 9 Profile Report

Target Area(s):
Base Area(s): Sorted On:
Date:

|  | Target | Target \% |
| :--- | :---: | :---: |
| Base Demographics |  |  |
| Households | 14,326 | 0.00 |
| Population | 41,127 | 0.00 |
| Adults 18+ | 29,129 | 0.00 |
| Census |  |  |
|  |  |  |
| Theme 1 Sex, Age and Marital Status |  |  |

Male Population by Age



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## Zones 10 Profile Report

Target Area(s): Base Area(s): Sorted On:
Date:

|  | Target | Target \% |
| :--- | :---: | ---: |
| Base Demographics |  |  |
| Households | 14,896 | 0.00 |
| Population | 41,697 | 0.00 |
| Adults 18+ | 30,089 | 0.00 |
| Census |  |  |
|  |  |  |
| Theme 1 Sex, Age and Marital Status |  |  |

Male Population by Age


## Female Population by Age




## Zones 11 Profile Report

Target Area(s): Base Area(s): Sorted On:
Date:

|  | Target | Target \% |
| :--- | ---: | ---: |
| Base Demographics |  |  |
| Households | 9,256 | 0.00 |
| Population | 26,134 | 0.00 |
| Adults 18+ | 18,755 | 0.00 |
| Census |  |  |
|  |  |  |
| Theme 1 Sex, Age and Marital Status |  |  |


|  | Target | Target \% | Base | Base \% | Penetration | Index |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total Males |  |  |  |  |  | 75 | 100119 |
| 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 |  |
| 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




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[^0]:    Note.
    Tunover calculuted by applying market shares (Table 4) to
    available expenditure (Table 3a)

[^1]:    

[^2]:    

[^3]:    Notes
    Tumove
    Tumovers calculated by applying market shares
    (Table 6 ) to a vaila ble companison goodsexpen
    (Tables 3 b -3k).

[^4]:    Notes
    Tumovers calculated by applying market shares
    (Table 6 ) to available comparison goods expenditure
    (Tables $36-3 k)$.

[^5]:    Key
    Use Class

    | Al - Retail |
    | :---: |
    | A2 - Financial, Professional \& Other Services |
    | B1-Business |
    | B2 - Industrial |
    | Cl - Dwelling Houses |
    | C2-Guesthouses |
    | D1 - Community \& Cultural |
    | D2-Assembly \& Leisure |
    | Sui Generis - Food \& Beverage |
    | Sui Generis - Other |
    | Vacant |
    | Other |

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[^6]:    Strabane Town Centre - Healthcheck - Map 2 of 6

