

Retail and Commercial Leisure Capacity Study

MUDC Local Development Plan 2030

on behalf of Mid Ulster District Council

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Contact

Holmes House
4 Pear Place
London
SE1 8BT

T: 0207 261 4240

E: info@nexusplanning.co.uk

Job reference no: 34465

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1.0 Introduction

Instruction

- 1.1 Nexus Planning ('Nexus') was commissioned by Mid Ulster District Council ('the Council' or 'MUDC') in October 2019 to produce a Retail and Commercial Leisure Capacity Study for the District. Mid Ulster District Council are currently preparing the emerging Local Development Plan ('LDP') for the plan period up to 2030.
- 1.2 This 2020 Study will inform the final adopted LDP. Its key outputs are to establish the capacity for retail and commercial leisure development through to 2030, as well as to consider recommendations for future improvements relating to centre boundaries, and any policy requirements to support the on-going vitality and viability of identified centres.
- 1.3 The Study primarily concerns itself with the five main town centres (as currently defined) within the Council's administrative boundary, namely: Maghera, Magherafelt, Cookstown, Coalisland, and Dungannon.
- 1.4 The Study is underpinned by empirical evidence in the form of a 600 sample household telephone survey. This extensive survey considers the retail and leisure habits of residents within the District. It builds an accurate picture of the extent to which the District retains the spending power of its own residents, as well as the extent to which it 'leaks' resident's spending beyond its boundaries. We also consider the qualitative views of a number of stakeholders, in the form of workshops undertaken with the Council across the District. The combination of these quantitative and qualitative factors, together with our own assessment, help shape our recommendations to the Council.

Planning Policy Context

- 1.5 The Regional Development Strategy (RDS, 2012) is a long term plan to 2035, which aims to deliver the spatial aspects of the Government's programme. Within MUDC, the RDS highlights Dungannon and Cookstown as main hubs, and Magherafelt as a local hub. The RDS is largely silent on broad retail and leisure matters, which are instead dealt with in the SPPS, though there is support for growing these three existing town centres to form a cluster, being located on two Key Transport Corridors.

- 1.6 The Strategic Planning Policy Statement for Northern Ireland (SPPS, September 2015) contains policy on Town Centres and Retailing at Paragraphs 6.267 to 6.292. This document cancelled previous PPS5: Retailing and Town Centres. The SPPS also links into the regional policy guidance contained within the RDS.
- 1.7 The aim of the SPPS is to support and sustain vibrant town centres across Northern Ireland through the promotion of established town centres as the appropriate first choice location of retailing and other complementary functions consistent with the RDS. The SPPS defines acceptable town centre uses as cultural and community facilities, retail, leisure, entertainment and businesses. The Regional Strategic Objectives are listed at Paragraph 6.271 as follows:
- secure a town centres first approach for the location of future retailing and other main town centre uses;
 - adopt a sequential approach to the identification of retail and main town centre uses in Local Development Plans (LDPs) and when decision-taking;
 - ensure LDPs and decisions are informed by robust and up to date evidence in relation to need and capacity;
 - protect and enhance diversity in the range of town centre uses appropriate to their role and function, such as leisure, cultural and community facilities, housing and business;
 - promote high quality design to ensure that town centres provide sustainable, attractive, accessible and safe environments; and
 - maintain and improve accessibility to and within the town centre.
- 1.8 Following on from this, the SPPS outlines how a Regional Strategic Policy should be produced. Building on a town centres first approach, this should incorporate an assessment of needs across the authority area, regular health checks (at least every 5 years), policies to retain and consolidate existing District and Local Centres, definitions of the Retail Hierarchy and the boundaries of existing centres, and allocations for suitable retail and other town centre use sites where appropriate.
- 1.9 The three legacy Area Plans for the MUDC area are the Cookstown Area Plan (CAP, 2010), the Dungannon and South Tyrone Area Plan (DSTAP, 2010) and the Magherafelt Area Plan (MAP, 2015). The Council are working towards a new plan for the Council area. In laying the groundwork for that, the Council has prepared a number of context documents, the most relevant of which are as follows:

- Coalisland Development Framework (September 2016)
- Town Centre and Retailing Policy Review (November 2016)
- Maghera Development Framework and Action Plan (March 2017)
- Mid Ulster District Council's Corporate Plan 2015-2019
- Mid Ulster Economic Development Plan: Our Plan for Growth 2015-2020

- 1.10 A 'Preferred Options Paper' ('POP') was issued in November 2016, followed by a 'Draft Plan Strategy' ('DPS') in February 2019. The POP and DPS utilised the findings of Preparatory Position Papers, Policy Review Papers and consultation workshops and other responses, and these two publications are important pillars in the production of this Study, and we consider their findings throughout.
- 1.11 The DPS contains a proposed classification for the hierarchy of centres (Pages 126-127), options for the retention and reclassification of the Borough's current centres (Paragraphs 4.48 to 4.58), proposals for a new District Centre (Paragraphs 13.12), as well as proposals for amendments and updates to the various designated boundaries (Maps 1.7-1.11).

Structure of the Study

- 1.12 In light of the requirements of the Brief, we have structured our Study as follows:
- **Section 2** summarises key current and future retail and leisure trends, therefore providing the context for this Study and how it can be used to guide plan-making.
 - **Section 3** details our assessment of the current and future population and expenditure levels within the Study Area and provides our analysis in respect to the quantitative need for further convenience, comparison and commercial leisure floorspace over the assessment period (to 2030).
 - **Section 4** examines the quantitative vitality and viability of the main centres within the MUDC area, and benchmarks their performance against other centres in the UK and in Northern Ireland.
 - **Section 5** sets out our recommendations in respect of the Councils' future strategies for retail, town centre and leisure development.

2.0 Current Retail and Leisure Trends

Introduction

- 2.1 In order to provide a context for this Study and help identify the sectors that are more likely to be the subject of additional development proposals, we provide an update of current retail and leisure trends below. In reading the below, it should be noted that the retail and leisure sectors are dynamic and, whilst online shopping has impacted on the sector, new retailers and new formats continue to come forward and evolve to meet shoppers' needs.
- 2.2 The below commentary should therefore be taken as a 'snapshot' in respect of current market conditions; it will be necessary to judge future development proposals for main town centre uses with reference to the prevailing conditions at the time of a proposal's determination.

Current Retail Overview

- 2.3 The economic climate that prevailed during the most recent economic recession (circa 2008 to 2013) had substantial impacts on the retail market by restricting resident incomes and changing the way people spend. As a consequence, the level of spending contracted. Since 2013 (recognised as being the end of the recession in the UK), the economy slowly regained momentum and, in some sectors, returned to pre-recession levels of economic activity by 2016. A weaker global economy, coupled with the UK's exit from the EU and subsequent negotiations, has dampened business and consumer confidence and the prospects for significant growth in the near future. During 2019 the consumer economy slowed, with rising inflation and slowing wage growth. Experian reports that the end of 2019 saw economic growth slide to a 7 year low¹.
- 2.4 Nonetheless, the outcome of the December general election removed near term political uncertainty, leading to a pick-up in investment intentions. In their Midsummer Retail Report 2019, Colliers International recognised that headline figures from the UK retail property sector provides a glimmer of hope, with online retail spending per capita in the UK higher than any other G20 market².

¹ 'Retail Planner Briefing Note 17', Experian, February 2020

² 'Midsummer Retail Report: 2017', Colliers, August 2017

- 2.5 The Northern Ireland Composite Economic Index (NICEI) results³ show that NI economic activity was estimated to have decreased by -0.1% in real terms from Quarter 2 (April – June) 2019 to Quarter 3 (July – September) 2019. However, the service sector of the index did not change by Quarter 3 2019.
- 2.6 In addition to the lack of economic growth, consumer confidence remains low depressing household spending. Household incomes have faced muted growth of just 1% in 2019 as a result of receding inflation and a pick-up in median weekly earnings for full-time employees, offset by a squeeze on welfare benefits and other alternative income sources. Consequently, consumer spending power has been limited.
- 2.7 Alongside this, companies are continuing to hold back on significant investment decisions in the wake of EU trading negotiations. The recent administration of Mothercare and closure of Thomas Cook serve to demonstrate the significant structural issues in the retail investor market.

The Labour Market and Wages

- 2.8 In April 2019, median gross weekly earnings for full-time employees in the UK were £585, up 2.2% from £568 in 2018⁴. Adjusted for inflation, full-time workers' weekly earnings increased by 0.9% compared with 2018; however, this remains below the historic high of £603 from 2008 (in real 2019 prices).
- 2.9 For Northern Ireland, the median full-time gross weekly earnings were £535, up 3.3% from the previous year.
- 2.10 Domestic economic drivers of positive UK retail performance are linked to two key factors:
- i) Low inflation – drives growth in real wages, strengthens household confidence and disposable income; and
 - ii) Low interest rates – lead to low mortgage rates, which in turn results in more money in the pockets of borrowers.
- 2.11 Conversely, high inflation and high interest rates would lead to poor UK retail performance.

³ NI Composite Economic Index, NISRA, 16 January 2020

⁴ 'Employee Earnings in the UK: 2019', ONS, 29 October 2019

- 2.12 Each of the factors set out above have a significant impact on the public's general confidence, and in turn their tendency to spend their earnings on retail goods. Since the year 2010, taxation rates and levels have increased (including VAT, national insurance contributions, and capital gains tax). As a direct result of these increases, consumers' spending power reduced year-on-year in the period to 2018, impacting upon households' spending.
- 2.13 Employment rates (the proportion of people aged from 16 to 64 who were in work) offer a more positive outlook. The employment rate for the period September to November 2019 was 76.3%; 0.6 percentage points higher than the previous year⁵, and the highest rate since records began in 1971. The unemployment rate for the UK was recorded as being 3.8% at November 2019, down from 4.0% for a year earlier and the lowest since 1975.
- 2.14 In terms of the gender pay gap, this has decreased for all UK countries since 1997. In 2019, England had the highest gender pay gap, of 10%. In recent years the gender pay gap for full-time employees in Northern Ireland has been below 0%, that is, women earn more, on average, than men. This is, in part, due to a higher proportion of public sector jobs here than in the rest of the UK where there are more women employed in this sector than men and these jobs tend to be higher-paid, in general, than in the private sector.

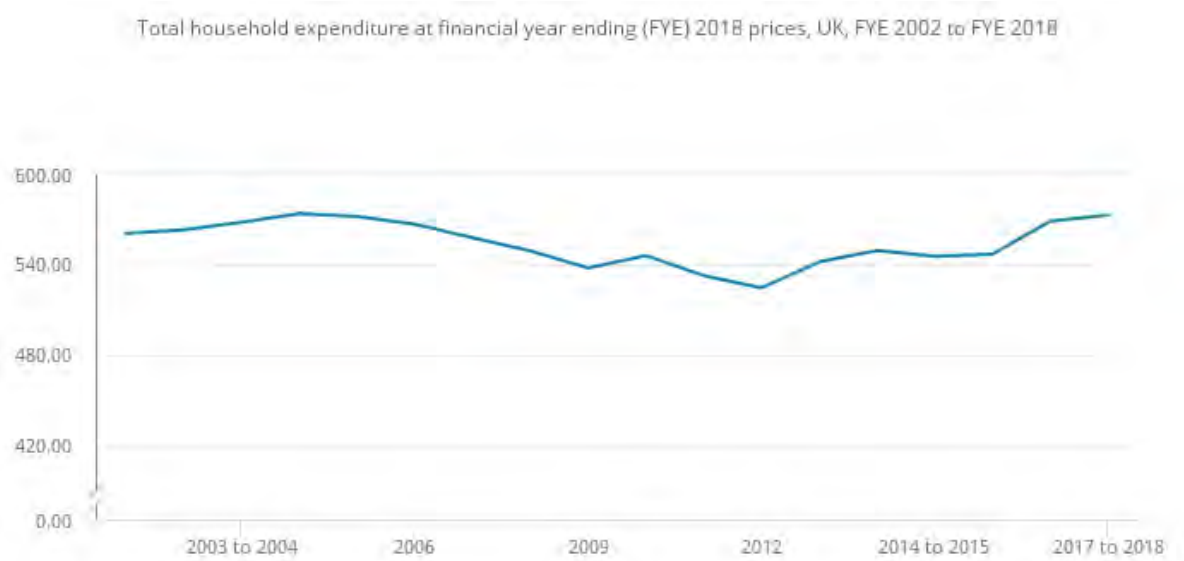
Household Spending

- 2.15 In a turning of the tide, the Office for National Statistics (ONS) reported that total average weekly household spending across the UK rose to £551.90 over the financial year ending (FYE) 2016 to FYE 2018⁶.
- 2.16 After adjusting for inflation, household spending has not been this high since the FYE 2005. The total average weekly spending for households in Northern Ireland over FYE 2016 to FYI 2018 is £488.50.
- 2.17 Figure 2.1 indicates that following the 2008 economic downturn, and subsequent period of uncertainty, total household expenditure per week returned to pre-recession levels at FYE 2017.

⁵ 'UK Labour Market' ONS, 29 October 2019

⁶ 'Family Spending, 2018 Edition', ONS, 24 January 2019

Figure 2.1 | Total household expenditure at financial year ending 2018



Source: 'Family spending in the UK: financial year ending 2018', ONS, 24 January 2019

- 2.18 Figure 2.2 shows the actual growth and forecast growth in retail and leisure spending per head as identified in the Experian's Retail Planner Briefing Note 17⁷.

Figure 2.2 | UK Retail and Leisure Spend per Head 2008-2036

Vol Growth per head (%)	Growth										Forecast		Trends	
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022-2026	2027-2040
Total Retail spend	0.2	-0.1	-0.7	2.4	1.0	2.6	4.2	4.1	2.5	2.3	2.0	2.3	2.2	2.3
Convenience goods	-3.7	-0.7	-3.4	-0.8	-0.4	-2.2	3.3	1.9	1.0	-0.4	0.0	0.5	0.1	0.1
Comparison goods	2.7	-0.1	1.0	4.5	1.9	5.7	4.8	5.4	3.4	3.9	3.0	3.2	3.2	3.0
Leisure spend	0.3	-1.3	0.7	1.6	0.9	1.5	2.9	1.8	1.0	-0.5	0.9	1.0	1.2	1.1

Source: Experian Retail Planner Briefing Note 17, February 2020

- 2.19 Figures published in Experian's Retail Planner Briefing Note 17, identify steady growth in overall retail spending per head from 2012 to 2017 at 4.1%, before falling to 2.3% by 2019. The forecast is slightly weaker, with Experian predicting growth of just 2.0% in 2020, levelling off to an average of between 2.2% and 2.3% to 2040.

- 2.20 As Figure 2.2 shows, there has been negative annual growth in convenience goods expenditure from

⁷ 'Retail Planner Briefing Note 17', Experian, February 2020

2010 to 2015 and despite a brief uptick in 2016, this marginal growth is forecast to continue into 2021 (0.5%). This negative and marginal growth is due in part to falling prices of convenience goods, particularly in relation to the increasing market share of discounters such as Aldi and Lidl. For the periods 2022-26, and 2027-40, Experian trends forecast limited growth in convenience spending per annum (0.1%).

- 2.21 Comparison goods expenditure on the other hand has remained positive since 2012, peaking in 2015 (5.7%) and 2017 (5.4%). This growth is however, forecast to level off over 2018 (3.9%) to 2021 (3.2%). Predicted trends for comparison goods spending between 2022-26 and 2027-40 show relatively consistent annual growth of 3.2% to 3.0%.
- 2.22 At FYE 2010, immediately following the economic recession, growth in spending on leisure was at just 0.3%, falling the following year to -1.3%, before recovering to some extent and continuing to show positive growth of between 0.7% and 2.9% over 2012 to 2018. After negative growth of -0.5% over 2019, forecast growth for leisure spend is positive again for 2020 (0.9%), and is forecast to improve marginally again in 2021 (1.0%). The longer term forecast identifies that leisure spending will remain low but steady between 2022-26 (1.2%) and 2027-40 (1.1%).
- 2.23 Households in Northern Ireland spent 13% of their total expenditure on food and non-alcoholic drinks, compared with the UK average of 11%. One reason for this is that the average Northern Ireland household size is larger than the UK average. Cultural differences may also be a factor here, where households in Northern Ireland consider items such as good quality cuts of meat to be more of an essential food item compared with those in England. Northern Ireland households also spent a higher proportion of total expenditure on restaurant and café meals and take-away meals when compared with England, Wales and Scotland.

Retail Property Market

- 2.24 As with the retail market, the retail property landscape in the UK has dramatically developed over the last 50 years. The post-war years saw a significant redevelopment effort focused on town centres. However, in more recent times, and most notably during the 1990s, the retail landscape changed following the introduction of retail warehouse parks and large out-of-town regional shopping malls. However, new retail development is once again becoming more focused under Government policy on town centre locations and a shift back to traditional high streets.

- 2.25 In 2011, Colliers reported that economic conditions were resulting in significant structural changes to the UK high street, with many retailers displaying signs of caution by decreasing the size of their property portfolios, completely abandoning weaker towns and putting a concerted effort into acquiring sites in city centres and major regional shopping centres⁸. At this time, comparison goods retailers were finding it increasingly difficult to justify being represented in every town centre in the UK. Moving forward, institutional landlords, such as Hammerson are now selling existing assets and reducing their annual dividend in recognition of the falling value of retail developments as an asset class.
- 2.26 However, it is important to remember that despite pressure from a growing internet shopping market and continued investment in shopping centre developments, 80% of retail spend still happens within high street shops⁹. Across the country, local groups and Business Improvement Districts (BID) are making a concerted effort to ensure the viability and vitality of their high streets. Opportunities remain for retailers focussed on a clear brand proposition, with a focus on alignment with customer's beliefs on localism, sustainability and shopping with a conscience proving instrumental¹⁰.
- 2.27 In terms of current vacancy rates, the UK average proportion of vacant units at November 2019, was identified by Experian as 11.9%¹¹. Colliers suspect that there are a number of occupiers remaining in occupation rent-free to mitigate rates liabilities whilst properties are marketing, masking the true extent of 'available' retail floorspace.
- 2.28 Overall vacancy rates (floorspace) rose from 10.2% to 10.5% between January 2019 and November 2019. It is important to distinguish that this high level of vacancy is driven mainly by non-prime units. Colliers identify, in their Midsummer Report, that the prime unit vacancy rate (floorspace) sits around 6.1% while non-prime is as high as 15.1% in June 2019.
- 2.29 In short, the continually high average vacancy rate in uncertain economic conditions, is representative of a discernible divergence between in-demand high quality units and lack of demand for secondary premises in smaller locations.

⁸ 'Great Britain Retail: Autumn 2011', Colliers, 2011

⁹ 'Midsummer Retail Report: 2017', Colliers, August 2017

¹⁰ 'Midsummer Retail Report: 2019', Colliers, June 2019

¹¹ 'Experian GOAD Category Report', Experian January 2018

The Evolving Role of the Town Centre

- 2.30 UK town centres and high streets provide highly visible and empirical evidence of the scale of the economic recession.
- 2.31 Improvements to the high street environment are not solely driven by 'pure' retail offerings. The food and beverage sector is a significant contributing factor to the growth of UK high streets as town centres adapt to the changing way that people live and shop. Colliers explains that the desire of UK shoppers to 'graze' while they shop has seen a significant boost in the quantity of coffee shops, restaurants, bars and grab-and-go convenience food outlets on UK high streets. We are also seeing a growing number of multi-faceted stores, such as a barber shop that also sells clothing, or a vape shop that also serves coffee.
- 2.32 In addition to this, there is a growing conflict between the popularity of going out to eat (which brings more visitors to the town centre), and efforts to eat more at home due to the combined efforts to buy and waste less, whilst spending sustainably¹².
- 2.33 Further to this, as digital technologies continue to advance, the importance of understanding and operating within the digital world of retail shopping is becoming just as essential as trading in the traditional physical shopping world. The challenges set by online retailing are substantial. However, large cities, towns, or shopping centres, which offer an 'experience' and choice for customers with high volume trading potential for the retailers, continue to be attractive¹³. Growing investments in physical retail development is indicative of the desire of shoppers to have a physical retail experience and not just make all of their retail purchases online.

Retail Trends

Convenience Retailing

- 2.34 Instability currently prevails in the food retailing market and supermarkets are most affected. Numerous supermarket chains are currently in the process of consolidating their assets; selling stores,

¹² 'Retail Outlook 2020', PwC, February 2020

¹³ 'Midsummer Retail Report: 2019' Colliers, June 2019

pulling construction programmes, and letting go of sites already with planning permission.

- 2.35 The prominence and attractiveness of out-of-centre, large format food stores has resulted in suffering town centres. However, following recognition of these detrimental impacts in 2014, UK Governments enforced stricter local planning rules, which make these types of development harder to gain planning permission for. At the forefront of this is the 'town centre first' approach, which as previously explained, is re-asserted in both the SPPS (2015) and the RDS (2012).
- 2.36 Food and grocery retailers have had to return to town centres and adopt alternative methods of retailing. This is also a response to changing consumer behaviours. The UK food market has been shaped in recent years by the broad change in shopping habits with many customers opting to complete smaller but more frequent grocery shops. Fewer households now complete the traditional once-a-week "big shop".
- 2.37 The most common approach taken is to offer lower cost product ranges within stores. We also see retailers offering much more flexible models, including protracted opening hours (sometimes staying open 24 hours), online shopping, home delivery, and click and collect. Retailers are also diversifying into non-food items including fuel. In a bid to keep and win new customers, many retailers have opted to put a concerted effort into branding, and marketing, including presence on social media. Tapping into the modern consumer's desire to purchase food on the go, several food retailers now have a presence in dense town centre locations where their stores are accommodated over much smaller floor plates such as Sainsbury's Local and Tesco Express.
- 2.38 In a move that may change the face of supermarket shopping as we know it, Amazon opened a store in Seattle in January 2018 which involves no check-out operators or self-service tills¹⁴. Customers enter the store by swiping their smart-phone "Amazon Go app" and are tracked by hundreds of ceiling mounted cameras and electric sensors that register what items they pick up. Purchases are billed to the customers' credit card when they leave the store.
- 2.39 Discount food retailers remain the fastest growing supermarkets in UK town centres. When analysing the performance of Aldi, which is considered a food and grocery discounter, Retail Economics describes that it has "attacked the heartland of UK grocery" by undercutting the 'big four' (Sainsbury's,

¹⁴ 'Amazon opens a supermarket with no checkouts' BBC, 22 January 2018

Tesco, Asda, and Morrisons in England) with highly competitive prices and investing in more high quality premium produce. This approach has broadened Aldi's appeal to more affluent customers. In the same way, Lidl has also adopted an aggressive growth programme relating to its pricing, produce offer and ambitious store expansion since 2013. To date, the strategy has achieved what it has intended by growing Lidl's market share. The widening of product ranges will help broaden market appeal while a focus on more alcohol will help support sales¹⁵.

- 2.40 In the 12 weeks to February 2020, Aldi commanded 7.9% of the UK grocery market, while Lidl was on 5.8%¹⁶. Even so, Tesco remains the UK's largest supermarket with a 27.2% market share, while Sainsbury's has 15.6%, Asda 15.1%, Morrisons 10.2%, Co-op 6.0%, and Waitrose 5.1%¹⁷.
- 2.41 As a consequence of the above, the 'big four' grocers have closed some of their loss-making stores and larger stores have accommodated further concessions in order to take floorspace which is no longer required for the operators' main product range. By way of example, Sainsbury's is continuing with plans¹⁸ to open around 250 Argos concessions within Sainsbury's foodstores, with a further 60 to 70 stores planned¹⁹. Other food superstores have welcomed additional concessions (including day-to-day services, such as dry cleaning and key cutting).
- 2.42 The reduction in fish, meat and deli counters is to form part of a new cost-cutting plan announced by Tesco who plan to remove the concessions at 90 stores²⁰.
- 2.43 A proposed merger between Asda and Sainsbury's, announced in April 2018 was subsequently blocked by the Competition and Markets Authority ('CMA') on 25 April 2019 on the basis of concerns that the proposed merger could push up prices and cut choice for customers²¹.
- 2.44 Discount operators continue to be generally optimistic in respect of their future growth. Aldi announced ambitious expansion plans in 2017, with an aspiration to trade from around 1,300 stores by 2022²²; a significant increase given it currently trades from 840 stores. Aldi has recently confirmed

¹⁵ 'UK Food and Grocery', Retail Economics, September 2015

¹⁶ 'Why Aldi and Lidl will keep on growing', Management Today Online, 31 May 2017

¹⁷ Kantar World Panel, 23 February 2020

¹⁸ Article headlined 'Sainsbury's pushes ahead with Argos rollout in supermarkets', BBC News online, 13 April 2017

¹⁹ Article headlines 'Sainsbury's to close 60 Argos stores to cut costs', BBC News online 25 September 2019

²⁰ Article headlined 'Can a shift in shopping help Tesco beat the discounters?' 29 January 2019

²¹ Competition and Markets Authority, 'Press Release | CMA blocks merger between Sainsbury's and Asda', 25 April 2019

²² Article headlined 'Aldi plans to open up to eight stores in some UK towns', The Guardian, 12 May 2017

their intention to expand with a pledge in late 2019 to open a new supermarket each week²³. Similarly, Lidl announced its intention to open at least one shop a week in forthcoming years²⁴.

- 2.45 In July 2018, Tesco announced a strategic purchasing partnership with French supermarket giant Carrefour, thought to be a direct response to the threat of the mooted Sainsbury's and Asda merger. The scene set above indicates the food sector is facing a number of unique structural challenges, which is causing issues for food operations and subsequently, restricting growth in this sector. One of the overriding challenges comes from the intense price competition created by the key food discounters (Aldi and Lidl), which are taking market shares away from the big four grocers (Sainsbury's, Tesco, Asda, and Morrisons in England)²⁵.

Comparison Retailing

- 2.46 The comparison goods sector is currently being squeezed by a number of factors, including reduced expenditure growth, the ability of internet shopping to plug gaps in retailer representation, increases in the minimum wage, and business rates changes. This 'perfect storm' has resulted in changes in the structure of retailing on the UK high street and a generally lesser reliance on comparison goods retail.
- 2.47 Whilst the sector is continually evolving and there are a number of ongoing success stories (including Primark, Zara, Joules and Hotel Chocolat), recent headlines have focused on failing retailers and store closures. Experts dubbed 2018 the 'worst year for the High Street since the recession', as around 93,000 retail jobs were lost and an estimated 4,000 stores closed their doors for the final time.
- 2.48 High profile retailers that have struggled in recent years include:
- BHS, which entered into administration in April 2016, resulting in the closure of 164 stores;
 - Marks & Spencer, which has had problems with its core clothing and homeware business, resulting in a May 2018 announcement that it is to close around 100 stores by 2022;
 - New Look, which entered into a company voluntary arrangement ('CVA') in March 2018, closing 85 stores, with the future of 13 more being negotiated with the landlords;

²³ Article headlined 'Aldi plans to open a new supermarket each week', BBC News online 16 September 2019

²⁴ Article headlined 'Lidl to add 60 new shops a year in ambitious £1.5bn UK expansion plan, The Telegraph, 8 July 2017

²⁵ 'UK Retail Sales', Retail Economics, March 2016

- Maplin, which entered into administration in February 2018, resulting in the closure of 219 stores;
- Toys 'R' Us, which entered into administration in February 2018, resulting in the closure of 100 stores;
- Fashion chain Coast collapsed in October with all of its 24 stores were closed with immediate effect;
- DIY chain Homebase has secured approval from creditors to close down more than 40 stores;
- Mothercare has now completed its UK store closure programme after closing 30 stores in the first quarter of 2019;
- Poundworld, which entered into administration in June 2018, resulting in the closure of 355 stores;
- House of Fraser, which confirmed in August 2018 that it is to close 31 of its 59 stores; and
- Debenhams fell into pre-pack administration (April 2019) and has previously warned of up to 50 store closures from 2020 onwards.

2.49 Whilst the loss of some of the above names will have significant repercussions for certain towns (particularly those that lose Marks & Spencer and House of Fraser from their high street in very quick succession), it is evident that a number of struggling retailers have failed to 'move with the times' and update both their offer and accommodation.

2.50 This is partly a consequence of retailers struggling to reinvest in their business when margins are tight (or non-existent). In this regard, there has been particular issue in respect of the 'polarisation' of shopping habits, whereby shoppers have increasingly been prepared to travel to access a greater choice of shops and services, effectively visiting centres for the day as a leisure activity. Consequently, larger retail venues (with a sub-regional or regional role) such as Belfast have tended to perform relatively well, but smaller centres (particularly those located in satellite towns around major centres) have struggled. The performance of smaller towns has been particularly affected by the last recession and by internet shopping, which has resulted in some retailers believing that they can cover the UK with a lesser number of stores.

2.51 Colliers has reported²⁶ that, since the recession, some new entrants to the market aspire to trade from around 50 stores in key locations across the UK and that this trend has an impact in terms of the take-

²⁶ 'Midsummer Retail Report 2014', Colliers, July 2014

up of available stock on the high street. It is also evident that certain retailers – including Marks & Spencer, Next and retailers within the Arcadia Group – are prepared to close town centre stores and instead trade out of centre.

2.52 Whilst such structural changes have had a material impact on the vitality and viability of many UK high streets, there are some beneficiaries. In particular, household discount operators, such as B&M Bargains, Poundland and Wilko, have reoccupied a number of medium to large retail units. However, as evidenced by the failure of Poundworld, there is some evidence that this market may be approaching capacity.

2.53 Comparison retailing is fuelled by fierce competition, and in particular competition made possible by the internet. Companies operating in the comparison market need to fight for their sales by adapting to the new and modern desires and needs of the consumer, and most importantly acknowledge the fact that prices are likely to be compared over the internet. The option of 'click and collect' is a combination being introduced in response to growing popularity. To attract customers into a physical store, it is vital that the stores:

- i) Provide an enjoyable experience for the shopper by being in a physically and aesthetically pleasing and exciting space; and
- ii) Provide a wide array of different products that the shopper can see and touch.

2.54 More encouragingly, the availability of high street units appears to have helped stoke an entrepreneurial spirit, with a number of centres beginning to benefit from a greater focus on independent retailers, as well as modern markets, focused around food and drink operators.

Special Forms of Trading ('SFT') and Internet Shopping

2.55 It is very much apparent that internet shopping has revolutionised the retail market as we know it, particularly when considering the rise in the availability and popularity of online shopping. The popularity and increased availability of the internet, as well as the growing confidence of consumers in making purchases online, has led to a distinctive change in the way in which goods and services are purchased.

2.56 The strong increase in online shopping in the past decade has lifted the share of special forms of

trading (SFT) to a level where it now accounts for close to 20% of total retail sales²⁷. The ONS collects data for SFT, comprising sales via the internet, mail order, stall and markets, door to door and telephone sales.

- 2.57 The internet's share of total retail is expected to come in at roughly 18% of all purchases for 2019, and is valued at £75.1 billion at 2019 prices. By comparison, internet sales accounted for less than 4.7% of all purchases in 2008. Non-internet forms of SFT were estimated to account for £8.7 billion in 2019, bringing the total SFT to £83.8 billion. Experian forecasts that by 2025 the SFT share of total retail sales will reach 26%, and 30% by 2030. Growth is expected to be maintained, particularly through the wider adoption of now commonplace technology such as mobile phones and tablets, combine with 5G and fibre networks, faster delivery times and easier returns processes to make internet shopping even more convenient.
- 2.58 In addition, a more co-ordinated approach to retail offer is then norm across the industry, with the online and physical world working together – an approach that is coined “omni-channel”. This is indicative of the relationship between an online retail presence producing in-store purchasing. Research produced by Deloitte in 2018 estimated that digit interactions influence 56% of in-store retail sales, up from 36% in 2015, whilst multi-format shoppers (who utilise a retailers online, mobile and physical stores) spend more than double those who only shop at bricks-and-mortar stores²⁸.
- 2.59 In summary, the rise of the online retail world continues apace. As the influence of “E-Commerce” continues to grow, we can expect retailers to react and start prioritising how they will make sure the relationship between real world retail stores and their online presence become more integrated.

Out of Centre Retailing, Shopping Centres and Retail Parks

- 2.60 From 1996 to 2006, out-of-town retailing was recognised as the ‘engine of retailing growth’. Between 1996 and 2006 retail sales as a whole increased by 62.1% and sales at out-of-town stores grew nearly twice as fast, at 118%²⁹.
- 2.61 The growth of out-of-centre retailing has been constrained by the ‘town centre first’ policy regime

²⁷ ‘Retail Planner Briefing Note 17’, Experian, February 2020

²⁸ ‘Global Power of Retailing’, Deloitte, 2018

²⁹ ‘London Borough of Richmond-Upon-Thames Retail Study 2006’, GVA Grimley, March 2006

enforced through the NPPF in the UK, and the SPPS in Northern Ireland, which was published in 2015. As a consequence of the prevailing policy regime, traditionally out-of-centre retailers (for example supermarkets) are re-focusing back to the centre of UK towns.

- 2.62 Following the recession, Deloitte highlighted the fact that there is a limit to how much an out-of-centre shopping centre can fully meet the needs of consumers³⁰. The drive of consumers to out-of-centre locations is primarily motivated by their desire to seek out lower prices, convenience (e.g. ability to park cars, visit multiple shops on one trip), and the wide range of goods available at out-of-centre locations by virtue of their larger store formats. However, changes in consumer habits have driven a return to smaller format shops in more centrally located and accessible locations. As consumer habits return to traditional in-centre shopping, the draw of out-of-centre shopping venues is weakened.
- 2.63 Notwithstanding, shopping centre complexes and retail parks continue to be an integral part of retailing across the UK, although the emphasis on such complexes has changed over the past decade. In 2011, Colliers reported that shopping centre development was at a standstill and little activity was anticipated over the next four years³¹. However, since this slowdown, the level of shopping centre development in the UK has seen some progression, following a number of years of very minimal development.
- 2.64 It is clear that the draw of shopping centres includes the experience, and not the retail offer alone. Trends show that consumers are increasingly willing to travel to larger out of town shopping centres for their overall experience and to use the leisure facilities. In response to this, the split between retail and leisure units present within UK shopping centres is shifting; with more experiential offers in the form of leisure services.

Residential Growth in Town Centres

- 2.65 Residential uses within town centres are proving both beneficial and challenging in terms of town centre revitalisation. Residential uses within town centres lead to added footfall and patronage for food and non-food stores, and retail and leisure services. On the other hand, residential development

³⁰ 'The Deloitte Consumer Review 2013', Deloitte, 2013

³¹ 'Colliers Midsummer Retail Report', Colliers, August 2016

within town centres can have a negative impact on the functionality of retail and leisure due to the sensitivities associated with residential development such as noise, odour and air quality. It is vitally important to strike a balance between all interests and find an equilibrium.

Leisure Trends

- 2.66 Leisure is often considered a discretionary activity and, as such, consumer spending on leisure is greatly influenced by the economic climate and, in particular, average levels of disposable incomes. However, when assessing the average spend of UK households on leisure activities, it becomes clear that, even in light of an economic downturn, consumers in the UK have shown a growing desire to engage in leisure activities. Mintel estimated that this industry was worth £111 billion in 2019³².
- 2.67 Figure 2.3 illustrates changes in UK average weekly household spending on leisure before the recession (2006), during the recession (2011), after the recession (2014), and the most recently available data (2018). ONS has adjusted all the figures to strip out the effects of inflation, so that true like-for-like comparisons can be made.

Figure 3.3 | ONS Weekly Household Spending Data on Leisure Items

Leisure Item / Activity	2006		2011		2014		2018	
	(£)	(%)	(£)	(%)	(£)	(%)	(£)	(%)
Sports admissions, subscriptions, leisure class fees and equipment hire	£5.80	17.6%	£6.70	18.9%	£6.90	17.9%	£6.60	15.8%
Cinema, theatre and museums etc.	£2.00	6.1%	£2.40	6.8%	£2.80	7.3%	£3.10	7.4%
Admissions to clubs, dances, discos, bingo	£0.60	1.8%	£0.60	1.7%	£0.50	1.3%	£0.60	1.4%
Gambling payments	£3.60	10.9%	£2.70	7.6%	£2.90	7.5%	£2.60	6.2%
Restaurants and café meals	£12.80	38.9%	£14.70	41.4%	£16.60	43.1%	£18.60	44.6%
Take away meals/food and other snack food	£8.10	24.6%	£8.40	23.7%	£8.80	22.9%	£10.20	24.5%
Total	£32.90	100.0%	£35.50	100.0%	£38.50	100.0%	£41.70	100.0%

Source: 'Family Spending, 2018 Edition', ONS, released on 24 January 2019
 'Family Spending, 2015 Edition', ONS, released on 8 December 2015
 'Family Spending, 2012 Edition', ONS, released on 4 December 2012
 'Family Spending, 2007 Edition', ONS, released on 28 January 2008

³² 'Leisure Review', Mintel, December 2019

- 2.68 The most recent ONS data (for the financial year ending 2018) identified that an average UK household would spend £41.70 on leisure activities, out of a total of £572.60 spent on average by UK households per week. It is interesting to assess the data on average household spending from the ONS for years preceding the recession (2006), during the recession (2011) and after the recession (2014).
- 2.69 There was an overall increase in average leisure spend per week from £32.90 in 2006 to £41.70 in 2017. Overall, the proportion of spend on particular leisure items has for the most part stayed reasonably similar, although there has been a reduction in gambling payments (10.9% in 2006, compared with 6.2% in 2018). There has also been an increase in spend on restaurants and café meals (38.9% in 2006 compared with 44.6% in 2018).
- 2.70 A challenge now faces the industry with the introduction of the National Living Wage. From 1 April 2016, the UK introduced a new mandatory National Minimum Wage (NMW) for workers aged 25 and above, initially set at £7.20 – a rise of 50p relative to the previous NMW rate. That represents a £910 per annum increase in earnings for a full-time worker on the former National Minimum Wage. A NMW rate of £6.70 continues to apply for those aged 21 to 24. As of April 2017 the NMW for workers aged 25 and over was £7.50, and £7.05 for those aged 21 to 24³³.
- 2.71 Therefore, while the increased base level wage will improve living standards for low-paid workers, in the process it seems certain to push up leisure operators' wage costs, since they largely rely on unskilled workers.

Regional Market Trends within Northern Ireland

Figure 2.4 | ONS Regional Labour Market Statistics Comparison

	Employment rate (%) aged 16 to 64	Unemployment rate (%) aged 16 and over	Inactivity rate (%) aged 16 to 64
United Kingdom	76.5%	3.8%	20.5%
England	76.9%	3.9%	20.0%
Northern Ireland	72.4%	2.4%	25.8%

Source: 'Regional labour market statistics in the UK', ONS, released on 18 February 2020

- 2.72 ONS publishes headline labour market trends at the end of each quarter. Figure 3.4 shows

³³ 'National Minimum Wage and National Living Wage Rates', Gov.uk, accessed January 2018

employment rate, unemployment rate and inactivity rate for the United Kingdom as a whole, England, and Northern Ireland.

- 2.73 The tables show that Northern Ireland had both the lowest employment rate and the lowest unemployment rate. Correspondingly, Northern Ireland also had the highest economic inactivity rate. The latest NI unemployment rate (2.4%) was below the UK average of 3.8%. The NI unemployment rate was the lowest rate of the UK regions and was below both Scotland (3.5%) and Wales (2.9%) rates for February 2019.
- 2.74 A look into household expenditure shows that Northern Ireland had a lower than average weekly household expenditure of £488.50 between 2016 and 2019, a fall from an average of £497.10 between 2015 and 2017. This is compared with an increasing UK average for the same period from £536.80 between 2015 and 2018 to £551.90 between 2016 and 2019.
- 2.75 Notwithstanding economic volatility, Collier's Midsummer Retail Report 2018 identifies that the Northern Ireland Economy relies heavily on its role as a provider of services to the local population, the national economy and the Government. While public sector employment is not necessarily associated with high value industries, it is one of the less volatile parts of the economy, a contributing factor to Northern Ireland's ability to withstand turbulence in the retail market³⁴.

Figure 2.5 | Northern Ireland Convenience Spending Market Shares (2018)

	Market Share (%)	Stores	Growth in consumer spending 2017-2018 (%)
Tesco	35.2%	50	2.3%
Sainsbury's	17.4%	17	1.9%
Asda	17.1%	14	0.2%
Lidl	5.6%	38	5.7%

Source: 'Northern Ireland Supermarket Share Survey', Kantar Worldpanel, 2018

- 2.76 The range of market shares across Northern Ireland's convenience retailers was most recently reported within the Kantar Worldpanel Northern Ireland Supermarket Share Survey for 2018. Tesco is by far the largest retailer, with a market share of 35.2%, whilst Lidl showed the largest yearly growth, demonstrating that the national discounter trends are reflected across the Northern Irish markets.

³⁴ 'Midsummer Retail Report: 2018' Colliers, July 2018

Conclusions

- 2.77 The retail sector has experienced significant changes in recent years. The prevailing retail environment continues to be somewhat unstable. In response to this unpredictability, those operating in the market are forced to adapt quickly or otherwise face failing profits.
- 2.78 Consumer expectations are continually evolving, producing a dynamic and unstable retail market. The providers operating in the market are required to evolve as a result of numerous dynamic factors, including: the characteristics of the population; consumer demands; popularity in private car ownership; planning policy; and digital advances. The diverse nature of the factors that form consumer expectations are forcing retailers to pursue new innovative development proposals.
- 2.79 During 2019, the UK economy slowed, dominated by uncertainty and a weakening global economy. Whilst business investment, exports and consumer confidence was sluggish, latest indicators point to a slight bounce in business and consumer confidence following the decisive December general election. Nonetheless, ongoing uncertainty around the next phase of Brexit negotiations and other global concerns ranging from trade wars to the economic impacts of COVID-19 have exacerbated the prevailing uncertainty.
- 2.80 In Northern Ireland, low unemployment and a high proportion of people employed within the public services mean there is a certain level of economic resilience. Notwithstanding, NI has not been immune to economic volatility and UK wide store closures, with key chains closing stores in some of NI's largest towns. The region also has a lower than average weekly household expenditure, compared with most parts of the UK. Ongoing market uncertainty around the extent and format of the next stages of the Brexit trade and customs agreement is likely to mean that overall household expenditure remains low.

3.0 Market Share and Quantitative Capacity

Introduction

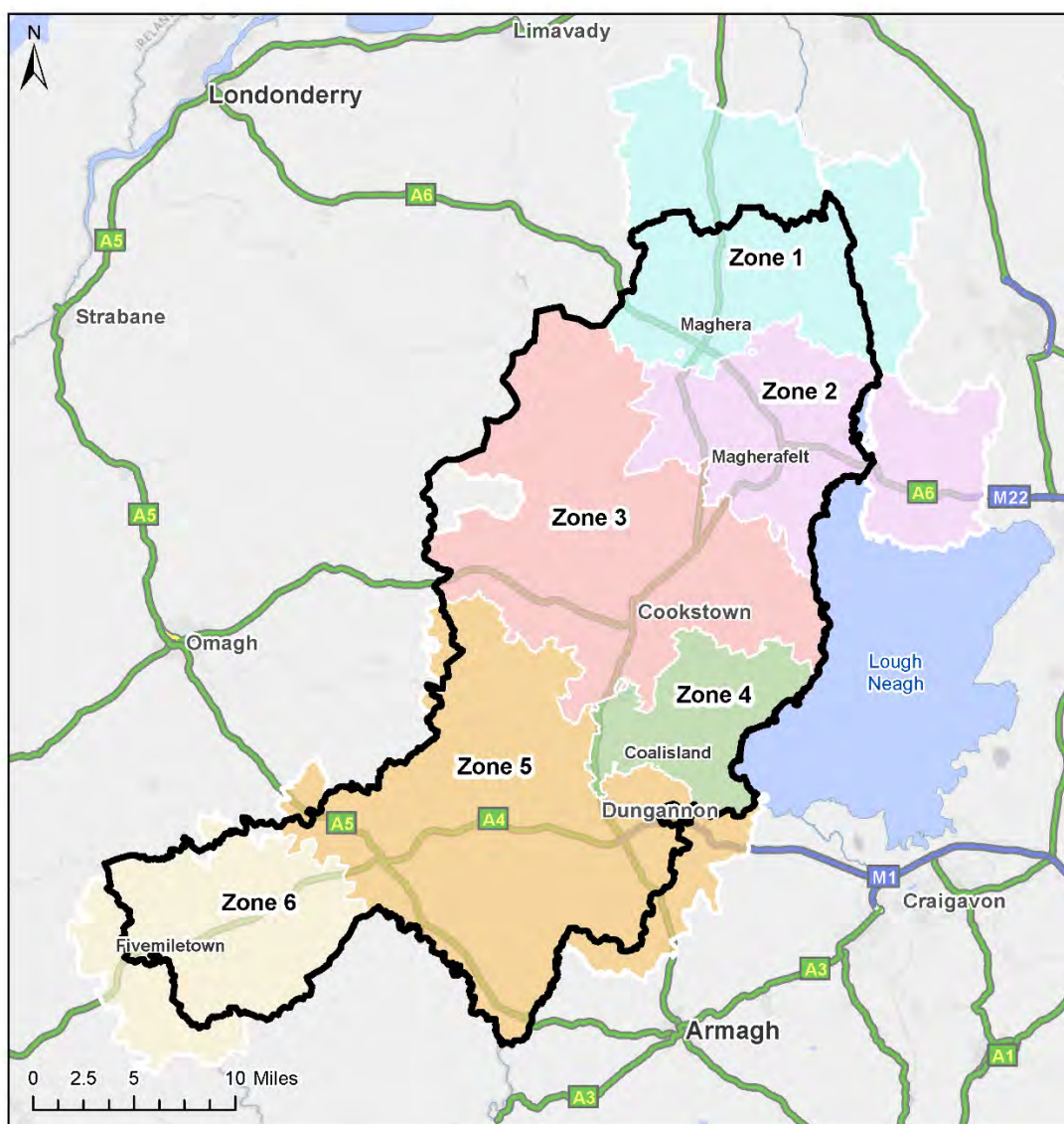
- 3.1 We begin by identifying below how we assess the current population and available convenience and comparison retail expenditure within the Study Area, as well as the methodology for forecasting the available expenditure across the plan period.
- 3.2 This data has informed our quantitative model of available retail and leisure capacity in the Study Area, along with the NEMS Market Research household telephone surveys. All of our tabulations are set out in full at **Appendix C**.

Household Telephone Survey

- 3.3 Household Surveys are recognised across the retail industry, and within planning policy guidance, as an excellent means of understanding where people within a specified area carry out their retail and leisure expenditure, and why. We utilise the results of a Household Telephone Survey to inform our quantitative analysis of the turnover of specific retailers, towns and other destinations, as well as its qualitative findings on attitudes and perceptions of different centres.
- 3.4 It is important to identify a Study Area that covers the key area of interest (in this case, Mid Ulster District itself), and is the area within which you would expect the resident population of the District to carry out the majority of its retail and leisure spending.
- 3.5 This Study Area is shown on the plan at Figure 3.1 below, and at **Appendix A**. The Study Area is defined by postal sector geography in order to allow analysis by sub-areas (or 'Zones'), and to allow the market research partner to obtain accurate samples.
- 3.6 In this instance, we began with the catchment areas surrounding the five main town centres of Maghera, Magherafelt, Cookstown, Coalisland and Dungannon, matched to the most suitable postal sectors in order to capture similar shopping habits within each zone.
- 3.7 We then created an additional sixth zone around Fivemiletown, in order to cover the remaining extent of Mid Ulster District.

Figure 3.1 | Survey Area Zones

Mid Ulster District Council Retail and Commercial Leisure Capacity Study Study Area



Legend

Zone 1 - Maghera	Zone 4 - Coalisland
Zone 2 - Magherafelt	Zone 5 - Dungannon
Zone 3 - Cookstown	Zone 6 - Fivemiletown



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

NEXUS
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Figure 3.2 | Definitions of Survey Area Zones

Zone	Postal Sectors
Zone 1 Maghera	BT44 8, BT46 5, BT51 5
Zone 2 Magherafelt	BT41 3, BT45 5, BT45 6, BT45 8
Zone 3 Cookstown	BT45 7, BT80 0, BT80 8, BT80 9
Zone 4 Coalisland	BT71 4, BT71 5
Zone 5 Dungannon	BT68 4, BT69 6, BT70 1, BT70 2, BT70 3, BT71 6, BT71 7
Zone 6 Fivemiletown	BT75 0, BT76 0, BT77 0

Study Area Zone definitions by Postal Sector

- 3.8 We are also mindful of the potential for inflows of trade from outside the Study Area. We therefore make suitable allowances for these potential flows of trade in our assessment, informed by our experience across a number of Studies on behalf of authorities surrounding Mid Ulster and along the border with the Republic of Ireland.
- 3.9 Accordingly, we instructed NEMS Market Research to conduct a Household Telephone Survey of 600 representative households across the Study Area in November 2019. Additionally, to supplement the telephone interviews, NEMS undertook approximately 10% of interviews (aimed at the younger age groups who are increasingly more difficult to reach via a landline telephone) through Door-to-Door Surveys. At the beginning of NEMS Market Research's report is a full description of the research methodology, sampling size, weightings and sample profiles. Having worked with NEMS on more than 30 similar studies over the past few years, we are content that their methodology is robust in the eyes of a range of Inspectors at EIP and provides an accurate snapshot of market share information at the point of survey. NEMS quote this as being to a 95% confidence range.

Study Area Population

- 3.10 Having defined the Study Area, we extrapolate the latest population data for each zone using Experian census software (Micromarketer G3, 2018 reports). This data is based on the latest mid-year estimates for the postcode sector geography of the Study Area (2018).

Population Projections

- 3.11 Applied to the Experian base data figures for 2018, we present our population projections on a Zone-by-Zone basis in Figure 3.3 below. We have projected forwards using the latest NISRA forecast data.

Figure 3.3 | Population Projections across the Study Area

Zones	2020	2025	2030
Zone 1 Maghera	29,394	30,495	31,457
Zone 2 Magherafelt	38,632	40,079	41,344
Zone 3 Cookstown	36,580	37,950	39,148
Zone 4 Coalisland	19,129	19,845	20,472
Zone 5 Dungannon	51,804	53,745	55,440
Zone 6 Fivemiletown	7,590	7,874	8,122
Total	183,130	189,989	195,983

Appendix C, Table 1

Retail Expenditure Forecasts

- 3.12 Retail expenditure data (in the form of convenience and comparison goods expenditure per capita) has been sourced from our in-house Experian MicroMarketer G3 system.
- 3.13 The data takes account of the socio-economic characteristics of the local population to provide local consumer expenditure calculations. Experian is a robust source of population and expenditure data that is widely used for calculating retail capacity across the industry. Expenditure data from Experian is provided in 2018 prices (as is every subsequent monetary value) and has been projected forward using per capita growth forecasts derived from the latest Experian Planner Briefing Note 17 (February 2020).

Figure 3.4 | Experian Retail Expenditure Forecasts

Year	Convenience growth rates	Comparison growth rates
2018	1.0%	3.4%
2019	-0.4%	3.9%
2020	0.0%	3.0%
2021	0.5%	3.2%
2022	0.0%	3.2%
2023	0.1%	3.3%
2024	0.1%	3.2%
2025	0.1%	3.1%
2026	0.0%	3.1%
2027	0.1%	3.1%
2028	0.1%	3.1%
2029	0.1%	3.1%
2030	0.0%	3.1%

Table 1a, Experian Retail Planner Briefing Note 17, February 2020

- 3.14 As identified in Figure 3.4, Experian forecasts suggest that convenience goods expenditure will grow

by just 1.0% in 2018, falling over the next few years before levelling off to a very conservative average of 0.1% per annum over the period 2022-2030. This is largely as a result of a trend towards more price conscious shopping patterns and the growth of high street discounters such as Lidl and Aldi, as discussed in further detail in Section 2.

- 3.15 Comparison expenditure is shown to have risen by 3.4% in 2018, rising to 3.9% in 2019, before falling to a growth rate of 3.0% in 2020. Experian then forecast a levelling off of steady growth at 3.1%-3.2% per annum over the period 2021-2030, as comparison retailers incorporate newer technologies, innovations and formats (including 'click and collect') in order to respond to the increasing competition from internet shopping.
- 3.16 Experian note that long-term forecasts should be treated with caution and subject to regular reviews, given the wide range of factors that can influence the broader national economy. These forecasts relate only to the growth in expenditure at 'bricks and mortar' premises. We deal separately with the internet (or 'special forms of trading') below.

Non-Store Retailing or Special Forms of Trading

- 3.17 Special forms of trading (SFT) are defined by Experian as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies and are discussed in detail in 'Growth in E-Tailing (or E-Commerce)' in Section 2.
- 3.18 Experian Retail Planner Briefing Note 17 (February 2020) provides estimated forecasts of internet and other SFT, which allows for us to 'strip out' any expenditure that survey respondents suggest is made by SFT and instead utilise Experian's forecasts. This ensures that the proportion of SFT accounted for in our modelling increases in line with Experian forecasts, as opposed to remaining constant.

Figure 3.5 | 'Adjusted' Special Forms of Trading Market Share Forecasts

Year	Adjusted Convenience SFT	Adjusted Comparison SFT
2020	4.5%	18.4%
2025	5.8%	22.0%
2030	6.4%	24.2%

Experian Retail Planner Briefing Note 16, December 2018, Appendix 3

- 3.19 Many stores offer online sales, but source goods from regular stores' stock, as is often the case for

foodstores where employees will pick online orders from stores' shelves before, during or after opening hours. These orders are then delivered by dedicated vans at each store and as such, the online expenditure is attributed to tangible stores. Experian provides 'adjusted' Figures, cited above at Figure 3.5, which make an allowance for these online sales derived from individual stores to ensure that the expenditure is counted as 'available' spend within the Study Area.

Convenience Goods Expenditure

- 3.20 We then project forward available expenditure per capita and population growth for each survey Zone in 2020, 2025, 2030 and 2035, in order to estimate the total available convenience goods expenditure under each growth scenario.
- 3.21 In Figure 3.6 we consider the convenience goods expenditure generated by residents of Mid Ulster (assumed to broadly align with the Study Area).

Figure 3.6 | Total Available Convenience Goods Expenditure

Zone	2020	2025	2030	Growth 2020-2030
Zone 1 Maghera	£65.1m	£67.2m	£69.1m	£3.9m
Zone 2 Magherafelt	£86.7m	£89.4m	£91.9m	£5.3m
Zone 3 Cookstown	£81.8m	£84.3m	£86.7m	£5.0m
Zone 4 Coalisland	£42.0m	£43.3m	£44.6m	£2.5m
Zone 5 Dungannon	£115.0m	£118.6m	£122.0m	£7.0m
Zone 6 Fivemiletown	£17.6m	£18.1m	£18.6m	£1.1m
Total	£408.2m	£421.0m	£432.9m	£24.7m

Appendix C, Table 2a

- 3.22 For the purpose of the Study this total available convenience expenditure is split across two sub-categories, with 75% of spending attributed to main food shopping trips and 25% attributed to 'top-up' shopping trips.

Comparison Goods Expenditure

- 3.23 Experian provides comparison goods expenditure divided into eight sub-categories to allow for more detailed investigations of available expenditure. Bulky goods categories include 'DIY', 'Electrical' and 'Furniture', while non-bulky goods are made up of 'Books, CDs and DVDs', 'Chemist Goods', 'Clothing & Footwear', 'Small Household Goods' and 'Toys and Recreational Goods'.

Figure 3.7 | Total Available Comparison Goods Expenditure

Zone	2020	2025	2030	Growth 2020-2030
Zone 1 Maghera	£77.7m	£90.3m	£105.4m	£27.7m
Zone 2 Magherafelt	£110.1m	£128.0m	£149.4m	£39.3m
Zone 3 Cookstown	£107.9m	£125.5m	£146.4m	£38.5m
Zone 4 Coalisland	£55.5m	£64.5m	£75.3m	£19.8m
Zone 5 Dungannon	£170.1m	£197.7m	£230.7m	£60.7m
Zone 6 Fivemiletown	£26.0m	£30.3m	£35.3m	£9.3m
Total	£547.3m	£636.2m	£742.5m	£195.2m

Appendix C, Table 2a

- 3.24 Applying the increases in population and comparison goods expenditure per capita, Figure 3.7 estimates that Mid Ulster will experience increases in spend of £195.2m over the period 2020-2030.

Convenience Goods Findings

- 2.81 Our base population and expenditure data is then utilised, in conjunction with our analysis of the market shares of retailers across the Study Area, to inform our analysis of retail and leisure expenditure capacity.

Market Shares

- 3.25 Before considering the capacity for new convenience goods floorspace, we firstly examine below the market shares achieved by key individual stores and locations, as well as the District as a whole.
- 3.26 Figure 3.8 sets out where Mid Ulster residents carry out their convenience goods spending, which is often termed as the 'retention rate'. 88.5% of all of Mid Ulster's residents spending is carried out within the District, and we would classify this as healthy.
- 3.27 With only 11.5% of residents' convenience goods spending 'leaking' to destinations outside of Mid Ulster, it is clear that there is no significant need for residents to trip farther afield for their convenience goods shopping.
- 3.28 Of that spending, it is clear that a small number of large stores are very dominant, with the four largest foodstores attracting over a third of all convenience spending (38.5%, or £157.1m). This fits with our observations in other parts of Northern Ireland, and with the previous research of GL Hearn (2014),

whereby a small number of large stores typically account for the vast majority of convenience goods market share.

- 3.29 Notably, none of these foodstores are found in the Primary Retail Cores, which are generally defined as the areas of a town most closely associated with frontages of A-Class retail uses, as we go on to review in further detail in the following sections.
- 3.30 Of the four largest foodstores, only the Tesco in Cookstown is located within the Town Centre boundary, whilst Tesco, Dungannon; Tesco, Magherafelt; and Asda, Cookstown are located outside of the Town Centres.

Figure 3.8 | Convenience Goods - Market Share (%) by Store

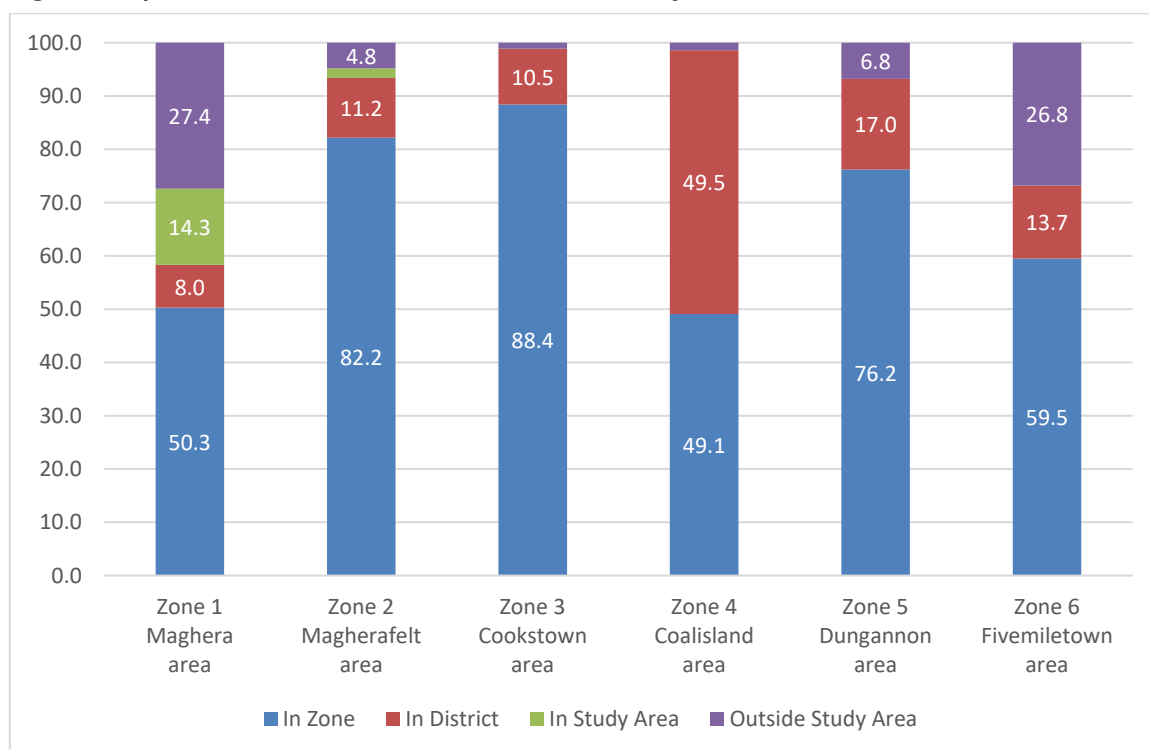
Destination	Market Share	Turnover
JC Stewart Foodhall, Union Road, Magherafelt	3.2%	£13.2m
R Crawford & Co, Main Street, Maghera	1.7%	£6.9m
<i>Others in the Primary Retail Cores</i>	<i>5.9%</i>	<i>£24.1m</i>
Primary Retail Core Sub-Total	10.8%	£44.2m
Tesco Superstore, Orritor Road, Cookstown	9.2%	£37.4m
Newell Stores, Lineside, Coalisland	5.1%	£21.0m
<i>Others in the Town Centres</i>	<i>5.0%</i>	<i>£20.5m</i>
Town Centre (inclusive) Sub-Total	30.2%	£123.1m
Tesco Superstore, Beechvalley Way, Dungannon	12.0%	£49.0m
Tesco Superstore, Ballyronan Road, Magherafelt	9.3%	£37.9m
Asda, Sweep Road, Cookstown	8.0%	£32.8m
Lidl, Castledawson Road, Magherafelt	3.4%	£14.1m
Sainsbury's Superstore, The Oaks Centre, Dungannon	2.6%	£10.8m
Newell Stores, Newell Road, Dungannon	1.8%	£7.2m
<i>Others in Mid Ulster District</i>	<i>51.4%</i>	<i>£209.4m</i>
Mid Ulster District (inclusive) Sub-Total	88.5%	£361.2m
<i>Others in the Study Area</i>	<i>2.7%</i>	<i>£10.9m</i>
Study Area (inclusive) Sub-Total	91.2%	£372.1m
<i>Others outside the Study Area</i>	<i>8.8%</i>	<i>£36.1m</i>
Total	100.0%	£408.2m

Appendix C, Tables 3 & 4

- 3.31 We are also able to examine the degree of retention and leakage within each Zone. Figure 3.9 examines the amount of convenience spending retained within each Zone.
- 3.32 The results show that there are high retention levels across the board, with residents in the Magherafelt, Cookstown, Coalisland and Dungannon areas shopping almost exclusively in the District itself. Retention is still high for residents in Maghera and Fivemiletown, though a more noticeable

number of residents shop beyond the District for their convenience goods.

Figure 3.9 | Convenience Goods - Market Share (%) by Zone



Appendix C, Tables 3 & 4

- 3.33 Leakage from the Maghera area is focussed towards facilities in Causeway Coast and Glen (accounting for over 20% of Maghera area convenience spending), while stores in Fermanagh and Omagh account for around 25% of all Fivemiletown area convenience spending.

Figure 3. 10 | Convenience Goods – Turnover Benchmarking

Destination	Benchmark Turnover (£m)	Store Turnover from Study Area	
		Survey Turnover (£m)	Over / Under Trading (%)
Tesco Superstore, Beechvalley Way, Dungannon	£30.4m	£49.0m	£18.6m
Tesco Superstore, Ballyronan Road, Magherafelt	£14.9m	£37.9m	£23.0m
Tesco Superstore, Orritor Road, Cookstown	£27.9m	£37.4m	£9.5m
Asda, Sweep Road, Cookstown	£24.7m	£32.8m	£8.1m
Lidl, Castledawson Road, Magherafelt	£10.1m	£14.1m	£4.0m
Sainsbury's Superstore, The Oaks Centre, Dungannon	£32.7m	£10.8m	£-22.0m
<i>Others in Mid Ulster</i>	£213.0m	£179.1m	£-33.8m
Mid Ulster Total	£353.7m	£361.1m	£7.4m

Appendix C, Table 5

- 3.34 Turning to individual retail destinations, where national company averages are available for benchmarking purposes, we are able to compare local turnover to the turnover of an average store

of that size in order to identify where facilities may be trading over or below expectations.

- 3.35 It is noted that almost all of the larger name-brand foodstores in Mid Ulster (being Tesco, Asda, and Lidl) are found to be over-trading compared to company benchmarks, as set out at Figure 3.10. The notable exception, being Sainsbury's at The Oaks Centre in Dungannon, where the store is competing with the over-trading Tesco at Beechvalley Way.
- 3.36 Meanwhile, 'other stores' are found to be under-trading below company expectations. In these circumstances, it is likely that shoppers are choosing to visit the larger Tesco, Asda and Lidl stores at the expense of smaller Spar, Co-op and Costcutter stores.

Convenience Retail Capacity

- 3.37 One of the key aims of this Study is to provide recommendations on the capacity for new retail floorspace over the plan period to 2030. The use of long-term projections should be treated with caution and reviewed regularly in order to test the accuracy of the forecasts against emerging datasets. External national and international factors can influence the wider performance of the economy, which can have trickle down effects on local shopping patterns. As discussed in Section 2, one such example has been the trend toward convenience discounters (such as Lidl and Aldi) in response to the period of economic downturn between 2008 and 2013.
- 3.38 Importantly, we also note that any quantitative retail capacity that we may identify across the Study Area does not necessarily equate to justification for new retail floorspace in itself (especially in out-of-centre locations), and any such development would be required to be assessed in line with SPPS policy in terms of impacts on the vitality and viability of town centres, the potential to prejudice emerging town centre developments, and the 'town centre first' sequential approach to site selection. Equally, the converse also applies and a lack of identified capacity should not specifically rule out retail developments, where other material factors support such development.
- 3.39 Detailed quantitative retail capacity tables are enclosed at **Appendix C**.
- 3.40 Retail capacity modelling follows a consistent, robust methodology which incorporates a number of datasets and informed assumptions which we describe further below, but broadly speaking:

Available Expenditure (£m) - Turnover of existing & proposed (£m) = Surplus or Deficit (£m)

- 3.41 Experian MMG3 census software is used to provide localised expenditure per capita per annum for various forms of retail spending. These figures are then projected forwards based on population growth, changes in expenditure over time and Special Forms of Trading (SFT) such as internet shopping.
- 3.42 The turnover of existing retailers across the Study Area is calculated based on average sales densities, or turnover, per square metre. Various retail planning sources provide average (or benchmark) sales densities for all national multiple retailers.
- 3.43 The surplus or deficit equates to the difference between the available retail expenditure across the Study Area and the turnover of existing facilities within the Study Area. If the total turnover is greater than the available expenditure, then the model would identify an oversupply of existing retail floorspace, whilst a surplus of expenditure would suggest capacity for additional retail floorspace.
- 3.44 Once the surplus or deficit of expenditure is calculated, it is then presented in floorspace figures (using average sales density assumptions) in order to demonstrate the findings within a 'real world' context. Often surplus figures are presented under a number of different scenarios representing various retailers. For example, discount retailers (such as Aldi and Lidl amongst others) continue to operate at a lower sales density than the 'big 4' (Sainsbury's, Tesco, Asda, and Morrisons in England). Given the same available 'pot of expenditure', a higher sales density would result in a lower floorspace capacity than a lower sales density, which would result in a higher floorspace capacity.
- 3.45 Turning now to our detailed findings for Mid Ulster, as detailed in Figure 3.8 above, the Household Survey results show that the District has an 88.5% convenience goods market share of all spending carried out by residents of the Study Area.
- 3.46 In keeping with standard retail study methodology, when assessing the capacity for new convenience retail floorspace we adopt a constant market share in line with findings of the latest Household Survey (i.e. that stores across the authority area will continue to draw 88.5% of all convenience goods spending from the Study Area). We consider maintaining a constant market share a sensible basis for analysis because whilst there is planned population growth and committed developments inside Mid Ulster, we would expect a range of competing centres such as Armagh, Omagh, Coleraine and Ballymena (amongst others), to continue to exert a pull on residents of the hinterlands surrounding Mid Ulster. We expect the two factors to broadly even each other out.

- 3.47 In coming to this view, we have requested details of the range of pipeline developments in the surrounding authority areas of Armagh City, Banbridge & Craigavon Borough, Fermanagh & Omagh District, Antrim & Newtownabbey Borough, Mid & East Antrim Borough, Derry & Strabane District, and Causeway Coast & Glens District, and reviewed the scale of the proposals coming forward in order to understand the potential for variations to established inflows and outflows of trade between the different areas. We are therefore confident that the evidence base passes the test of Soundness in this respect.
- 3.48 Based on a constant market share, we then allow for growth in retail expenditure over the period to 2030, as well as utilising data provided within the latest Experian Retail Planner Briefing Note 17, in order to take account of forecast growth in retail efficiencies (for example, through the adoption of new technologies and more efficient use of available floorspace). Floorspace efficiencies are estimated to have a greater impact on comparison retailers than convenience retailers over the plan period as the rise of food discounting continues to subdue the projected efficiencies in turnover of existing convenience retail floorspace.
- 3.49 We go on to make a number of statistical assumptions through the quantitative capacity exercise in order to account for the following variables. These are contained at Table 5 of **Appendix C** and can be summarised as:
- Utilising a 'goods based' approach, we strip out expenditure for non-food comparison goods such as clothing, household goods, CDs, DVDs and other media that are now commonly sold at major foodstores so that only the convenience goods floorspace is being considered (i.e. on a like-for-like basis with available convenience expenditure). These deductions are made in line with floorspace Figures sourced from publically available databases or, where data is not available, Nexus' professional judgement based on site visits.
 - We also make assumptions as to the gross to net convenience goods sales floorspace of each store, again utilising online planning records where available, national rates databases or Nexus' professional judgement.
 - Finally, we consider whether foodstores are likely to attract any additional 'inflow' from outside of the Study Area. In this instance, based on our experience having carried out a similar exercise for a number of adjoining authority areas, we do not assume any additional inflow of trade from

visitors to Mid Ulster from beyond the Study Area for convenience spending.

- 3.50 We then go on to calculate the anticipated turnover of all major convenience goods operators based on the published company sales data, referred to as 'benchmark' turnover. 'Benchmark' turnover is calculated from national average 'sales densities' (turnover per square metre). By comparing the turnover estimates derived from the findings of the Household Survey (total available expenditure distributed on the basis of each destinations market share) to the benchmark turnovers, we are able to establish where stores are trading above (overtrading) or below (under-trading) company averages.
- 3.51 Based on the household survey, we identify in Tables 3-5 of **Appendix C** that convenience retailers in the District turnover an estimated £361.1m of Study Area residents spend at 2020.
- 3.52 Not accounting for any inflow in terms of convenience spending, this overtrade equates to £7.4m of additional expenditure within the District by 20202 (see Table 5). Figure 3.11 sets out the resultant surplus convenience goods expenditure at each assessment date, rising to £27.5m by 2030 (see Table 6a).

Figure 3.11 | Gross Convenience Goods Surplus Expenditure in Mid Ulster

Year	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow (£m)	Surplus Expenditure (£m)
2020	353.7	361.1	0.0	7.4
2025	355.4	372.4	0.0	16.9
2030	355.4	383.0	0.0	27.5

Appendix C, Table 6a

Figure 3.12 | Gross 'capacity' for new convenience goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min	Max
2020	7.4	600	1,000
2025	16.9	1,300	2,300
2030	27.5	2,100	3,700

Appendix C, Table 6b

- 3.53 We then go on to consider committed and extant permissions for new convenience retail floorspace across Mid Ulster that could come forward over the next few years.

- 3.54 This includes any developments that have not been built, are currently under construction, or have opened or gained planning permission since November 2019, and so would not have been operating at the time of the Household Survey. We do not take into account proposed allocations for retail floorspace that do not benefit from extant and implementable permission over the plan period.
- 3.55 In total, these committed developments equate to a net convenience floorspace of 2,296 sq m and an estimated turnover of £18.4m (**Appendix C**, Table 6c). The most relevant commitment is the recent supermarket approval in Cookstown, which is to provide an uplift of approximately 1,093 sq m of retail floorspace equating to £8.7m of estimated turnover.
- 3.56 Taking account of committed turnover, we identify a negative residual expenditure at both 2020 and 2025, rising to £9.1m by 2030. A modest proportion of this residual expenditure is made up from the over-trade at existing stores in the earlier years of the assessment, though over time, population and expenditure growth become more of a factor.
- 3.57 Using average sales densities to calculate a minimum floorspace scenario (a large supermarket operator) and a maximum floorspace scenario (a combination of discount foodstores operators), we calculate the net additional convenience goods capacity of between 700 sq m and 1,200 sq m in 2030 in Figure 3.13 below (see also Table 6d).

Figure 3.13 | Net quantitative 'capacity' for new convenience goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min	Max
2020	7.4	18.4	-10.9	-800	-1,500
2025	16.9	18.5	-1.5	-100	-200
2030	27.5	18.5	9.1	700	1,200

Appendix C, Table 6d

- 3.58 In addition, we are also aware of a number of pending planning applications and pre-application discussions underway that have the potential to come forward over the plan period. Whilst we do not suggest that these be incorporated into the assessment of capacity due to their unresolved nature, this is nonetheless a helpful exercise in order to better understand the proportion of capacity identified at Figure 3.13 in context.
- 3.59 We also go on to identify pending applications representing 1,749 sq m of retail floorspace, equating

to a potential additional committed turnover of £14.0m. When taken into account, as shown in Figure 3.14 below (and Table 6f), these potential developments absorb all remaining identified convenience capacity over the plan period to 2030.

Figure 3.14 | Potential 'capacity' for new convenience goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min	Max
2020	-10.9	14.0	-24.9	-1,900	-3,400
2025	-1.5	14.1	-15.6	-1,200	-2,100
2030	9.1	14.1	-5.0	-400	-700

Appendix C, Table 6f

Comparison Goods Findings

Market Shares

- 3.60 Turning to consider comparison goods, we examine market shares across the range of categories defined by Experian. These eight categories cover all ranges of bulky and non-bulky items. The full results of our market shares analysis are set out at Tables 7-26 of **Appendix C**.

Figure 3.15 | Comparison Goods - Market Share (%) by Destination

Destination	Market Share	Turnover
Cookstown (PRC)	15.8%	£86.7m
<i>Cookstown (wider Town Centre)</i>	<i>3.3%</i>	<i>£18.2m</i>
Dungannon (PRC)	13.8%	£75.3m
<i>Dungannon (wider Town Centre)</i>	<i>0.1%</i>	<i>£0.6m</i>
Magherafelt (PRC)	12.2%	£66.7m
Maghera (PRC)	3.4%	£18.5m
Coalisland (PRC)	2.8%	£15.2m
Others in Mid Ulster District	13.1%	£72.1m
Mid Ulster District (inclusive) Sub-Total	64.5%	£353.2m
<i>Others in the Study Area</i>	<i>1.1%</i>	<i>£5.9m</i>
Study Area (inclusive) Sub-Total	65.6%	£359.1m
Ballymena	6.2%	£34.1m
Belfast	4.3%	£23.2m
Coleraine	2.7%	£15.0m
Omagh	2.6%	£14.0m
<i>Others outside the Study Area</i>	<i>18.6%</i>	<i>£102.0m</i>
Total	100.0%	£547.3m

Appendix C, Table 25

- 3.61 To begin with, we look at the overall comparison goods spend by residents across the Study Area.

The results show that destinations in Mid Ulster account for 64.5% (£353.2m) of the spending of all Study Area residents at 2020 (£547.3m per annum). The remaining 35.5% of spending carried out by residents of the Study Area is spent in destinations beyond Mid Ulster.

- 3.62 Figure 3.15 examines where specifically Study Area residents are spending their money. The results show that the Cookstown attracts the greatest proportion of comparison spending within the District (£86.7m, or 15.8%, to retailers within the Primary Retail Core, with a further £18.2m, or 3.3%, to facilities within the wider Town Centre Boundaries). Dungannon is the second most visited centre for comparison goods spending (13.8% across the PRC, rising just 0.1% taking into account the wider Town Centre), with Magherafelt also attracting a significant proportion of turnover (12.2%).
- 3.63 Notably, surrounding towns within the Study Area only attract a very limited proportion of spending from residents of Mid Ulster, with destinations such as Ballymena and Belfast attracted the next largest shares at 6.2% and 4.3%, respectively. This suggests that no single destination rivals the three main town centres of Cookstown, Dungannon and Magherafelt for local resident's comparison goods spending, with shoppers spreading trips to various destinations for various reasons, none of which add up to provide a significant concern in terms of 'leakage'.
- 3.64 We also consider differences between the draw of different categories of goods, shown at Figure 3.16 below.

Figure 3.16 | Comparison Goods - Market Share (%) by Category

Category	Town Centre	Out of Centre in Mid Ulster	Elsewhere
Clothing & Footwear	45.1%	5.4%	50.4%
Books, CDs, DVDs etc.	42.8%	20.0%	37.2%
Small Household Goods	48.7%	10.8%	40.5%
Recreation Goods	53.7%	9.2%	37.1%
Chemist Goods	56.3%	33.6%	10.1%
Non-bulky Goods Average	49.5%	13.8%	36.7%
Electrical Goods	55.3%	8.2%	36.5%
DIY Goods	63.3%	12.7%	24.0%
Furniture Goods	61.4%	11.6%	27.0%
Bulky Goods Average	59.3%	10.5%	30.2%
Comparison Goods Average	100.0%	13.1%	35.5%

Appendix C, Table 25

- 3.65 As would be expected, consumers are generally prepared to travel further for some items, such as

clothing and footwear, small household items, and other non-bulky goods, so it is unsurprising that those categories have the lowest retention levels.

- 3.66 Other categories of goods, such as DIY and furniture goods, typically have the highest retention levels because consumers have less requirement to visit multiple destinations or to choose between brands, and are less willing to travel significant distances for unwieldy products that may be available closer to home. The patterns of trade set out in Figure 3.16 are therefore very typical of any given Study Area.

Comparison Retail Capacity

- 3.67 The methodology for calculating capacity for comparison goods floorspace differs from that used to model capacity for convenience goods floorspace. The principal reason for this is that there are no robust, industry standard benchmark sales densities for calculating the turnover of smaller independent retailers that typically make up the majority of the comparison provision of town centres (although it is noted that sales densities are published for national multiple comparison retailers). Moreover, the trading levels of comparison retailers can fluctuate significantly depending on a number of localised variables, most notably the location of the retailer relative to similar providers (as customers are more likely to link multiple comparison goods trips to retailers in close proximity to each other).
- 3.68 As such, we adopt a standard approach that comparison goods retailers across the Study Area are trading 'at equilibrium' at 2020, meaning that we adopt the survey derived turnover of each facility, and examine capacity by measuring the growth in available expenditure to 2030.

Figure 3.17 | Gross Comparison Goods Surplus Expenditure in Mid Ulster

Year	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow (£m)	Surplus Expenditure (£m)
2020	356.9	353.2	3.8	0.0
2025	419.4	410.5	4.1	-4.8
2030	481.5	479.1	4.5	2.1

Appendix C, Table 26a

- 3.69 For the purposes of our assessment, we have assumed that the District's attraction to Study Area residents will remain constant at 64.5% of all spending proportionate to population growth (Table 26a). Based on the scale and location of planned developments within Mid Ulster, as well as those

outside of it, we consider this a robust basis for analysis. Figures 3.17 & 3.18 set out the resultant gross comparison goods capacity forecast over time.

Figure 3.18 | Gross 'capacity' for new comparison goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min	Max
2025	-4.8	-700	-1,100
2030	2.1	300	400

Appendix C, Table 26b

- 3.70 We then consider committed and extant planning permissions for new comparison retail floorspace across Mid Ulster that are likely to come forward over the next few years. This includes any developments that are currently under construction, or have opened or been granted planning permission since November 2019, and so would not have been operating at the time of the Household Survey. In the same way as we viewed convenience goods, we do not take into account proposed allocations for retail floorspace in the emerging Local Development Plan that do not benefit from extant and implementable permission over the plan period.
- 3.71 In total, these committed developments equate to a net comparison goods floorspace of 943 sq m and an estimated turnover of £4.2m (see Table 26c at **Appendix C**). These commitments are then deducted from the surplus expenditure set out in Figure 3.18. Once accounted for, we are able to calculate the net comparison goods capacity.

Figure 3.19 | Net quantitative 'capacity' for new comparison goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min	Max
2025	-4.8	4.7	-9.5	-1,400	-2,200
2030	2.1	5.3	-3.2	-400	-600

Appendix C, Table 26d

- 3.72 We go on to identify a negative residual expenditure across both 2025 and 2030, and over the entirety of the plan period.
- 3.73 We go on to carry out a similar consideration of pending comparison retail developments undergoing pre-application discussions, as with the convenience goods capacity exercise, which further reduces the available residual expenditure for new comparison goods retail floorspace (see Table 26f of

Appendix C).

- 3.74 Negative capacities are shown into the near future as, despite the forecast growth in population (and associated increases in available 'survey' spending), the projected increases in 'benchmark' turnover of the existing comparison facilities exceed the amount of expenditure growth.

Leisure Goods Findings

- 3.75 The results of the NEMS Household Telephone offer an indication of locations/facilities where residents of the Study Area satisfy their leisure and cultural needs. As such, the survey enables us to analyse patterns of travel and potential deficiencies (those that are qualitative in nature) within the District.
- 3.76 The modelling of future commercial leisure need cannot necessarily be based upon the same quantitative model used to estimate retail need. This is because leisure spending is not undertaken regularly and is often influenced by cultural shifts and technological advances.
- 3.77 Nevertheless, we appraise the existing provision of leisure facilities across the District, and compare this against recognised sector 'standards' or 'benchmarks'. The completion of this 'benchmarking exercise' allows us to establish deficits and where gaps in the provision of existing facilities may be.

Existing Market Shares

- 3.78 The NEMS Household Survey asked respondents to describe their leisure and cultural activities and habits. The responses to these questions (Questions 39-49) inform our understanding of leisure trends and needs. The breakdown of the answers to these questions is set out in full within **Appendix D** and we extrapolate the key results here.
- 3.79 It is important to acknowledge that residents outside the District may visit facilities within the District for leisure, recreation and cultural activities, as well as vice-versa. However, whilst we are cognisant of inflows and outflows of residents, the purpose of this section is to review the leisure patterns of District residents in order to assist the Council in planning for residents' requirements over the plan period.
- 3.80 In the first instance, it is important to have an understanding of the participation rates and general

popularity of leisure activities across the Study Area. In Question 39 of the Household Survey NEMS asked respondents to identify all of the leisure activities in which they participated (respondents were allowed to identify as many options as they wished).

Figure 3.20 | Participation in Leisure Activities (%)

Activity	District Average	Zone 1 Maghera area	Zone 2 Magherafelt area	Zone 3 Cookstown area	Zone 4 Coalisland area	Zone 5 Dungannon area	Zone 6 Fivemiletown area
Indoor Health & Fitness	23.9%	19.7%	27.9%	20.0%	28.0%	26.6%	10.4%
Cinema	48.9%	54.6%	53.9%	43.5%	45.2%	47.2%	50.2%
Restaurant	81.3%	70.0%	91.6%	81.3%	74.4%	82.6%	81.4%
Pubs / bars / nightclubs	42.2%	40.1%	53.0%	38.4%	44.9%	38.7%	32.0%
Ten-pin bowling	9.4%	15.2%	6.5%	5.1%	8.0%	10.6%	17.1%
Bingo	4.1%	7.3%	5.8%	3.9%	7.1%	0.0%	4.6%
Cultural Facilities	27.5%	24.9%	22.1%	29.5%	28.9%	30.0%	33.8%
None mentioned	9.8%	9.9%	4.0%	13.3%	11.9%	11.1%	8.7%

Appendix D, Question 39 of NEMS Household Survey

3.81 As evident in Figure 3.20, the most popular leisure activity across the District is to go to a restaurant, which 81.3% of Study Area respondents indicated they do on at least an occasional basis. The second most popular activity is going to a cinema (48.9%), closely followed by visits to pubs/bars/nightclubs (42.2%). Visiting bingo halls (4.1%), is the least popular activity followed by ten pin bowling (9.4%).

3.82 There are some noticeable differences between different parts of the District, including the following:

- Residents in Fivemiletown (Zone 6) have much lower participation rates in indoor health & fitness activities than all other parts of the District;
- Restaurant visitation rates are higher in Magherafelt than in other parts of the District;
- Pubs and bars are most popular in the Magherafelt area; and
- Ten-pin bowling is particularly popular with residents of Maghera and Fivemiletown.

3.83 NEMS also asked a series of questions to understand where residents of each zone usually undertake

their chosen leisure activity. We examine the most popular destinations for residents of the Study Area in Figure 3.21.

Figure 3.21 | Most Popular Leisure Destinations (%)

Activity	First Choice	Second Choice	Third Choice
Indoor Health & Fitness	Greenvale Leisure Centre, Magherafelt; 16.4%	Dungannon Leisure Centre; 16.0%	Cookstown Leisure Centre; 11.7%
Cinema	Omniplex, Dungannon; 29.1%	Movie House Cinema, Maghera; 28.1%	The Ritz Multiplex, Cookstown; 20.6%
Restaurant	Cookstown Town Centre; 20.7%	Magherafelt Town Centre; 19.3%	Dungannon Town Centre; 15.0%
Pubs / bars / nightclubs	Magherafelt Town Centre; 23.0%	Cookstown Town Centre; 19.8%	Belfast City Centre; 11.2%
Ten-pin bowling	Jet Centre, Coleraine; 40.6%	Cookstown Leisure Centre; 22.3%	Lurgan Leisure Tenpin Bowling, Craigavon; 19.2%
Bingo	Oasis Bingo, Cookstown; 23.1%	Maghera Bingo; 21.6%	Swatragh Village Centre; 11.4%
Cultural Facilities	Belfast City Centre; 31.2%	Burnavon Arts & Cultural Centre, Cookstown; 13.0%	Craic Theatre & Arts, Coalisland; 7.0%

Appendix D, Question 39 of NEMS Household Survey

- 3.84 Figure 3.21 generally highlights that Mid Ulster successfully provides for its resident population in almost all instances, which is particularly notable given the proximity of Belfast City Centre. The only response where the most popular destination was not a destination in Mid Ulster District, was 'most popular cultural destinations', where, unsurprisingly, Belfast was most popular.

Need for Additional Leisure Facilities

- 3.85 Question 48 of the Household Survey found that the majority of respondents across the Study Area (62.4%) did not identify any leisure facilities of which they wished to see more. This suggests that residents are largely happy with the provision of facilities. Such a response is typical of our surveys across Northern Ireland and the UK. However, it is notable that the equivalent figures for Zone 2, being the Magherafelt area (76.1%) was much higher, suggesting a potential disparity in the access to facilities across the District.
- 3.86 In Figure 3.22, we isolate the responses for each zone in order to identify what the main requests for new leisure facilities were from residents in each area, and whether there are any easily identifiable gaps in provision. More than one suggestion was allowed.

Figure 3.22 | Leisure Facilities residents wish to see more of (%)

Activity	District Average	Zone 1 Maghera area	Zone 2 Magherafelt area	Zone 3 Cookstown area	Zone 4 Coalisland area	Zone 5 Dungannon area	Zone 6 Fivemiletown area
None	62.4%	61.0%	76.1%	65.3%	60.5%	52.6%	57.8%
Cinema	7.1%	15.3%	7.1%	0.0%	3.8%	8.7%	8.4%
Restaurants	6.8%	11.4%	2.2%	3.8%	8.8%	9.4%	3.9%
Bars / Pubs	5.3%	9.2%	1.5%	0.0%	4.3%	9.4%	9.2%
More sports facilities (football pitches, tennis courts)	4.2%	2.5%	4.9%	3.7%	0.7%	6.6%	2.8%
Leisure centre	4.2%	2.5%	1.8%	1.5%	5.9%	7.2%	11.0%
Swimming pool	4.0%	4.8%	0.7%	0.0%	2.2%	8.5%	10.9%
Bowling alley	3.3%	1.5%	0.7%	5.8%	2.4%	5.1%	0.8%
Health and fitness (gym)	3.2%	7.9%	0.0%	0.7%	3.8%	4.0%	5.5%
Children's facilities	3.0%	15.3%	7.1%	0.0%	3.8%	8.7%	8.4%
Play spaces	2.2%	11.4%	2.2%	3.8%	8.8%	9.4%	3.9%

Appendix D, Question 48 of NEMS Household Survey

- 3.87 The results highlight that residents in Magherafelt are perhaps better catered for than other parts of the District, with the highest proportion of residents (76.1%) not listing any particular facilities that they would like to see more of, and relatively low responses requesting restaurants (2.2%), bars and pubs (1.5%) and health and fitness such as gyms (0.0%). Elsewhere, a relatively high proportion of residents in the Maghera area wished to have better access to a cinema, restaurant and bars / pubs, as well as children's facilities and play spaces. Respondents in the Dungannon area had the lowest proportion of 'none' responses, with a notably proportion of high requests for bars / pubs, children's facilities and play spaces.
- 3.88 We will go on to examine any specific areas of need in more detail below, but other than a fairly significant discrepancy between resident requests for children's facilities and play spaces across Mid Ulster, residents of the wider Borough would like to see an increase in a fairly diverse range of leisure activities.

Capacity for Additional Leisure Facilities

- 3.89 Having identified existing market shares and examined the demand for new facilities from the District's residents, we consider here the potential supply-side issues for the provision of new leisure facilities. The purpose of this assessment is to examine the realism and viability of actually providing for new facilities through the Local Development Plan process in particular.
- 3.90 The findings of the NEMS Household Survey allow us to assess market shares within the District for a variety of leisure sectors. As such, we have undertaken a 'benchmarking' exercise by referencing the estimated increases in the Study Area population. The results of the 'benchmarking' exercise have been used to inform our conclusions with regards to the prospective future need for additional commercial leisure facilities.

Health and Fitness Capacity

- 3.91 The Leisure Database Company³⁵ (May 2019) identify that the level of health and fitness clubs in the UK is higher than it has ever been before, with more clubs and more members. In terms of membership rates across the whole of the UK, the Leisure Data Base Company outlines that 15.6% of the UK's population are registered members at private health and fitness clubs meaning that 1 in every 7 people is a member of a gym. In 2019, there were in the region of 7,239 health and fitness clubs operating across the UK (up from 7,038 in 2018). The biggest area of growth has come from low cost gyms, which account for over 35% of membership in the private sector.
- 3.92 In 2016, Statista reported that the average size of mainstream gym, health-club and leisure centre membership in the UK was approximately 5,250 members per club. Building on this, our household survey results showed that approximately 23.9% of the District's residents participate in health and fitness activities (Q39). Of those, the survey results suggest that around 89.2% of residents currently carry out their health & fitness activities within the District itself (Q40). We term this the 'Retention rate', and use it as a benchmark (assumed to be constant) to underpin our assessment of the number of additional facilities that can be supported in the District over time.
- 3.93 As would be expected, there is a wide degree of variation in the retention rate between zones (e.g.

³⁵ State of the UK Fitness Industry 2019, Leisure Database Company, May 2019

100.0% retention in the more central Cookstown area compared to 53.6% in the Fivemiletown area), and this should be borne in mind for the potential location of any new facilities, but for the purposes of calculating District-wide capacity, the District average is a suitable starting point.

- 3.94 As identified above, the District has an identified estimated population of 183,130 at 2020, increasing to 195,983 by 2035. Based on the current participation rates, retention rates, and average club size membership identified above, we calculate in Figure 3.23 below that the District's residents could support 7 to 8 large health and fitness centres over the plan period.

Figure 3.23 | Health and Fitness Centre Capacity

Year	District Population	Regular Participants @ 23.9%	Retention Rate @ 89.2%	Average Membership	No. of Clubs Supported by the Area
2020	183,130	43,768	39,041	5,250	7.4
2025	189,989	45,407	40,503	5,250	7.7
2030	195,983	46,840	41,781	5,250	8.0

Note: Typical population to support a health and fitness club derived from the Leisure Database Company Research (2019)

- 3.95 Comparing capacity to supply, we consider that there are no significant quantitative requirements to expand supply over the plan period. This is because our survey results showed there to be 5 large public or privately owned health and fitness facilities within the Borough which attract a significant market share: Maghera Leisure Centre; Greenvale Leisure Centre (Magherafelt); Cookstown Leisure Centre and Dungannon Leisure Centre. Coupled with this, there are a large number of smaller gyms which will cumulatively provide for much of the remaining capacity. Our survey identified at least 19 smaller gyms across the District (e.g. Aaron's Gym in Cookstown and HD Fitness in Dungannon) that attract market share from the resident population.
- 3.96 Notwithstanding, the qualitative results of our survey (Q48) did not point to any significant degree of concern over a perceived lack of health and fitness facilities in Mid Ulster.
- 3.97 We therefore recommend that the Council remains welcoming to commercial competition in general, not least because of the health and well-being benefits for residents, but that there is unlikely to be a requirement to allocate any specific site for this purpose.

Cinema Capacity

- 3.98 The District has three mainstream cinemas, providing facilities across 14 screens:

- Movie House Cinema, Maghera - 3 screens (190 seats)
- The Ritz Multiplex, Cookstown - 5 screens (588 seats)
- Omniplex, Oaks Retail Park, Dungannon - 6 screens (779 seats)

3.99 The NEMS Household Survey outlines that cinemas across Mid Ulster, retain 77.8% all cinema trips made by residents of the Borough (Q41).

3.100 In 2016, the Cinema Advertising Association identified that total cinema admissions were 168.3 million with the UK average being 2.6 trips per person.

3.101 The Cinema Advertising Association identified 788 cinema facilities with 4,194 screens in the UK and Lichfield's Cinescope database identified approximately 800,000 cinema seats in the UK. In 2016 (the most recently available public data) the UK yearly average was 40,000 cinema trips per screen.

3.102 As shown in Figure 3.24, in order to gauge the number of cinema screens that can be supported by the District over the plan period, we have calculated the anticipated cinema attendance (based on the national average of 2.6 trips per person). We also account for the District's current cinema trip retention rate and assume that this will persist over the plan period (77.8% of all cinema trips).

Figure 3.24 | Cinema Screen Capacity

Year	District Population	No. of Cinema Visits Per Person	Total Cinema Attendance	Retention Rate @ 77.8%	Trips per Screen	Cinema Screens Supported
2020	183,130	2.6	476,137	370,435	40,000	9.3
2025	189,989	2.6	493,970	384,309	40,000	9.6
2030	195,983	2.6	509,555	396,434	40,000	9.9

3.103 Our benchmarking exercise suggests that the existing provision of 14 screens, is more than adequate to serve the needs of the resident population to the end of the plan period.

3.104 We are mindful that some of the screens in the District will be below the UK average size in terms of seat numbers³⁶, whilst the existing provision of 14 screens would equates to only 111 seats per screen. Nonetheless, coupled with our quantitative findings, we would not recommend the Council actively seek a further major cinema facility in the District.

³⁶ Approximately 210 as per UK Cinema Association Findings, 2011

Ten-Pin Bowling Capacity

- 3.105 Ten-pin bowling has generally experienced a decline over the last decade, with a gradual reduction in the number of facilities. In 2014, Mintel identified that there were 5,617 bowling lanes³⁷, a decrease since 2011 where 5,773 bowling lanes were identified³⁸. Taking into account the UK population at the time this data was produced (64.6 million³⁹), this equates to one lane for every 11,500 persons.
- 3.106 There is just one ten-pin bowling facility in Mid Ulster, the 4-lane bowling alley at Cookstown Leisure Centre.
- 3.107 The retention rate for Mid Ulster residents' trips to ten-pin bowling facilities has been taken into account (24.1% of all trips) in order to calculate the number of additional lanes that can be supported in the District.

Figure 3.25 | Ten-Pin Bowling Capacity

Year	District Population	Regular Participants @ 24.1%	Typical Population Required to Support a Ten-Pin Bowling Lane	Potential Number of Lanes Supported in Mid Ulster
2020	183,130	44,134	11,500	3.8
2025	189,989	45,787	11,500	4.0
2030	195,983	47,232	11,500	4.1

- 3.108 Figure 3.25 indicates that, based on the assumed benchmark, the District's population supports around 4 lanes during the plan period to 2030 and that the current level of provision is likely to be sufficient for the plan period.

Restaurants, Pubs, Bars and Café Capacity

- 3.109 We have undertaken an assessment of the potential capacity for additional food and beverage floorspace across the District, utilising current market shares as identified through the Household Survey, population and spending growth rates and benchmarking against current levels of provision.
- 3.110 This exercise identifies the future spending available to support additional food and beverage floorspace (in the form of restaurants, pubs, bars, café etc.) over the plan period to 2030. This

³⁷ 'Ten-pin Bowling – UK' Mintel, May 2014

³⁸ 'Ten-pin Bowling – UK', Mintel, November 2011

³⁹ As identified by the Office for National Statistics' Population Estimates for the UK 2014

approach is not prescriptive, but instead provides an indication of the scope for future development to be supported, in addition to the findings of the assessments of the key centres.

- 3.111 Experian provides localised data on spending on restaurants and cafés per capita, which includes spending on alcoholic drinks (away from home) and take-away meals. This spending is shown to be £1,215 per annum across the Study Area (2018 prices).
- 3.112 Taking into account the population growth, and anticipated leisure spending growth rates (Experian Retail Planner 17, Figure 1a), we calculate in Figure 2.33 a total spend across the Study Area from £153.7m at 2020, rising to £217.5m by 2030.

Figure 3.26 | Restaurants, Pubs, Bars and Café Spending

Year	District Population	Spend Per Capita	Total Spend	Retention Rate @ 74.0%	Growth in Spending	Benchmark Growth	Residual Spending
2020	183,130	£1,219	£223.3m	£165.3m	-	-	-
2025	189,989	£1,292	£245.4m	£181.6m	£16.4m	£8.4m	£7.9m
2030	195,983	£1,366	£267.7m	£198.1m	£16.5m	£8.9m	£7.6m

Note: Typical population to support a health and fitness club derived from the Leisure Database Company Research (2019)

- 3.113 This spending is then attributed to the restaurant, café and bar facilities across the District. Restaurants, cafés etc. in Mid Ulster attracted 74.6% of the Borough's total food spending, whilst the District's pubs and bars attracted 73.4% of beverage spending. Accordingly, it is reasonable to assume that around 74% of all food and beverage spending by residents of Mid Ulster is currently spent in the District itself.
- 3.114 Growing the 'benchmark' turnover of facilities from current levels on the basis of 1% per annum⁴⁰ to account for growth through extensions and trading efficiencies over the plan period, we find the anticipated spending surplus (or deficit) under each population scenario.

Figure 3.27 | Restaurants, Pubs, Bars and Café Capacity

Year	Residual Spending	Sales Density	Floorspace (sq m)
2020	-	£5,000	-
2025	£7.9m	£5,250	1,500
2030	£7.6m	£5,500	1,400

Note: Typical population to support a health and fitness club derived from the Leisure Database Company Research (2019)

⁴⁰ We are not aware of any published data for restaurant, pub, bar and café sales efficiency growth and so have assumed a figure of 1%.

- 3.115 We find a total food and beverage spending surplus across Mid Ulster District of £7.6m by 2030.
- 3.116 Adopting an average sales density of £5,000 per sq m at 2020 (again, projected to grow in line with a 1% sales efficiency) we calculate the typical restaurant, pub and café floorspace that could be supported by the identified surplus expenditure.

Summary

- 3.117 The above findings present the quantitative and qualitative capacity for new leisure development in Mid Ulster. However, as we note earlier in this Study, leisure spending is not undertaken regularly and residents will often visit a variety of different facilities depending on a number of factors.
- 3.118 Nevertheless, on the basis of current economic spending forecasts, our benchmarking assessment does not identify potential gaps in the provision of existing facilities, and the provision of leisure facilities of the District are seemingly in line with resident expectations and viable operating capacities.
- 3.119 Whilst capacity is shown to exist in terms of both health and fitness clubs and restaurants, bars and cafés, the presence of a number of facilities across Mid Ulster is ample to satisfy demand. Nevertheless, in line with the general provision of the RDS and reduced trip distances, the Council should always be open to the provision of additional facilities in sustainable locations subject to relevant material considerations.
- 3.120 However, it must be stressed that capacity does not equate to need. Capacity assessments are a theoretical exercise based on empirical data gathered at the current time, as well as forecasts into the future. Forecasting as far away as 2030 must be treated with some caution, as there will be economic, political and technological unknowns that will intervene over that period. Moreover, capacity modelling should not be seen as an absolute; it is a guide. For example, even where capacity is identified in an area, an out-of-centre development that would cause significant adverse impact on the vitality and viability of a designated town centre should be resisted, irrespective of the capacity identified. The corollary of this is that where no, or limited, capacity is identified, this should not restrain appropriate development coming forward, such as town centre developments which bolster the vitality and viability of designated town centres.

4.0 Town Centre Composition

Introduction

- 4.1 The purpose of this section of the Study is to provide a quantitative analysis of the composition of the main town centres within Mid Ulster District. This composition analysis, which includes a comparison against Northern Irish and UK averages, then informs the recommendations we reach in the following section with regards to town centre boundaries and policy recommendations.

Methodology

- 4.2 Our town centre composition assessments build upon our analysis of market trends and quantitative capacity in the previous sections. We do so through new empirical evidence; acquired from Experian Goad, and our own composition assessments recorded across site visits (see **Appendix B**).
- 4.3 Nexus visited each of the five designated centres to undertake surveys, based around the Primary Retail Core. Primary Retail Cores are defined by the Council and contain the traditional concentration of retailing and other town centre functions. Where available (Cookstown and Dungannon), these surveys also used Experian Goad maps for additional detail, including floorspace figures.
- 4.4 The categories used for the surveys are defined as follows:
- **Convenience:** Everyday essential items, such as food.
 - **Comparison:** Retail items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc.).
 - **Retail Services:** Comprising the likes of dry cleaners, health & beauty, opticians, photo processing, post offices and travel agents.
 - **Leisure Services:** Leisure units which includes bars, cafés, cinemas, nightclubs, takeaways, hotels, pubs and restaurants. For clarity, it does not include facilities for leisure pursuits e.g. sports centres, swimming pools or health & fitness clubs.
 - **Financial & Business Services:** Comprising the likes of banks, building societies, employment agencies, legal services, estate agents and business services.
 - **Vacant:** Unoccupied, abandoned, under alterations or undergoing redevelopment.

- 4.5 We are then able to contrast the composition of the town centres to the NI and UK averages using data supplied by Experian Goad. In each instance below, we carry out an overview assessment of each centres composition, supported by a land-use plan of the centre.

Maghera Town Centre

- 4.6 Maghera is defined as a second Town Centre with a Primary Retail Core within the Magherafelt Area Plan (2015), a designation that is updated to a Local Town Centre in the consultation Draft Plan Strategy (2019) for the emerging Local Development Plan 2030.
- 4.7 As a 'lower order' town centre, Maghera provides local shops and community services to meet the day-to-day needs for residents of the local area and surrounding rural hinterlands, supported by higher order centres such as Magherafelt, which is located just 10 miles to the south southeast.

Composition

Figure 4.1 | Maghera Composition

Categories	Units (2019) (#)	Units (2019) (%)	NI Avg. (2018) (%)	UK Avg. (2019) (%)
Convenience	9	11.7%	7.5%	9.2%
Comparison	17	22.1%	33.2%	29.7%
Retail Services	11	14.3%	12.8%	14.9%
Leisure Services	20	26.0%	19.3%	24.4%
Financial & Business Services	10	13.0%	9.2%	10.0%
Vacant	10	13.0%	18.1%	11.6%
Total	77	100.0%	100.0%	100.0%

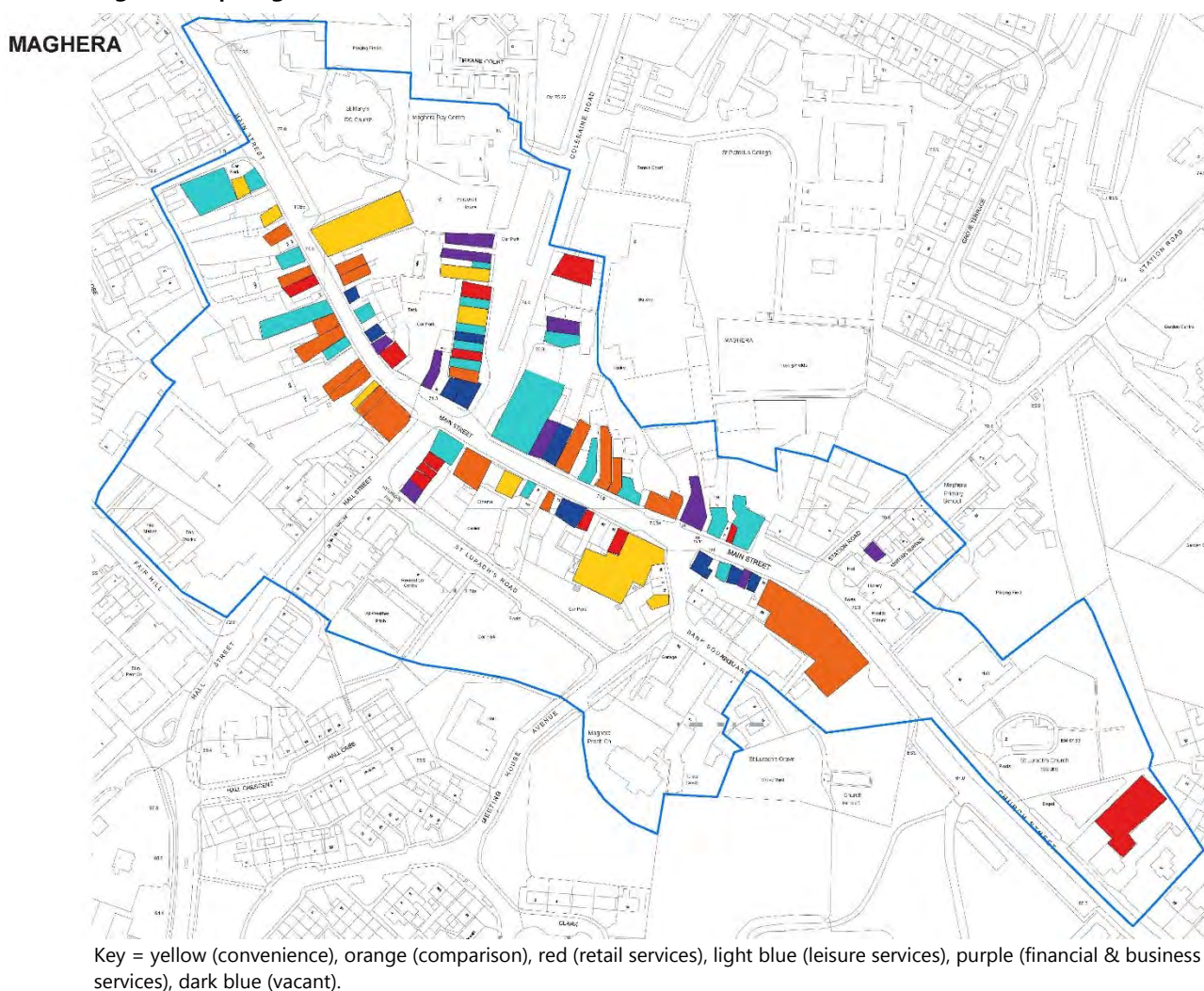
Nexus Planning / Experian Goad (averages), 2018-2019

- 4.8 Maghera shows a slightly higher proportion of convenience goods retailers than both the NI and UK averages, anchored by Eurospar and R Crawford & Co in addition to a number of smaller independent stores. Notably, this provision is not further reinforced by an edge or out of centre major foodstore, which has likely encouraged the above average provision of convenience retailers in the centre.
- 4.9 On the other hand, the proportion of comparison retailers is significantly lower than the NI average, suggesting that residents are willing to travel further afield for comparison goods shopping, with the centre performing more of a day-to-day function in addition to a few specialist furniture shops.

- 4.10 Maghera also features a slightly higher proportion of all services than the NI average, though this is spread across each category. Vacancy rates are shown to be above the UK average, but lower than the NI average.
- 4.11 Maghera's size and composition are reflective of its location and role within Mid Ulster. Maghera is located within close proximity to the larger town of Magherafelt, as well as Coleraine and Ballymena beyond the District and this is noted in the lack of major retailers present within the town.

Land Use Plan

Figure 4.2 | Maghera Land Uses Plan



Magherafelt Town Centre

- 4.12 Magherafelt Area Plan (2015) designates Magherafelt as a main Town Centre, identifying a Town Centre boundary and Primary Retail Core. Magherafelt is classified as a Hub Town Centre in the DPS (2019) for the emerging Local Development Plan 2030.

Composition

Figure 4.3 | Magherafelt Composition

Categories	Units (2019) (#)	Units (2019) (%)	NI Avg. (2018) (%)	UK Avg. (2019) (%)
Convenience	20	11.2%	7.5%	9.2%
Comparison	55	30.7%	33.2%	29.7%
Retail Services	31	17.3%	12.8%	14.9%
Leisure Services	38	21.2%	19.3%	24.4%
Financial & Business Services	13	7.3%	9.2%	10.0%
Vacant	22	12.3%	18.1%	11.6%
Total	179	100.0%	100.0%	100.0%

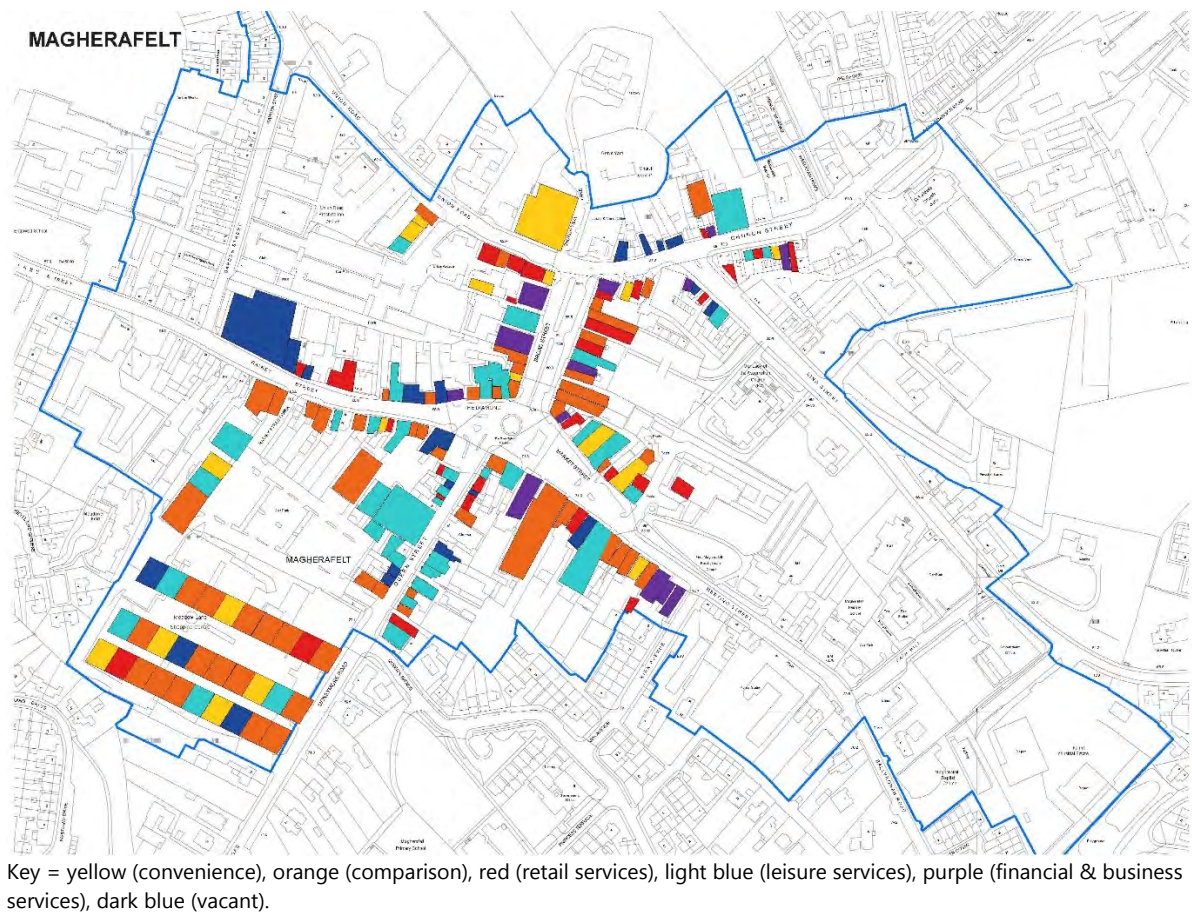
Nexus Planning / Experian Goad (averages), 2018-2019

- 4.13 Like Maghera, Magherafelt shows a higher proportion of convenience goods retailers than the NI and UK averages. Notably, in Magherafelt, this is supplemented by the large Lidl and Tesco foodstores outside of the town centre boundaries.
- 4.14 The data indicates that Magherafelt is comparable to the NI and UK averages for the comparison goods units, leisure service and financial & business service categories, whilst retail services are above the national averages. This assessment includes the units within the Meadowlane Shopping Centre, which itself provides a broad mix of convenience, comparison and service facilities.
- 4.15 Retail services within Magherafelt are represented above the NI average, which reflect a wider trend that in recent years, such centres have typically seen a growth in service provision, replacing struggling retail facilities.
- 4.16 Vacancy rates are lower than the NI averages, spread relatively evenly across Magherafelt, notwithstanding a small concentration to the north of the centre, along Church Street.
- 4.17 The town functions as a major centre for shops and services, and is the principal town in the north of

the District. In addition to a number of independent retailers and service providers, the centre is supported by the larger draw of the Meadowlane Shopping Centre and Lidl and Tesco beyond the centre, functioning as a key hub for local residents and the wider hinterlands.

Land Use Plan

Figure 4.4 | Magherafelt Land Use Plan



Cookstown Town Centre

- 4.18 Cookstown is designated as a Town Centre (with an associated Primary Retail Core, or 'PRC') in the 2010 Cookstown Area Plan, which is proposed to be updated to Hub Town Centre in the DPS (2019) for consistency with the rest of the centres within the emerging Local Development Plan 2030.
- 4.19 As referenced previously, Experian Goad data is available for Cookstown, and we therefore utilise this mapping information in order to provide additional details in terms of individual occupiers and floorspace estimates. As such, the following assessment does not expressly match the PRC boundary.

Land Use Plan

Figure 4.5 | Cookstown Land Use Plan



Key = yellow (convenience), orange (comparison), red (retail services), light blue (leisure services), purple (financial & business services), dark blue (vacant).

Composition

Figure 4.6 | Cookstown Composition (units)

Categories	Units (2019) (#)	Units (2019) (%)	NI Avg. (2018) (%)	UK Avg. (2019) (%)
Convenience	12	5.5%	7.5%	9.2%
Comparison	71	32.3%	33.2%	29.7%
Retail Services	23	10.5%	12.8%	14.9%
Leisure Services	47	21.4%	19.3%	24.4%
Financial & Business Services	47	21.4%	9.2%	10.0%
Vacant	20	9.1%	18.1%	11.6%
Total	220	100.0%	100.0%	100.0%

Nexus Planning / Experian Goad (averages), 2018-2019

Figure 4.7 | Cookstown Composition (floorspace)

Categories	Floorspace (2019) (sq m)	Floorspace (2019) (%)	NI Avg. (2018) (%)	UK Avg. (2019) (%)
Convenience	4,640	12.6%	12.4%	15.4%
Comparison	13,900	37.8%	42.7%	34.0%
Retail Services	2,120	5.8%	5.5%	7.0%
Leisure Services	10,280	28.0%	19.2%	25.4%
Financial & Business Services	3,260	8.9%	6.3%	7.4%
Vacant	2,550	6.9%	13.9%	10.2%
Total	36,750	100.0%	100.0%	100.0%

Nexus Planning / Experian Goad (averages), 2018-2019

- 4.20 Interestingly, despite its position as the largest of Mid Ulster's town centres (by number of units), Cookstown is underrepresented in terms of convenience retail units, yet broadly in line with the NI average in terms of floorspace. This suggests that there are fewer, large convenience units.
- 4.21 The town features both Lidl and Supervalu foodstores within the centre's boundaries (as defined by Experian Goad); however, this is also supplemented by the large Tesco, Marks & Spencer and Iceland at the Orritor Retail Park to the north (within the town centre boundaries), as well as the large Asda to the south.
- 4.22 The proportion of both comparison and retail service stores is similar to the NI and UK averages for both the number of units and floorspace. The number of leisure services is only slightly higher than the NI average, but significantly higher in terms of floorspace due to a number of larger leisure facilities within the town centre, including: Ritz Multiplex cinema, Burnavon theatre, Oasis bingo and the Dojo health club.
- 4.23 Conversely, the amount of financial & business services floorspace is broadly consistent with the NI averages, whilst the number of units significantly exceeds the NI average. This suggests that the centre hosts less banks and building societies (that occupy larger units), and smaller units featuring more estate agents, solicitors, and mortgage advisors.
- 4.24 Positively, across the Experian Goad area, vacancy rates are approximately half of NI averages, both in terms of the number of units and proportion of overall floorspace.
- 4.25 Thanks to recent investment (including recently approved commitments), a number of large foodstores and its central location within the District, drawing trade from a sizable residential

catchment, Cookstown is performing well as one of Mid Ulster's main town centres.

Coalisland Town Centre

- 4.26 Coalisland is designated in the Dungannon and South Tyrone Area Plan (2010) as a Town Centre; however, is the only one of the five town centres that we consider in our study not to benefit from an existing adopted Primary Retail Core.
- 4.27 The DPR (2019) for the emerging Local Development Plan 2030 designates Coalisland as a Local Town Centre, as well as a defining a proposed PRC boundary.

Composition

Figure 4.8 | Coalisland Composition

Categories	Units (2019) (#)	Units (2019) (%)	NI Avg. (2018) (%)	UK Avg. (2019) (%)
Convenience	8	10.3%	7.5%	9.2%
Comparison	19	24.4%	33.2%	29.7%
Retail Services	15	19.2%	12.8%	14.9%
Leisure Services	19	24.4%	19.3%	24.4%
Financial & Business Services	7	9.0%	9.2%	10.0%
Vacant	10	12.8%	18.1%	11.6%
Total	78	100.0%	100.0%	100.0%

Nexus Planning / Experian Goad (averages), 2018-2019

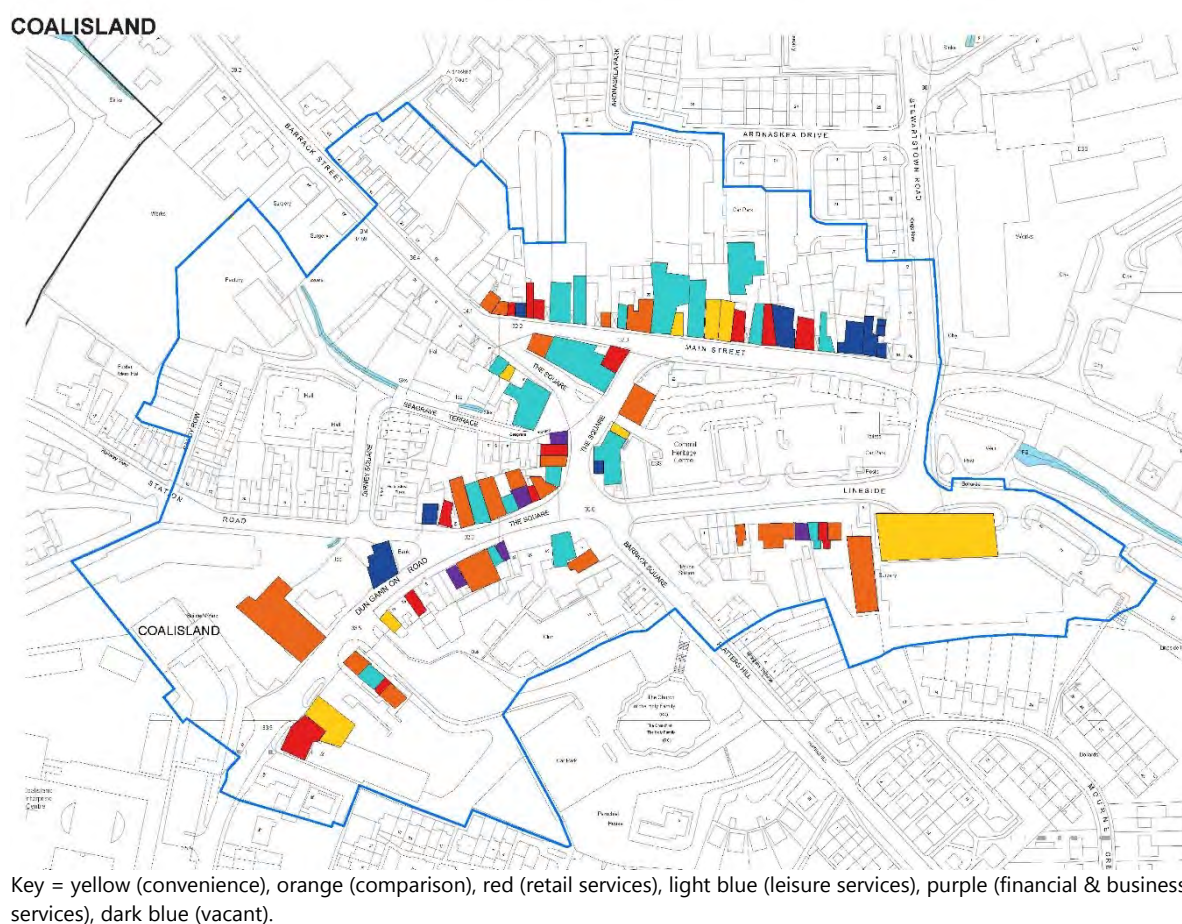
- 4.28 Coalisland has a greater proportion of convenience retailers within the centre than the NI average, which is particularly notable as this does not take into account the large Springisland supermarket located immediately outside of the centre.
- 4.29 The centre also features a lower proportion of comparison goods retailers than the NI average, suggesting that Coalisland predominantly provides a day-to-day function for local residents. Nonetheless, the centre's catchment area for such 'local' residents' spending may be quite broad, given Coalisland's geographic location within the District.
- 4.30 The centre also offers a greater proportion of retail and leisure services than the NI averages, with this increase reflecting wider UK trends for smaller centres becoming more service oriented. Nonetheless, the proportion of financial and business services in the centre remains broadly in line

with NI averages.

- 4.31 Vacancies are also below the NI averages, reflecting the generally positive trend across Mid Ulster's centres. As referenced above, Coalisland generally performs well, predominantly meeting a local service and convenience need.

Land Use Plan

Figure 4.9 | Coalisland Land Use Plan



Dungannon Town Centre

- 4.32 Dungannon Town Centre is designated as a Town Centre within the Dungannon and South Tyrone Area Plan (2010). This designation is included within the DPS (2019) for the emerging Local Development Plan 2030 as a Hub Town Centre, alongside Magherafelt and Cookstown.

Land Use Plan

Figure 4.10 | Dungannon Land Use Plan



Key = yellow (convenience), orange (comparison), red (retail services), light blue (leisure services), purple (financial & business services), dark blue (vacant).

Composition

Figure 4.11 | Dungannon Composition (units)

Categories	Units (2019) (#)	Units (2019) (%)	NI Avg. (2018) (%)	UK Avg. (2019) (%)
Convenience	13	8.1%	7.5%	9.2%
Comparison	41	25.5%	33.2%	29.7%
Retail Services	28	17.4%	12.8%	14.9%
Leisure Services	28	17.4%	19.3%	24.4%
Financial & Business Services	28	17.4%	9.2%	10.0%
Vacant	23	14.3%	18.1%	11.6%
Total	161	100.0%	100.0%	100.0%

Nexus Planning / Experian Goad (averages), 2018-2019

Figure 4.12 | Dungannon Composition (floorspace)

Categories	Floorspace (2019) (sq m)	Floorspace (2019) (%)	NI Avg. (2018) (%)	UK Avg. (2019) (%)
Convenience	7,210	24.1%	12.4%	15.4%
Comparison	9,470	31.7%	42.7%	34.0%
Retail Services	2,890	9.7%	5.5%	7.0%
Leisure Services	6,320	21.1%	19.2%	25.4%
Financial & Business Services	1,370	4.6%	6.3%	7.4%
Vacant	2,630	8.8%	13.9%	10.2%
Total	29,890	100.0%	100.0%	100.0%

Nexus Planning / Experian Goad (averages), 2018-2019

- 4.33 It is important to note that, as with Cookstown, the assessment of Dungannon utilises Experian Goad mapping and data. This allows the use of information about the mix of floorspace across the centre; however, the boundaries utilised by Experian Goad do not align to the adopted Town Centre or PRC.
- 4.34 This is particularly relevant given that the Experian Goad plan includes the large Tesco foodstore to the south of the centre. As such, whilst the number of convenience units in Dungannon is only marginally greater than the NI average, the proportion of floorspace is almost double the NI average, reflecting the presence of the Tesco, as well as Lidl and Iceland within the centre.
- 4.35 The proportion of comparison goods stores in Dungannon is lower than the NI average in terms of both the number of units and floorspace. Interestingly, whilst there are fewer comparison facilities to provide a destination retail draw than either Magherafelt and Cookstown, the market share exercise in the previous section identified that Dungannon attracted a similar proportion of spending from Mid Ulster residents, likely due to the wider catchment area and greater level of spending by residents in the surrounding catchment area.
- 4.36 Retail services (representing hair dressers, dry cleaners, post offices etc.) make up a greater proportion of the total number of units and floorspace in Dungannon than the NI averages, reflecting the increasing trend toward larger centres occupying vacant retail facilities with a service-led offering.
- 4.37 The proportion of leisure services is broadly aligned with NI averages, though slightly higher in terms of the number of units, reflecting the relatively low provision of uses that would contribute to an evening economy given the size of the centre. Beyond the boundaries of the Experian Goad plan, Irish Street to the west of the centre includes a cluster of pubs, bars and restaurants that would support the centres service offering.

- 4.38 There is a higher proportion of financial and business service in terms of the number of units and a lower proportion of the total floorspace than NI averages, which (like in Cookstown), would indicate a higher proportion of smaller business units (solicitor's offices, estate agents etc.) as opposed to banks taking up larger units.
- 4.39 Vacancy rates in Dungannon are lower than the NI average in terms of both the proportion of units and floorspace. However, whilst this is positive in the context of centres across Northern Ireland, it is the highest rate across each of the centres of Maghera, Magherafelt, Cookstown and Coalisland.
- 4.40 Whilst Dungannon remains one of Mid Ulster's three main town centres, its composition and mix of uses suggest that it is currently undergoing a transition in terms of its role, function and how it serves its wide catchment area of residents.

5.0 Summary and Conclusions

Summary of Findings

- 5.1 As we detail in the preceding sections, our findings are, broadly speaking, that there is no significant floorspace capacity for further convenience or comparison goods provision across Mid Ulster over the plan period, and that the provision of leisure facilities within the District is seemingly in line with resident expectations and viable operating capacities.
- 5.2 As such, we do not recommend that the Council seek to specifically allocate sites for new retail or commercial leisure facilities through the emerging Local Development Plan 2030.
- 5.3 Notwithstanding the conclusions of our Study, in terms of decision taking, the lack of significant demonstrable quantitative capacity should not necessarily prevent the Council from allowing new applications. In accordance with the adopted Local Development Plan, proposals in suitable and sustainable locations be assessed on their own merit, subject to relevant planning considerations
- 5.4 Suitable development within town centres (but outside of the PRC) may also be encouraged through the adoption of a flexible approach to the redevelopment of existing retail uses to uses that would support the vitality and viability of the town centre (such as cultural and community facilities, leisure, entertainment and businesses and housing), in order to enable centres to adapt to market requirements and attract investment going forward in light of the lack of specifically identified capacity to support new retail floorspace.
- 5.5 The Council could go on to define the characteristics of vitality and viability within the emerging Local Development Plan 2030 to be considered on a case-by-case basis, given the evolving manner in which shoppers and other visitors use town centres, to ensure that such uses continue to contribute to the wider vitality and viability of centres. Such an approach could be supportive of flexible working practices and encourage new opportunities through the amalgamation or sub-division of existing town centre units and workspace (where such development results in little, or marginal, loss of net floorspace) to encourage investment.
- 5.6 We go on to explore potential considerations of the spatial extent of centres for the Council to take forward through the development of the emerging Local Development Plan 2030.

Boundary Definition of the Spatial Extent of Centres

- 5.7 The context for defining the spatial extent of centres is set out at Paragraphs 6.280-6.283 of the SPPS. Town centre boundaries enable developers and decision makers to consider the sequential, impact and needs tests when considering individual proposals for development and/or change of use. It is also relevant for consideration of the impact thresholds (nationally set at 1,000 sq m gross external area).
- 5.8 The range of potential delineations include:
- Primary Retail Core;
 - Town Centre;
 - Edge-of-centre; and
 - Out-of-centre.
- 5.9 In keeping with practice across the UK, edge-of-centre is defined as sites which are within a 300m walking distance of the town centre boundary, whilst out-of-centre is defined as those areas beyond that 300m. Defining suitable town centre boundaries is therefore important in this context.
- 5.10 The Council must weigh up the advantage of having a sufficiently large defined area to cater for the likely demands of the range of existing and future town centre uses within a centre, but also the disadvantages of defining too wide an area, whereby a number of sites which are not suitable for development fall within the edge-of-centre category. A balance must therefore be struck between the two.
- 5.11 The SPPS is silent on the merits of prescribing a Primary Retail Core or otherwise. It is only discussed within the SPPS itself as being a tool for providing an alternative basis for the measurement of 300m, which would otherwise be assumed from the town centre boundary.
- 5.12 In practice, our experience is that local authorities have utilised the Primary Retail Core definition to help designate those frontages which they are most keen to preserve A Class Uses, with more liberal town centre uses applied to areas outside the Primary Retail Core, but within the Town Centre. This was borne of the PPS 5 era (document now superseded) which sought to control non-retail uses at ground floor level with the PRC. Given that the term 'Primary Retail Core' is carried forward into SPPS,

we assume that this remains its intent and purpose.

- 5.13 In general terms, and building on our observations in Section 2, we consider that the future of the High Street is likely to evolve quickly, and that there is some danger in being closed to the idea of non-retail uses at ground floor level within the heart of major town centres. Any application for a change of use would need to be considered through a Planning Application in any event (where Permitted Development Rights do not apply), and so there is a significant degree of control even where there is no defined PRC. We are also mindful of the relatively sizes of the two tiers of town centres in the District, especially in the context of the extended draw of Belfast City Centre. To our mind, it is unnecessary to unduly constrain the availability of potentially beneficial and footfall generating sites by defining a PRC too widely.
- 5.14 Each of the centres of Maghera, Magherafelt, Cookstown and Dungannon have defined PRC and town centre boundaries, whilst Coalisland only currently defines a town centre boundary.
- 5.15 The Draft Plan Strategy (DPS) for the emerging Local Development Plan 2030 includes policies that utilise defined PRC and town centre boundaries to determine relevant applications.
- Policy Re1 seeks to direct 'retail and retail related development' within the PRC, and also considers retail developments favourably where they are located within the town centre but outside of the PRC.
 - Policy Re2 seeks to protect shops within the PRC from conversion to non-retail uses, whilst the change of use to financial and professional services, restaurants and hot food takeaways is supported in certain circumstances where it would not result in the overprovision of non-retail uses.
 - Within the scope of this Study, Policy Re7 is also relevant in that it supports the location of financial and professional services, office and business uses within town centres.
- 5.16 Within this draft policy context, we go on to consider the spatial extent of each town in turn, on the basis of the adopted Area Plan boundaries and any revisions proposed within the Council's 2019 Draft Plan Strategy at Maps 1.7-1.11 (pages 135-139).
- 5.17 In reviewing each of the PRC definitions (existing and proposed) above, we are cognisant of our earlier conclusions regarding the lack of quantitative capacity for new retail or leisure floorspace over the

plan period to 2030, and the need to refine and focus on the attraction and accessibility of each centre's existing offer.

- 5.18 Maghera's existing PRC extends along Main Street, with an offshoot up Coleraine Road. The proposed revisions to the PRC broadly retain this approach, yet extend the boundary to the edge of each plot boundary, which is a sensible and robust approach to provide clarity to the interpretation of the relevant policies. The boundary also incorporates areas of car parking to the north, and the full extent of the R Crawford & Co store to the south. We support this common-sense approach to the refinement of the existing PRC.
- 5.19 The PRC definition for Magherafelt currently runs along Broad Street, with arms extending outwards at Union Road and (partly) along Church Street to the north of the centre, as well as Rainey Street and Meeting Street to the south, looping around the access road to Meadowlane Shopping Centre.
- 5.20 In addition to refining the boundary to reflect the full extent of each unit, the DPS extends the PRS up Church Street to the northeast of the centre, to incorporate a number of service uses (including the Terrace Hotel) that support the centre's growing service offer. To the south of the centre, the PRS is proposed to incorporate the units along Moneymore Road in order to fully bring the Meadowlane Shopping Centre within the PRC. The proposed PRC within the DPS also extends even further to the west, along Rainey Street, incorporating a number of vacant and non-town centre uses that detract from the commercial vitality and viability of the PRC; we would recommend that this be pulled back to reflect the existing PRC to the north of Rainey Street, in order to avoid adding further barriers to the development and occupation of these units.
- 5.21 Cookstown currently designates a PRC along William Street (from Moleworth Street to Orritor Street / Old Coagh Road), supported by a Secondary Shopping Area along James Street and Molesworth Street to the south and east, and up Oldtown Street to the north. This area, combined and including the full extent of the Molesworth Place / Plaza development, makes up the proposed PRC within the DPS. In light of the relative success of Cookstown Town Centre, supported by the larger Tesco and Marks and Spencer stores beyond the PRC to the north and the Asda store beyond both the PRC and town centre boundaries to the south, we agree that the PRC definition should remain concise and focussed on the main retail and service attractions to the centre, without unduly constraining potentially beneficial non-retail uses from the immediately surrounding area.

- 5.22 Coalisland does not currently feature a defined PRC; as a lower order centre the Dungannon and South Tyrone Area Plan 2010 considers that this function is served by the larger Dungannon Town Centre, supported by Oaks Shopping Centre at Oaks Road District Shopping Centre. The DPS proposes a PRC within Coalisland, covering Main Street and Lineside (as well as the Newell foodstore to the south), extending along Dungannon Road to the east to include the SuperValu foodstore, post office and petrol filling station. This boundary is considered to suitably incorporate the concentration of A Class Uses and services within Coalisland and define the area where new investment in town centre uses should be focussed. Additionally, the boundary is not drawn so broadly as to restrict areas beyond the PRC that may be considered for alternative non-retail uses that may support the wider growth of the centre.
- 5.23 Dungannon shows the greatest variation between the existing PRC, adopted through the Dungannon and South Tyrone Area Plan 2010, and the proposal within the DPS. The existing core covers Market Square, down to Scotch Street, with a short off-shoot to the east to include Iceland Foods.
- 5.24 The proposed PRC extends along Thomas Street to the west (which features a variety of retail, leisure and financial & business service uses), Church Street to the east (predominantly comprising service uses), and further along Scotch Street to the south (which features a number of comparison goods retailers), stopping before the Lidl foodstore, which is not proposed to be included in the PRC. We consider that these minor extensions to the PRC area are suitable and reflect the wider function and offer of the centre and that these areas would warrant protection under the relevant policies. As referenced above, the Lidl store is not included within the proposed PRC. This is considered to be a realistic assessment, as the topography and slope to the north of the centre restricts the amount of linked trips between the Lidl and other stores across the centre. To the west of the centre, the DPS proposes extending the PRC to include a triangle along Irish Street and Shamble Lane. Noting the extent of the retail and leisure service offering along Irish Street, and the contribution these facilities make to the wider town centre, we agree that this area is worthy of protection within the PRC.
- 5.25 Finally, turning to the town centre boundaries, the DPS does not propose any amendments to those adopted as part of the existing Area Plans. We have reviewed these existing town centre boundaries set out in the DPS and compared them to our on-the-ground observation of the spread of town centre uses. We suggest that the town centre boundaries set out in the DPS for each of Maghera, Magherafelt, Cookstown, Coalisland and Dungannon are accurate and should be taken forward.

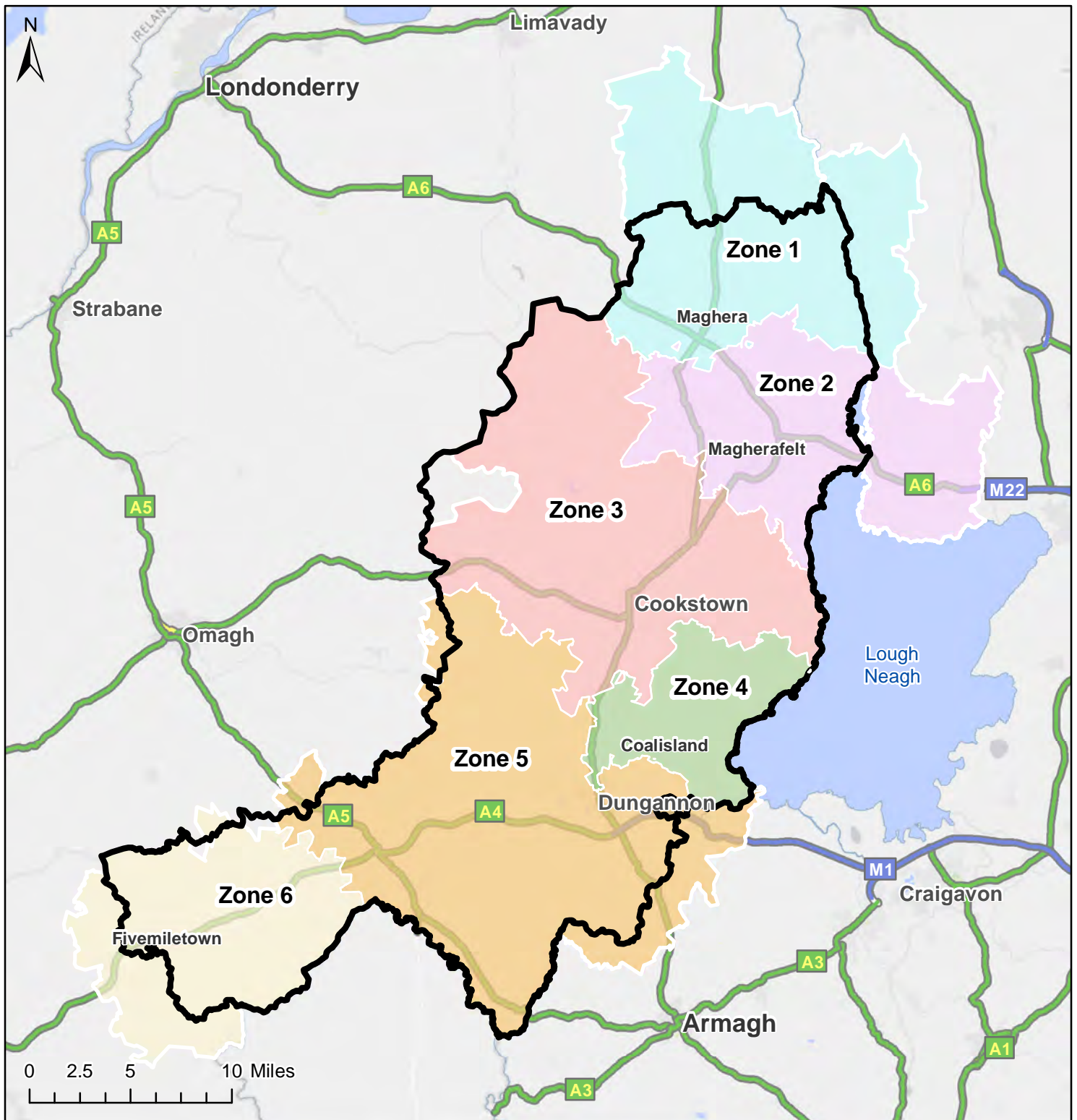
Appendix A:

Study Area and Zones

Mid Ulster District Council

Retail and Commercial Leisure Capacity Study

Study Area



Legend

Zone 1 - Maghera	Zone 4 - Coalisland
Zone 2 - Magherafelt	Zone 5 - Dungannon
Zone 3 - Cookstown	Zone 6 - Fivemiletown



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

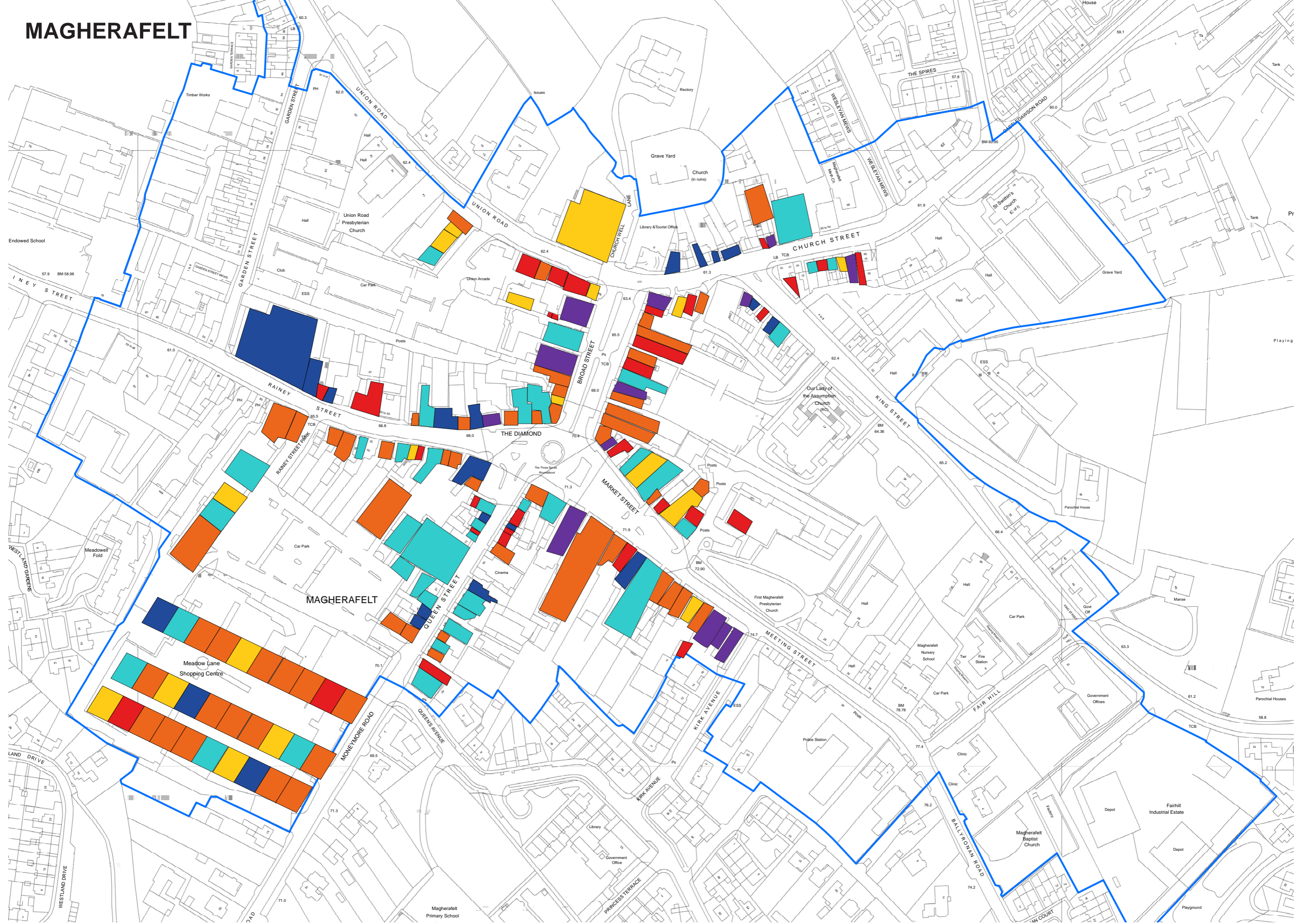
NEXUS
PLANNING

Appendix B:

Town Centre Plans

MAGHERA

MAGHERAFELT



COOKSTOWN

COALISLAND



DUNGANNON



Appendix C:

NEMS Household Survey Report



NEMS market research
22 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

Mid Ulster Household Survey for Nexus Planning

November 2019

Job Ref: 161119

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Mid Ulster area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 601 telephone interviews were conducted between Monday 18th November 2019 and Friday 6th December 2019. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 6 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	BT44 8, BT46 5, BT51 5	100
2	BT41 3, BT45 5, BT45 6, BT45 8	100
3	BT45 7, BT80 8, BT80 9, BT80 0	100
4	BT71 4, BT71 5	101
5	BT68 4, BT69 6, BT70 1, BT70 2, BT70 3, BT71 6, BT71 7,	100
6	BT75 0, BT76 0, BT77 0,	100
Total		601

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers and ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers. All numbers are randomly generated using the area code as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly

updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	23.1%	93	1.4945
35-44	20.5%	53	1.4876
45-54	18.3%	112	0.9842
55-64	15.0%	131	0.6870
65+	23.0%	182	0.7601
(Refused)	n/a	0	1.0000
Total		601	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	10,422	100	98	0.9643
2	13,928	100	99	1.2764
3	13,405	100	101	1.2044
4	6,959	101	104	0.6062
5	18,902	100	103	1.6655
6	2,870	100	98	0.2655
Total	66,486	601		

* Source: Census 2011

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 601 answers “Yes” to a question, we can be 95% sure that between 46.0% and 54.0% of the population holds the same opinion (i.e. +/- 4.0%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±2.4%
20%	±3.2%
30%	±3.7%
40%	±3.9%
50%	±4.0%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Filtered Nulls & SFT (Weighted)

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q01 In which town and at what store did you last undertake your main food and grocery shopping?														
Excl. Nulls & SFT														
Zone 1														
Centra, Glenshane Road, Maghera	0.7%	4	3.4%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter (Crawfords), Church Street, Maghera	1.6%	9	8.5%	7	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Day Today, Kilrea Road, Upperlands, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurospar, Main Street, Maghera	0.9%	5	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurospar, Main Street, Portglenone	0.9%	5	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullans Eurospar, Main Street, Rasharkin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.5%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kilrea Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Maghera Town Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Portglenone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Swatragh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Bridge Street, Kilrea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Extra (O'Neill's), Main Street, Portglenone	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	1.7%	10	10.4%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Kelly's), Tirkane Road, Maghera	0.4%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coleraine Road, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Maghera Street, Kilrea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Garvagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Today's Local, Kilrea Road, Swatragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Boyle Shop, Gulladuff Road, Knockloughrim, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Moneymore Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centra (Cathcart's), Diamond Shopping Center, Magherafelt	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter (Newbridge Stores & Post Office), Blackpark Road, Toomebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Randalstown	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	0.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	0.6%	3	0.8%	1	1.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	3.9%	22	0.0%	0	17.5%	21	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kennys, Moneymore Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	3.8%	22	5.0%	4	14.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Castledawson Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Local shops, Magherafelt Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Toomebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Roguery Road, Toomebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Shore Road, Ballyronan, Magherafelt	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McSwiggans, Rainey Street, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muldoons Supermarket, William Street, Bellaghy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Main Street, Castledawson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Spar, Main Street, Bellaghy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Castledawson	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Moneymore Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Union Road, Magherafelt	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ballyronan Road, Magherafelt	11.1%	63	12.1%	10	39.0%	47	4.4%	5	0.0%	0	0.0%	0	0.0%	0
Vivoxtra (Kelly's), Magherafelt Road, Castledawson	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	10.1%	57	2.0%	2	0.8%	1	34.0%	41	8.5%	5	5.2%	8	1.1%	0
Braeside Vivo Shop, Orritor Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Battery Road, Cookstown	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	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Eurospar, Magherafelt Road, Moneymore, Magherafelt	0.3%	2	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurospar, St. Patrick's Street, Draperstown	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Burn Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molesworth Street, Cookstown	1.2%	7	0.0%	0	0.0%	0	2.2%	3	5.8%	3	0.7%	1	0.0%	0
Littlebridge Country Store, Littlebridge Road, Moneymore	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Coagh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cookstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Draperstown Village Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Orritor Road Retail Park, Cookstown, Cookstown	1.2%	7	0.0%	0	0.7%	1	4.8%	6	0.0%	0	0.0%	0	0.0%	0
Mace, Drum Road, Kildress	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Morgans Hill Road, Cookstown	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
Spar, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lawford Street, Moneymore	0.7%	4	0.0%	0	1.6%	2	1.5%	2	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
Supervalu, Burn Road, Cookstown	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Orritor Road, Cookstown	12.1%	69	1.7%	1	4.1%	5	44.8%	54	14.3%	8	0.0%	0	1.7%	0
Today's Local, Ardboe Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Cookstown														
Vivo, Churchtown Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Costcutter (Petrol Station), Annagher Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Hillhead, Stewartstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aughamullan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stewartstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowe Brothers, The Square, Stewartstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Brodmorr Court, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newell Stores, Lineside, Coalisland	5.6%	32	1.7%	1	0.0%	0	0.0%	0	27.3%	16	9.2%	15	0.0%	0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	3.3%	19	1.7%	1	0.0%	0	0.0%	0	10.4%	6	7.0%	11	1.1%	0
Spar, Ballynakilly Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Carland Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Hillhead, Stewartstown	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Spar, Moore Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Mullanahoe Road, Ardboe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Springisland Supermarket, Washing Bay Road, Coalisland	1.5%	8	0.0%	0	0.0%	0	0.0%	0	10.3%	6	1.6%	2	0.0%	0
Supervalu, Dungannon Road, Coalisland	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	1.7%	0
Vivo, Moor Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vivo, Mountjoy Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Centra, Main Street, Ballygawley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.9%	0
Co-op, Moy Road, Moy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Costcutter, Moygashel Mills Park, Dungannon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Eurospar, Charlemont Street, Moy, Dungannon	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0
Eurospar, Moy Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotch Street, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, John Street, Dungannon	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.8%	0
Local shops, Aughnacloy Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Local shops, Ballygawley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Benburb Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Coalisland Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Donaghmore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dungannon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Local shops, Moy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowe Brothers, Market Square, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Ballygawley Road, Cabragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, The Diamond, Pomeroy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newell Stores, Newell Road,	2.3%	13	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.3%	12	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

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November 2019

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Dungannon														
O'Neill's Supermarket, Donaghmore Road, Dungannon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Spar, Caledon Road, Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Eglish Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Quarry Lane, Dungannon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Supervalu, Moore Street, Aughnacloy	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.8%	0
Tesco Superstore, Beechvalley Way, Dungannon	14.9%	85	0.0%	0	1.0%	1	1.5%	2	14.5%	8	44.5%	71	8.6%	2
Zone 6														
Centra, Augher Road, Clogher	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Co-op, Main Street, Fivemiletown	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Costcutter, Main Street, Augher	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Local shops, Augher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Clabby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fivemiletown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Main Street, Clogher	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Spar, Derryfubble Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Augher	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Spar, Main Street, Fivemiletown	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	4
Today's Extra, Cooneen Road, Fivemiletown	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, Bridge Street, Portadown	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Derrychara Road, Enniskillen	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2
Asda, Dromore Road, Omagh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	6.6%	2
Asda, Junction One International Outlet, Antrim	1.2%	7	1.7%	1	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ring Road, Coleraine	0.8%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Portglenone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Dunnes Stores, Irishtown Road, Omagh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Emersons, Market Square, Armagh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Eurospar, Main Street, Fintona	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Hegarty's Supervalu, Tattymoyle Road, Fintona	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kevlin Avenue, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Iceland, Spires Retail Park, Armagh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Lidl, Main Street, Lisnaskea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Lidl, Meetinghouse Street, Ballymoney	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moy Road, Armagh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lidl, Riverside Park North, Coleraine	0.4%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Town Centre														
Local shops, Dromore Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tempo Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Marlborough Retail Park, Craigavon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Donegall Place, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Erneside Shopping Centre, Eniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
M&S, The Fairhill Shopping Centre, Ballymena	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Main Street, Markethill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Braidwater Retail Park, Ballymena	0.6%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	1.0%	6	5.4%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Sprucefield Park, Lisburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	0
Spar, Dungannon Road, Portadown	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Spar, Fenaghy Road, Galgorm Parks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Lisnaskea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Spar, Millburn Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Newmills Road, Coleraine	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Church Square, Monaghan	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Castle Way, Antrim	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highfield Road, Craigavon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%	0
Tesco Extra, Newtownbreda Road, Belfast	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Barnfield Road, Coleraine	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.7%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Tesco Superstore, Larne Road, Ballymena	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Meadows Shopping Centre, Portadown	0.4%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
Wright's, Dungannon Road, Portadown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	567		86		121		120		57		160		23	
Sample:	567		92		96		99		94		95		91	

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Q02 Which retailer do you purchase your main food internet / home delivery shopping from?														
<i>Those who do their main food shopping via the Internet at Q01:</i>														
Asda	48.5%	16	31.6%	2	83.4%	4	100.1%	1	32.7%	2	46.3%	5	50.7%	2
Iceland	1.3%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	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
Sainsbury's	4.7%	2	8.8%	1	0.0%	0	0.0%	0	16.3%	1	0.0%	0	0.0%	0
Tesco	45.5%	15	59.6%	4	16.6%	1	0.0%	0	43.5%	2	53.7%	6	49.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawfords	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
Weighted base:		33		8		5		1		6		11		3
Sample:		33		7		4		1		7		5		9

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) for your main food and grocery shopping?														
Accessibility by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.4%	14	2.3%	2	1.7%	2	0.0%	0	3.5%	2	4.2%	7	1.5%	0
Choice of food goods available	10.1%	61	9.0%	9	12.3%	16	5.2%	6	7.9%	5	11.7%	20	21.2%	5
Choice of shops nearby selling non-food goods	0.6%	3	0.0%	0	0.7%	1	1.0%	1	1.4%	1	0.0%	0	1.5%	0
Choice of shops selling food goods	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0
Cleanliness	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	2	0.0%	0
Delivery service	1.7%	10	0.7%	1	1.5%	2	0.8%	1	3.1%	2	2.4%	4	1.5%	0
Easy to get to by car	0.6%	4	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	1.8%	11	2.2%	2	0.8%	1	3.2%	4	4.1%	3	0.7%	1	0.0%	0
Good service / friendly staff	3.1%	19	0.8%	1	5.6%	7	0.8%	1	4.8%	3	2.9%	5	8.2%	2
Habit / always use it / preference for retailer	5.7%	34	5.1%	5	4.8%	6	8.3%	10	7.3%	5	4.6%	8	4.0%	1
Internet shopping is convenient	2.2%	13	2.2%	2	1.0%	1	0.0%	0	4.3%	3	2.4%	4	10.9%	3
Lower prices	5.0%	30	9.7%	9	4.5%	6	8.1%	10	4.5%	3	0.7%	1	6.2%	2
Loyalty card / points scheme	1.1%	7	1.0%	1	2.2%	3	1.0%	1	3.0%	2	0.0%	0	0.0%	0
Near to home	40.3%	242	34.7%	33	30.4%	38	47.9%	58	33.7%	21	50.5%	86	21.6%	6
Near to work	1.9%	11	5.5%	5	1.0%	1	0.0%	0	1.4%	1	2.1%	4	2.2%	1
Nice shopping environment	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Only one in the area / no other choice	0.5%	3	0.0%	0	0.8%	1	0.0%	0	1.9%	1	0.0%	0	2.3%	1
Provision of leisure facilities nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Quality of food goods available	5.5%	33	7.1%	7	5.7%	7	7.3%	9	2.8%	2	4.9%	8	1.6%	0
Quality of shops selling food goods	0.9%	5	0.0%	0	2.2%	3	0.8%	1	2.2%	1	0.0%	0	1.5%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	0.8%	5	0.8%	1	0.0%	0	1.0%	1	0.0%	0	1.6%	3	0.0%	0
Value for money	6.9%	41	3.0%	3	15.9%	20	7.6%	9	2.4%	2	4.3%	7	1.4%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Always has good offers	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Close to family / friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Good size store	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.6%	4	0.0%	0	2.8%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Has self scanners	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
I was in the area	0.5%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	0
Offers click & collect service	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Petrol is cheap here	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sells non-food goods	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.4%	33	9.9%	9	5.5%	7	4.6%	6	9.4%	6	2.4%	4	3.0%	1
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q04 What, if anything, is the one thing you most dislike about (STORE / LOCATION MENTIONED AT Q01)?														
Change layout too often	0.3%	2	0.7%	1	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0
Difficult to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	4.0%	24	2.3%	2	7.3%	9	4.6%	6	1.7%	1	2.4%	4	6.6%	2
Expensive	3.3%	20	6.4%	6	0.8%	1	2.2%	3	0.9%	1	5.2%	9	3.2%	1
Expensive parking	0.5%	3	1.5%	1	0.0%	0	0.7%	1	1.4%	1	0.0%	0	0.0%	0
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	2.8%	17	1.5%	1	4.4%	6	4.9%	6	3.7%	2	0.7%	1	1.6%	0
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.3%	8	0.0%	0	0.0%	0	1.7%	2	0.0%	0	3.4%	6	0.8%	0
Poor quality	1.1%	6	0.0%	0	1.5%	2	3.7%	5	0.0%	0	0.0%	0	0.0%	0
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Too busy	2.8%	17	1.5%	1	2.5%	3	2.2%	3	3.5%	2	3.9%	7	2.2%	1
Too far away	1.0%	6	1.5%	1	0.7%	1	0.0%	0	0.0%	0	1.5%	2	4.0%	1
Too small	1.0%	6	2.5%	2	0.8%	1	1.5%	2	1.4%	1	0.0%	0	0.8%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't offer click & collect	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Incorrect prices on products	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Internet shopping: can't choose the goods yourself	0.5%	3	0.7%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0
No loyalty / discount schemes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Poor quality toilets	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Queues at the checkout / not enough staff	1.4%	9	0.0%	0	3.0%	4	0.0%	0	1.4%	1	2.2%	4	0.7%	0
Short use-by dates on products	0.4%	2	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Store's too big	0.5%	3	0.0%	0	0.0%	0	1.0%	1	0.7%	0	0.7%	1	1.8%	0
Store's too cold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The grocery department has closed	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They're putting small businesses out of business	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Too many self-service tills	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0
(Don't know)	3.1%	19	2.3%	2	5.2%	7	2.2%	3	1.4%	1	3.9%	7	0.0%	0
(Nothing)	74.1%	445	77.4%	73	70.4%	89	71.6%	87	82.3%	52	73.4%	125	75.3%	20
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

MeanScore: visits per week

Q05 How often do you normally do your main food shopping at (STORE / LOCATION MENTIONED AT Q01)?

Daily	2.6%	15	1.6%	1	1.0%	1	2.9%	4	8.3%	5	1.5%	2	5.4%
At least two times a week	24.3%	146	16.5%	16	26.6%	34	19.5%	24	32.9%	21	28.5%	49	15.5%
At least once a week	56.5%	340	63.3%	60	62.3%	78	52.3%	63	47.6%	30	55.6%	95	51.2%
At least once a fortnight	11.2%	67	12.7%	12	5.2%	7	18.6%	22	6.2%	4	10.8%	18	15.8%
At least once a month	3.2%	19	6.0%	6	3.1%	4	2.7%	3	2.1%	1	2.0%	3	7.4%
At least every two months	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.1%
Less often	0.6%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.7%
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	1.1%	7	0.0%	0	1.8%	2	1.0%	1	2.9%	2	1.0%	2	0.0%
Mean:		1.81		1.48		1.83		1.63		2.48		1.88	
Weighted base:		601		94		126		121		63		171	
Sample:		601		100		100		100		101		100	

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q06 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?														
<i>Excluding those who do their main food shopping via the Internet at Q01:</i>														
Car / van (as driver)	88.4%	502	89.2%	77	85.8%	104	89.1%	107	85.0%	49	91.3%	146	84.3%	19
Car / van (as passenger)	5.2%	30	3.3%	3	10.2%	12	5.5%	7	3.2%	2	3.3%	5	3.4%	1
Bus (including the busway or guided bus), minibus or coach	0.4%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.9%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.4%	19	6.6%	6	0.8%	1	1.0%	1	10.2%	6	2.3%	4	8.5%	2
Taxi	1.3%	7	0.0%	0	3.2%	4	1.5%	2	0.8%	0	0.8%	1	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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Mobility scooter / disability vehicle	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
(Don't know / varies)	1.2%	7	0.8%	1	0.0%	0	2.3%	3	0.8%	0	1.6%	2	1.1%	0
Weighted base:		568		87		121		120		57		160		23
Sample:		568		93		96		99		94		95		91

MeanScore: number of minutes

Q07 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?*Excluding those who do their main food shopping via the Internet at Q01:*

1 - 5 minutes	29.4%	167	30.5%	26	34.3%	41	26.1%	31	31.7%	18	27.3%	44	26.8%	6
6 - 10 minutes	29.9%	170	21.1%	18	34.0%	41	30.2%	36	18.2%	10	36.8%	59	21.3%	5
11 - 15 minutes	19.2%	109	14.3%	12	17.8%	21	22.0%	27	29.2%	17	18.1%	29	13.3%	3
16 - 20 minutes	11.5%	65	18.1%	16	6.8%	8	9.1%	11	14.3%	8	12.2%	19	11.1%	3
21 - 25 minutes	2.0%	11	5.7%	5	0.8%	1	1.5%	2	1.8%	1	0.0%	0	10.2%	2
26 - 30 minutes	3.8%	22	6.0%	5	2.4%	3	2.4%	3	2.3%	1	4.1%	7	12.7%	3
31 - 35 minutes	0.7%	4	0.8%	1	0.8%	1	1.7%	2	0.0%	0	0.0%	0	0.9%	0
36 - 40 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
41 - 45 minutes	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
46 - 50 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 - 55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60 minutes	0.7%	4	0.0%	0	0.8%	1	1.5%	2	1.6%	1	0.0%	0	0.0%	0
61 - 65 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 75 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
76 - 80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 85 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86 - 90 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
91 - 95 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
96 - 100 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
101+ minutes	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)	2.6%	14	3.6%	3	2.3%	3	4.7%	6	0.8%	0	1.6%	2	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		12.09		13.12		10.92		12.78		12.41		11.24		15.95
Weighted base:		568		87		121		120		57		160		23
Sample:		568		93		96		99		94		95		91

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
MeanScore: £													
Q08 How much on average does your household normally spend on main food and grocery shopping in a week?													
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%
£11 - £15	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
£16 - £20	1.2%	7	0.8%	1	0.0%	0	3.2%	4	0.0%	0	1.0%	2	2.5%
£21 - £25	1.0%	6	0.8%	1	0.0%	0	2.2%	3	0.7%	0	0.7%	1	3.3%
£26 - £30	1.7%	10	3.0%	3	0.0%	0	0.8%	1	2.9%	2	2.2%	4	3.9%
£31 - £35	0.9%	5	0.0%	0	0.8%	1	1.5%	2	0.7%	0	0.7%	1	3.1%
£36 - £40	6.0%	36	5.5%	5	5.3%	7	3.7%	5	6.7%	4	8.2%	14	4.0%
£41 - £45	0.9%	5	0.8%	1	1.8%	2	0.8%	1	0.7%	0	0.0%	0	3.2%
£46 - £50	5.7%	34	4.9%	5	6.0%	8	5.6%	7	4.3%	3	5.8%	10	10.7%
£51 - £55	1.7%	10	4.0%	4	0.8%	1	0.8%	1	4.5%	3	0.7%	1	1.5%
£56 - £60	5.4%	33	6.9%	7	8.0%	10	3.0%	4	5.9%	4	4.5%	8	4.1%
£61 - £65	1.6%	10	4.0%	4	0.8%	1	3.7%	4	0.0%	0	0.0%	0	1.6%
£66 - £70	6.5%	39	3.7%	4	4.0%	5	5.5%	7	9.9%	6	9.2%	16	7.8%
£71 - £75	2.3%	14	0.8%	1	2.2%	3	3.1%	4	3.8%	2	2.2%	4	1.5%
£76 - £80	8.3%	50	9.1%	9	6.3%	8	10.3%	12	4.5%	3	9.4%	16	7.7%
£81 - £85	0.5%	3	2.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
£86 - £90	4.1%	25	3.2%	3	2.5%	3	7.0%	8	4.4%	3	4.3%	7	0.0%
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£96 - £100	15.3%	92	15.5%	15	15.2%	19	17.0%	21	15.6%	10	13.8%	24	16.4%
£101 - £120	6.3%	38	6.4%	6	4.9%	6	6.4%	8	6.7%	4	7.3%	13	5.6%
£121 - £140	2.4%	14	1.8%	2	3.0%	4	0.0%	0	4.0%	3	3.6%	6	1.5%
£141 - £160	7.3%	44	7.3%	7	9.0%	11	6.9%	8	6.2%	4	7.0%	12	5.8%
£161 - £180	0.7%	4	0.8%	1	0.0%	0	1.0%	1	0.7%	0	1.0%	2	0.7%
£181 - £200	4.6%	27	3.2%	3	8.7%	11	2.5%	3	1.4%	1	5.3%	9	2.0%
£201 - £250	0.5%	3	0.0%	0	0.7%	1	1.5%	2	0.7%	0	0.0%	0	0.0%
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	14.1%	85	15.2%	14	18.6%	23	10.8%	13	14.9%	9	13.1%	22	8.5%
(Refused)	0.6%	4	0.0%	0	1.5%	2	0.8%	1	0.7%	0	0.0%	0	1.6%
Mean:	91.28		88.24		102.06		88.01		87.08		91.86		76.15
Weighted base:	601		94		126		121		63		171		26
Sample:	601		100		100		100		101		100		100

Q09 When you go main food shopping is your trip linked with any other activity?*Excluding those who do their main food shopping via the Internet at Q01:*

Yes – NON-FOOD shopping	6.8%	39	4.4%	4	9.4%	11	9.1%	11	4.6%	3	3.6%	6	18.3%	4
Yes – other FOOD shopping	9.1%	52	5.2%	5	7.9%	10	10.5%	13	5.1%	3	13.2%	21	3.8%	1
Yes – visiting services such as banks and other financial institutions	1.8%	10	2.5%	2	3.1%	4	2.2%	3	0.0%	0	0.0%	0	6.9%	2
Yes – leisure activity	1.1%	6	0.8%	1	1.8%	2	1.5%	2	1.6%	1	0.0%	0	2.0%	0
Yes – travelling to / from work	2.9%	17	2.8%	2	2.6%	3	4.7%	6	6.0%	3	0.7%	1	3.3%	1
Yes – travelling to / from school / college / university	1.1%	6	1.7%	1	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	3.1%	18	3.3%	3	0.0%	0	3.2%	4	4.7%	3	4.6%	7	3.5%	1
Yes – visiting café / pub / restaurant	3.2%	18	4.4%	4	3.4%	4	2.4%	3	4.7%	3	2.6%	4	2.9%	1
Yes – visiting family / friends	1.3%	7	0.8%	1	1.6%	2	0.8%	1	0.0%	0	1.5%	2	5.4%	1
Yes – visiting health service such as doctor, dentist, hospital	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.8%	0	0.0%	0	2.6%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	2	0.8%	1	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.9%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0
(No activity)	65.4%	371	71.6%	62	61.1%	74	59.1%	71	70.1%	40	70.5%	113	50.4%	11
(Don't know / varies)	3.1%	18	1.7%	1	7.1%	9	1.7%	2	0.8%	0	3.4%	5	0.0%	0
Weighted base:		568		87		121		120		57		160		23
Sample:		568		93		96		99		94		95		91

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q10 Where do you do this linked trip?														
<i>Those who link their main food shopping trip with other shopping or services at Q09: AND Excl. Nulls & SFT</i>														
Zone 1														
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilrea Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera Town Centre	4.6%	5	43.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portglenone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upperlands Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castledawson Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	1.0%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	20.0%	19	20.7%	2	54.6%	13	15.6%	4	0.0%	0	0.0%	0	0.0%	0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Randalstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toomebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	1.2%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0
Ballinderry Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Orritor Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coagh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown Town Centre	26.6%	26	7.0%	1	16.1%	4	75.8%	19	53.2%	3	0.0%	0	0.0%	0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draperstown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnamore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Burn Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildress Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moneymore Village Centre	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	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	0.9%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Toymaster, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ardboe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackaville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalisland Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	26.1%	1	0.0%	0	0.0%	0
JC Campbell Electrics, Brackaville Road, Coalisland	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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	1
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

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November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Springisland Supermarket, Washing Bay Road, Coalisland	0.5%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	0	0.0%	0	0.0%	0
Stewartstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Garden Corner, Cookstown Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aughnacloy Town Centre	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	4	0.0%	0
Ballygawley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon Town Centre	17.4%	17	6.3%	1	0.0%	0	0.0%	0	0.0%	0	60.9%	16	0.0%	0
Eglisli Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killyman Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, John Street, Dungannon	0.6%	1	0.0%	0	0.0%	0	0.0%	0	11.7%	1	0.0%	0	0.0%	0
Moy Village Centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Moygashel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pomeroy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beechvalley Way, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Augher Village Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clougher Village Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	0
Fivemiletown Village Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	1
Outside Survey Area														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All Direct Furniture, Antrim Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antrim Town Centre	0.9%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armagh Town Centre	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Asda, Dromore Road, Omagh	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0
Asda, Junction One International Outlet, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymena Town Centre	0.8%	1	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymoney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast City Centre	1.0%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast International Airport, Airport Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boucher Retail Park, Boucher Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braidwater Retail Park, Larne Road Link, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookeborough Village Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0
Broughshane Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Castleroe Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carryduff Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlewellan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coleraine Town Centre	1.0%	1	9.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Craigavon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damolly Retail Park, Armagh Road, Newry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry / Londonderry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donaghadee Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmoylan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen Town Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	1
Fintona Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelgorm Spa & Golf Resort, Galgorm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilbertstown Town Centre	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, Great Northern Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HM Carpets, Donaghania Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, Enniskillen	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
Lisburn City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnaskea Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loguestown Industrial Estate, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lurgan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moiraville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan Town Centre	1.3%	1	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownabbey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownards Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	1
Pennybridge Industrial Estate, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portadown Town Centre	1.9%	2	7.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	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
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Coleraine	1.3%	1	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	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
Screwfix, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spires Retail Park, Moy Road, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	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
Tandragee Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Junction Shopping Complex, Ballymena Road, Antrim	2.0%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	97		10		25		24		5		27		6	
Sample:	107		12		21		23		11		17		23	

Q11 Do you make 'top up' shopping trips in between your main food shopping trip? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.

Yes	76.9%	462	70.5%	66	81.8%	103	74.5%	90	67.7%	43	81.4%	139	80.7%	21
No	23.1%	139	29.5%	28	18.2%	23	25.5%	31	32.3%	20	18.6%	32	19.3%	5
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

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Q12 In which town and at what store did you last undertake your 'top-up' food shopping?														
<i>Those who do top-up shopping at Q11: AND Excl. Nulls & SFT</i>														
Zone 1														
Centra, Glenshane Road, Maghera	1.2%	5	7.0%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter (Crawfords), Church Street, Maghera	0.8%	4	2.3%	1	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Day Today, Kilrea Road, Upperlands, Maghera	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Eurospar, Main Street, Maghera	1.8%	8	12.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurospar, Main Street, Portglenone	0.5%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullans Eurospar, Main Street, Rasharkin	0.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kilrea Village Centre	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Maghera Town Centre	0.7%	3	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Portglenone Village Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rasharkin Village Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Swatragh Village Centre	0.9%	4	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Bridge Street, Kilrea	0.5%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Extra (O'Neill's), Main Street, Portglenone	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	1.2%	6	5.8%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Kelly's), Tirkane Road, Maghera	0.5%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coleraine Road, Maghera	0.6%	3	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Maghera Street, Kilrea	0.7%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Garvagh	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Today's Local, Kilrea Road, Swatragh	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Boyle Shop, Gulladuff Road, Knockloughrim, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP, Moneymore Road, Magherafelt	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centra (Cathcart's), Diamond Shopping Center, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter (Newbridge Stores & Post Office), Blackpark Road, Toomebridge	0.4%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Randalstown	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	1.2%	6	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennys, Moneymore Road, Magherafelt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	2.3%	10	1.2%	1	9.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ballyronan Village Centre	0.4%	2	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Castledawson Village Centre	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Local shops, Magherafelt Town Centre	0.7%	3	0.0%	0	1.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Toomebridge Village Centre	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Roguery Road, Toomebridge	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Shore Road, Ballyronan, Magherafelt	2.6%	11	0.0%	0	11.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McSwiggans, Rainey Street, Magherafelt	0.8%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muldoons Supermarket, William Street, Bellaghy	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Main Street, Castledawson	0.4%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	2.1%	9	0.0%	0	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Bellaghy	0.5%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Castledawson	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Moneymore Road, Magherafelt	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Union Road, Magherafelt	1.5%	7	0.0%	0	5.8%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ballyronan Road, Magherafelt	3.8%	17	4.9%	3	10.6%	10	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Vivoxtra (Kelly's), Magherafelt Road, Castledawson	1.8%	8	0.0%	0	8.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	3.1%	14	0.0%	0	3.2%	3	11.5%	10	1.0%	0	0.0%	0	0.0%	0
Braeside Vivo Shop, Orritor Road, Cookstown	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Battery Road, Cookstown	1.1%	5	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Costcutter, Orritor Road, Cookstown	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Eurospar, Magherafelt Road, Moneymore, Magherafelt	2.0%	9	1.2%	1	1.3%	1	8.0%	7	0.0%	0	0.0%	0	0.0%	0
Eurospar, St. Patrick's Street, Draperstown	0.8%	3	1.2%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Burn Road, Cookstown	0.5%	2	0.0%	0	0.0%	0	2.0%	2	1.1%	0	0.0%	0	0.0%	0
Lidl, Molesworth Street, Cookstown	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Littlebridge Country Store, Littlebridge Road, Moneymore	0.5%	2	0.0%	0	1.0%	1	0.9%	1	1.4%	1	0.0%	0	0.0%	0
Local shops, Coagh Village Centre	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Cookstown Town Centre	1.6%	7	0.0%	0	0.0%	0	7.5%	7	1.0%	0	0.0%	0	0.0%	0
Local shops, Draperstown Village Centre	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Orritor Road Retail Park, Cookstown, Cookstown	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Drum Road, Kildress	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Morgans Hill Road, Cookstown	0.8%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Spar, Church Street, Cookstown	1.5%	7	0.0%	0	0.0%	0	6.4%	6	2.1%	1	0.0%	0	0.0%	0
Spar, Dungannon Road, Cookstown	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Lawford Street, Moneymore	1.4%	6	0.0%	0	2.9%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Spar, Westland Road South, Cookstown	0.9%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Supervalu, Burn Road, Cookstown	1.8%	8	0.0%	0	1.0%	1	7.4%	7	0.0%	0	0.0%	0	1.9%	0
Tesco Superstore, Orritor Road, Cookstown	1.7%	7	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.9%	1	0.0%	0
Today's Local, Ardboe Road,	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Cookstown														
Vivo, Churchtown Road, Cookstown	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Costcutter (Petrol Station), Annagher Road, Coalisland	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Hillhead, Stewartstown	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Local shops, Aughamullan Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Local shops, Stewartstown Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Lowe Brothers, The Square, Stewartstown	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Mace, Brodmorr Court, Dungannon	0.6%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0
Newell Stores, Lineside, Coalisland	3.5%	16	0.0%	0	0.0%	0	0.0%	0	24.3%	10	3.9%	5	0.0%	0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.9%	1	0.0%	0
Spar, Ballynakilly Road, Coalisland	1.6%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	1	4.5%	6	0.0%	0
Spar, Carland Road, Coalisland	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	1	0.0%	0
Spar, Hillhead, Stewartstown	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Spar, Moore Road, Coalisland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Spar, Mullanahoe Road, Ardboe	1.8%	8	0.0%	0	0.0%	0	3.3%	3	5.6%	2	2.1%	3	0.0%	0
Springisland Supermarket, Washing Bay Road, Coalisland	1.8%	8	0.0%	0	0.0%	0	0.0%	0	13.7%	6	1.7%	2	0.0%	0
Supervalu, Dungannon Road, Coalisland	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Vivo, Moor Road, Coalisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Vivo, Mountjoy Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Centra, Main Street, Ballygawley	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.9%	0
Co-op, Moy Road, Moy	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Costcutter, Moygashel Mills Park, Dungannon	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	11	0.0%	0
Eurospar, Charlemont Street, Moy, Dungannon	3.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	15	0.0%	0
Eurospar, Moy Road, Dungannon	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Iceland, Scotch Street, Dungannon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, John Street, Dungannon	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Local shops, Aughnacloy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ballygawley Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Local shops, Benburb Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Local shops, Coalisland Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Donaghmore Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Local shops, Dungannon Town Centre	1.8%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.5%	7	0.0%	0
Local shops, Moy Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.9%	1	0.0%	0
Lowe Brothers, Market Square, Dungannon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Mace, Ballygawley Road, Cabragh	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Mace, The Diamond, Pomeroy	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Newell Stores, Newell Road,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6						
Dungannon														
O'Neill's Supermarket, Donaghmore Road, Dungannon	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Spar, Caledon Road, Aughnacloy	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.2%	0
Spar, Eglish Road, Dungannon	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Spar, Quarry Lane, Dungannon	1.2%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.7%	5	0.0%	0
Supervalu, Moore Street, Aughnacloy	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Tesco Superstore, Beechvalley Way, Dungannon	3.3%	15	0.0%	0	0.0%	0	1.0%	1	4.9%	2	8.9%	12	0.0%	0
Zone 6														
Centra, Augher Road, Clogher	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Co-op, Main Street, Fivemiletown	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	4
Costcutter, Main Street, Augher	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Local shops, Augher Village Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Clabby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Local shops, Clogher Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Local shops, Fivemiletown Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Nisa Local, Main Street, Clogher	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	4
Spar, Derryfubble Road, Dungannon	2.5%	11	0.0%	0	0.0%	0	2.0%	2	0.0%	0	7.0%	9	0.0%	0
Spar, Main Street, Augher	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	11.0%	2
Spar, Main Street, Fivemiletown	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	6
Today's Extra, Cooneen Road, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Outside Survey Area														
Asda, Bridge Street, Portadown	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Asda, Derrychara Road, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Junction One International Outlet, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ring Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Portglenone	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emersons, Market Square, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurospar, Main Street, Fintona	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hegarty's Supervalu, Tattymoyle Road, Fintona	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Iceland, Kevlin Avenue, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Spires Retail Park, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lidl, Meetinghouse Street, Ballymoney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moy Road, Armagh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.0%	0
Lidl, Riverside Park North, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ballymena	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Town Centre														
Local shops, Dromore Town Centre	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Tempo Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
M&S Foodhall, Marlborough Retail Park, Craigavon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
M&S, Donegall Place, Belfast	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
M&S, Erneside Shopping Centre, Eniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, The Fairhill Shopping Centre, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Main Street, Markethill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Braidwater Retail Park, Ballymena	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
Sainsbury's Superstore, Sprucefield Park, Lisburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Dungannon Road, Portadown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Fenaghy Road, Galgorm Parks	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Lisnaskea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Millburn Road, Coleraine	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Newmills Road, Coleraine	1.2%	5	7.2%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Church Square, Monaghan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Castle Way, Antrim	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highfield Road, Craigavon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newtownbreda Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Barnfield Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Superstore, Larne Road, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Meadows Shopping Centre, Portadown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wright's, Dungannon Road, Portadown	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	446			62		98		88		43		134		21
Sample:	445			65		78		75		70		79		78

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
MeanScore: visits per week														
Q13 How often do you make ‘top up’ shopping trips to (STORE MENTIONED AT Q12)?														
Those who do top-up shopping at Q11:														
Daily	16.4%	76	18.2%	12	11.9%	12	15.5%	14	15.5%	7	18.6%	26	23.3%	5
At least two times a week	54.0%	250	56.4%	37	49.1%	51	53.9%	49	65.0%	28	52.3%	73	59.2%	12
At least once a week	19.6%	91	18.8%	12	22.4%	23	23.8%	21	14.8%	6	17.6%	25	13.7%	3
At least once a fortnight	4.2%	19	4.4%	3	4.6%	5	1.8%	2	2.8%	1	6.1%	9	1.9%	0
At least once a month	1.5%	7	1.1%	1	1.8%	2	0.0%	0	0.0%	0	2.7%	4	1.8%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	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)	4.4%	20	1.1%	1	10.1%	10	5.0%	5	2.0%	1	2.7%	4	0.0%	0
Mean:	3.69		3.79		3.39		3.67		3.92		3.71		4.15	
Weighted base:	462		66		103		90		43		139		21	
Sample:	457		70		81		77		70		81		78	

MeanScore: £

Q14 Thinking more generally, how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.

Those who do top-up shopping at Q11:

£1 - £5	6.6%	30	5.8%	4	4.6%	5	13.0%	12	6.6%	3	3.7%	5	9.4%	2
£6 - £10	21.3%	98	11.0%	7	18.1%	19	33.4%	30	18.6%	8	22.8%	32	12.6%	3
£11 - £15	11.3%	52	13.0%	9	14.0%	14	9.7%	9	16.6%	7	8.0%	11	11.6%	2
£16 - £20	17.8%	82	14.1%	9	19.2%	20	17.5%	16	11.8%	5	18.7%	26	29.7%	6
£21 - £25	3.9%	18	5.4%	4	1.8%	2	3.9%	4	7.6%	3	3.8%	5	3.1%	1
£26 - £30	8.4%	39	7.4%	5	6.4%	7	6.3%	6	16.3%	7	9.6%	13	6.9%	1
£31 - £35	2.7%	13	5.4%	4	2.4%	3	0.0%	0	1.0%	0	4.3%	6	0.0%	0
£36 - £40	5.2%	24	5.3%	4	6.2%	6	2.9%	3	7.4%	3	5.2%	7	5.7%	1
£41 - £45	0.9%	4	2.1%	1	0.0%	0	1.3%	1	2.1%	1	0.0%	0	3.7%	1
£46 - £50	3.1%	14	1.4%	1	2.4%	3	2.2%	2	2.2%	1	4.6%	6	6.3%	1
£51 - £55	0.4%	2	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	0
£56 - £60	1.4%	6	3.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	3	2.8%	1
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	1.3%	6	1.0%	1	0.9%	1	0.0%	0	0.0%	0	3.2%	4	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.7%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	2.1%	10	8.7%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	4	1.2%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	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)	11.7%	54	11.5%	8	23.8%	25	8.9%	8	9.9%	4	6.1%	9	5.1%	1
(Refused)	0.9%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.0%	0
Mean:	24.38		32.74		20.23		16.48		20.91		29.31		24.15	
Weighted base:	462		66		103		90		43		139		21	
Sample:	457		70		81		77		70		81		78	

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q15 Where did you last buy clothing or footwear goods?														
Excl. Nulls & SFT														
Zone 1														
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilrea Village Centre	0.5%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera Town Centre	1.3%	6	4.2%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portglenone Village Centre	0.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upperlands Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castledawson Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	1.9%	8	1.4%	1	2.1%	2	3.0%	3	0.0%	0	2.0%	2	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	11.5%	50	18.4%	12	33.7%	31	7.1%	6	0.0%	0	0.0%	0	0.0%	0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	1.7%	7	2.1%	1	4.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Randalstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toomebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	1.7%	7	0.0%	0	0.0%	0	7.0%	6	2.6%	1	0.0%	0	0.0%	0
Ballinderry Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Orritor Road, Cookstown	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Coagh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown Town Centre	16.8%	73	3.6%	2	12.6%	12	50.6%	45	27.9%	11	2.2%	3	0.0%	0
Derrygloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draperstown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Dunnamore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Burn Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildress Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moneymore Village Centre	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	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	0.5%	2	2.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Toymaster, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ardboe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackaville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalisland Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.9%	1	0.0%	0
JC Campbell Electrics, Brackaville Road, Coalisland	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	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.2%	1
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

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November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stewartstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5													
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aughnacloy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Ballygawley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dungannon Town Centre	10.0%	43	0.0%	0	1.1%	1	0.0%	0	20.2%	8	26.8%	34	2.2%
Eglisli Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killyman Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, John Street, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moy Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%
Moygashel Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pomeroy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	0.9%	4	0.0%	0	2.1%	2	0.0%	0	1.2%	0	0.9%	1	1.1%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Zone 6													
Augher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clougher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fivemiletown Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%
Outside Survey Area													
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.9%	1	0.0%
All Direct Furniture, Antrim Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Antrim Town Centre	1.0%	5	1.0%	1	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Armagh Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%
Asda, Dromore Road, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Asda, Junction One International Outlet, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymena Town Centre	10.7%	46	31.4%	21	17.3%	16	6.3%	6	0.0%	0	2.9%	4	0.0%
Ballymoney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belfast City Centre	8.2%	35	8.8%	6	12.3%	11	5.2%	5	4.3%	2	8.7%	11	3.5%
Belfast International Airport, Airport Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boucher Retail Park, Boucher Crescent, Belfast	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brookeborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughshane Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Castleroe Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carryduff Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlewellan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleraine Town Centre	3.3%	14	17.2%	12	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Mid Ulster Household Survey

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Craigavon Town Centre	11.3%	49	0.0%	0	0.0%	0	4.0%	4	26.2%	10	27.5%	35	1.4%	0
Damolly Retail Park, Armagh Road, Newry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry / Londonderry City Centre	1.2%	5	3.2%	2	2.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Donaghadee Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmoylan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Enniskillen Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	7
Fintona Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelgorm Spa & Golf Resort, Galgorm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilbertstown Town Centre	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, Great Northern Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HM Carpets, Donaghania Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limavady Town Centre	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lisburn City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnaskea Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loguestown Industrial Estate, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lurgan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Moiravilla Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Newry City Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Newtownabbey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownards Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Town Centre	4.3%	18	0.0%	0	0.0%	0	3.3%	3	4.0%	2	7.1%	9	25.8%	5
Pennybridge Industrial Estate, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portadown Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.9%	5	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
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0	0.0%	0	0.0%	0	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
Rushmere Shopping Centre, Lakeview Road, Craigavon	1.3%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.9%	4	5.2%	1
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
Screwfix, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Showgrounds Retail Park, Sedan Avenue, Omagh	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.7%	1
Spires Retail Park, Moy Road, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.2%	1	0.0%	0	0.0%	0	1.0%	1	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	1.0%	0
Tandragee Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Junction Shopping Complex, Ballymena Road, Antrim	0.6%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	432			67		92		89		38		127		19
Sample:	439			75		73		75		67		74		75

MeanScore: visits per month

Q16 How often do you make shopping trips for clothing or footwear to (LOCATION MENTIONED AT Q15)?*Those who buy clothing or footwear goods at a specific location (excluding via the Internet or abroad) at Q15:*

Daily	0.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
At least two times a week	1.1%	5	2.1%	1	2.1%	2	1.3%	1	0.0%	0	0.0%	0	2.1%	0
At least once a week	6.9%	30	13.8%	9	6.9%	6	6.0%	5	2.3%	1	5.9%	7	3.2%	1
At least once a fortnight	8.8%	38	3.8%	3	9.2%	8	8.4%	8	18.6%	7	9.2%	12	4.2%	1
At least once a month	25.7%	111	33.5%	22	26.0%	24	22.9%	20	16.5%	6	26.6%	33	23.4%	4
At least every two months	13.1%	56	9.3%	6	9.4%	9	13.6%	12	10.2%	4	17.8%	22	15.7%	3
At least every 3 months	14.1%	61	12.0%	8	14.9%	14	10.0%	9	24.8%	9	13.4%	17	19.6%	4
At least every 6 months	13.1%	56	9.5%	6	11.7%	11	19.5%	17	11.8%	4	10.2%	13	23.4%	4
Less often than once every 6 months	6.7%	29	3.6%	2	9.2%	8	6.0%	5	6.4%	2	7.1%	9	6.3%	1
Have only visited once	0.9%	4	1.4%	1	0.0%	0	0.9%	1	1.2%	0	1.3%	2	0.0%	0
(Don't know / varies)	9.1%	39	10.8%	7	10.7%	10	10.3%	9	8.2%	3	7.6%	10	2.2%	0
Mean:		1.31		1.58		1.32		1.45		0.86		1.24		1.00
Weighted base:		430		67		92		89		38		126		19
Sample:		437		75		73		75		66		73		75

Q17 How do you normally travel to (LOCATION MENTIONED AT Q15)?*Those who buy clothing or footwear goods at a specific location (excluding via the Internet or abroad) at Q15:*

Car / van (as driver)	86.1%	371	87.9%	59	82.4%	76	88.0%	79	85.3%	32	86.9%	109	86.1%	16
Car / van (as passenger)	8.4%	36	6.9%	5	12.4%	11	10.0%	9	4.8%	2	6.8%	9	5.3%	1
Bus (including the busway or guided bus), minibis or coach	4.1%	17	4.2%	3	5.2%	5	0.0%	0	6.4%	2	5.0%	6	6.5%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	0.9%	4	1.0%	1	0.0%	0	0.0%	0	3.5%	1	1.3%	2	2.1%	0
Taxi	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	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
(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
Weighted base:		430		67		92		89		38		126		19
Sample:		437		75		73		75		66		73		75

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?														
<i>Those who buy clothing or footwear goods at a specific location (excluding via the Internet or abroad) at Q15:</i>														
Yes – FOOD shopping	4.0%	17	5.0%	3	4.5%	4	4.2%	4	5.1%	2	2.2%	3	6.7%	1
Yes – other NON-FOOD shopping	7.7%	33	6.6%	4	11.9%	11	9.3%	8	8.3%	3	4.3%	5	4.4%	1
Yes – visiting services such as banks and other financial institutions	1.2%	5	0.0%	0	0.0%	0	4.0%	4	1.2%	0	0.9%	1	0.0%	0
Yes – leisure activity	0.9%	4	1.1%	1	1.1%	1	2.0%	2	1.2%	0	0.0%	0	0.0%	0
Yes – travelling to / from work	2.0%	9	2.1%	1	0.0%	0	3.3%	3	3.9%	1	2.0%	2	1.0%	0
Yes – travelling to / from school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Yes – visiting café / pub / restaurant	19.8%	85	16.8%	11	29.7%	27	13.7%	12	18.2%	7	19.7%	25	16.0%	3
Yes – visiting family / friends	1.8%	8	1.0%	1	0.0%	0	2.0%	2	2.7%	1	2.0%	3	9.4%	2
Yes – visiting health service such as doctor, dentist, hospital	0.8%	3	0.0%	0	1.1%	1	0.0%	0	2.8%	1	1.0%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.2%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	58.2%	250	66.2%	44	47.5%	44	57.2%	51	50.8%	19	64.6%	81	58.2%	11
Yes - window shopping / browsing	0.7%	3	0.0%	0	0.0%	0	2.0%	2	3.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	8	1.1%	1	4.2%	4	1.0%	1	2.4%	1	1.3%	2	1.1%	0
Weighted base:		430		67		92		89		38		126		19
Sample:		437		75		73		75		66		73		75

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q19 Where did you last buy books, CDs, DVDs?														
Excl. Nulls & SFT														
Zone 1														
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilrea Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera Town Centre	3.0%	4	12.3%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portglenone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upperlands Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castledawson Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	9.2%	13	4.2%	1	34.9%	11	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Randalstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	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	4.8%	7	0.0%	0	20.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toomebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	7.9%	11	4.2%	1	3.1%	1	24.1%	9	0.0%	0	0.0%	0	0.0%	0
Ballinderry Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Orritor Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coagh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown Town Centre	10.7%	15	0.0%	0	10.0%	3	29.0%	11	4.8%	0	0.0%	0	0.0%	0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draperstown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnamore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Burn Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildress Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moneymore Village Centre	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	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	4.9%	7	0.0%	0	2.8%	1	13.8%	5	6.3%	1	0.0%	0	0.0%	0
Toymaster, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ardboe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackaville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalisland Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Campbell Electrics, Brackaville Road, Coalisland	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.3%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stewartstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5													
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aughnacloy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballygawley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dungannon Town Centre	16.1%	22	0.0%	0	3.1%	1	0.0%	0	30.1%	3	51.7%	18	3.5%
Eglisli Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killyman Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, John Street, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moygashel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pomeroy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	6.9%	10	0.0%	0	0.0%	0	0.0%	0	6.3%	1	25.5%	9	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6													
Augher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clougher Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Fivemiletown Village Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%
Outside Survey Area													
Abroad	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%
All Direct Furniture, Antrim Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Antrim Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Armagh Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Junction One International Outlet, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymena Town Centre	7.7%	11	40.5%	7	9.2%	3	0.0%	0	6.3%	1	0.0%	0	0.0%
Ballymoney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belfast City Centre	5.7%	8	9.1%	2	9.8%	3	4.6%	2	12.5%	1	0.0%	0	4.5%
Belfast International Airport, Airport Road, Belfast	0.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boucher Retail Park, Boucher Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brookeborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughshane Village Centre	0.5%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Castleroe Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carryduff Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlewellan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleraine Town Centre	1.0%	1	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Craigavon Town Centre	2.5%	3	0.0%	0	0.0%	0	2.4%	1	9.2%	1	4.6%	2	0.0%	0
Damolly Retail Park, Armagh Road, Newry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry / Londonderry City Centre	1.3%	2	5.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Donaghadee Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmoylan Town Centre	0.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen Town Centre	2.8%	4	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	46.7%	3
Fintona Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelgorm Spa & Golf Resort, Galgorm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilbertstown Town Centre	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, Great Northern Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HM Carpets, Donaghania Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, Enniskillen	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
Lisburn City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnaskea Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0
Loguestown Industrial Estate, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lurgan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moiravady Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownabbey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownards Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0
Omagh Town Centre	4.1%	6	0.0%	0	0.0%	0	4.7%	2	6.3%	1	7.0%	2	13.4%	1
Pennybridge Industrial Estate, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portadown Town Centre	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
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0	0.0%	0	0.0%	0	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
Rushmere Shopping Centre, Lakeview Road, Craigavon	2.4%	3	0.0%	0	0.0%	0	4.6%	2	4.4%	0	3.2%	1	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
Screwfix, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spires Retail Park, Moy Road, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	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
Tandragee Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	1.6%	2	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Junction Shopping Complex, Ballymena Road, Antrim	1.3%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	138			18		32		39		10		35		6
Sample:	137			20		27		30		16		20		24

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Q20 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?														
Excl. Nulls & SFT														
Zone 1														
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilrea Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera Town Centre	3.6%	11	20.1%	9	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portglenone Village Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	0.5%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upperlands Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castledawson Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	8.4%	25	11.3%	5	31.2%	19	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Randalstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	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	3.8%	11	0.0%	0	18.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toomebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	1.2%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Ballinderry Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Orritor Road, Cookstown	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Coagh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown Town Centre	17.4%	52	4.8%	2	6.9%	4	53.2%	36	20.9%	6	4.3%	4	0.0%	0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draperstown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnamore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Burn Road, Cookstown	0.6%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Kildress Village Centre	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Moneymore Village Centre	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	2.7%	8	0.0%	0	7.5%	5	2.7%	2	5.5%	2	0.0%	0	0.0%	0
Tesco Superstore, Orritor Road, Cookstown	1.0%	3	0.0%	0	0.0%	0	3.9%	3	1.4%	0	0.0%	0	0.0%	0
Toymaster, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ardboe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Brackaville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalisland Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0	0.0%	0
JC Campbell Electrics, Brackaville Road, Coalisland	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	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.6%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0

Column %ges.

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Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stewartstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5													
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aughnacloy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballygawley Village Centre	1.1%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dungannon Town Centre	13.3%	40	3.3%	1	0.0%	0	0.0%	0	22.6%	7	36.4%	31	6.5%
Eglisli Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killyman Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, John Street, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moy Village Centre	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Moygashel Village Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pomeroy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	1.2%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	1	3.3%	3	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6													
Augher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clougher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fivemiletown Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%
Outside Survey Area													
Abroad	0.6%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%
All Direct Furniture, Antrim Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Antrim Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Armagh Town Centre	2.0%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	0	6.7%	6	0.0%
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Junction One International Outlet, Antrim	1.0%	3	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymena Town Centre	3.6%	11	15.3%	7	1.6%	1	4.3%	3	0.0%	0	0.0%	0	0.0%
Ballymoney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belfast City Centre	3.9%	12	9.7%	4	4.6%	3	0.0%	0	0.0%	0	4.3%	4	7.5%
Belfast International Airport, Airport Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boucher Retail Park, Boucher Crescent, Belfast	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	4.3%	13	4.9%	2	12.5%	8	4.4%	3	0.0%	0	0.0%	0	0.0%
Brookeborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughshane Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Castleroe Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carryduff Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlewellan Town Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleraine Town Centre	2.9%	9	18.5%	8	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Craigavon Town Centre	5.6%	17	0.0%	0	0.0%	0	0.0%	0	10.2%	3	15.8%	13	2.1%	0
Damolly Retail Park, Armagh Road, Newry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry / Londonderry City Centre	0.8%	2	3.8%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Donaghadee Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmoylan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Enniskillen Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	4
Fintona Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelgorm Spa & Golf Resort, Galgorm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilbertstown Town Centre	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, Great Northern Road, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HM Carpets, Donaghania Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Irvinestown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limavady Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Lisburn City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnaskea Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Loguestown Industrial Estate, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lurgan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moiravilla Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan Town Centre	0.7%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Newry City Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownabbey Local Centre	0.8%	2	0.0%	0	0.0%	0	2.6%	2	1.5%	0	0.0%	0	0.0%	0
Newtownards Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Town Centre	2.4%	7	0.0%	0	0.0%	0	4.4%	3	0.0%	0	1.9%	2	21.3%	3
Pennybridge Industrial Estate, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portadown Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0	4.3%	4	0.0%	0
Portstewart Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Riverside Retail Park, Coleraine	1.0%	3	0.0%	0	3.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Rushmere Shopping Centre, Lakeview Road, Craigavon	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.9%	2	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
Screwfix, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Showgrounds Retail Park, Sedan Avenue, Omagh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Spires Retail Park, Moy Road, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	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
Tandragee Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Junction Shopping Complex, Ballymena Road, Antrim	0.6%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	299			44		60		68		30		85		12
Sample:	291			47		45		55		48		50		46

Mid Ulster Household Survey

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q21 Where did you last buy goods such as toys, games, bicycles and recreational goods?														
Excl. Nulls & SFT														
Zone 1														
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilrea Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera Town Centre	2.5%	6	12.8%	4	3.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Mid Ulster Garden Centre, Station Road, Maghera	0.4%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portglenone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upperlands Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castledawson Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	14.3%	34	15.1%	4	45.0%	24	9.6%	5	0.0%	0	0.0%	0	0.0%	0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Randalstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	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	0.8%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toomebridge Village Centre	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	2.6%	6	0.0%	0	0.0%	0	11.0%	6	0.0%	0	0.0%	0	0.0%	0
Ballinderry Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Orritor Road, Cookstown	0.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coagh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown Town Centre	19.7%	47	2.5%	1	9.6%	5	56.3%	32	36.4%	8	1.8%	1	0.0%	0
Derrygloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draperstown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnamore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Burn Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildress Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moneymore Village Centre	0.9%	2	0.0%	0	1.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Station Square Retail Park, Molesworth Street, Cookstown	1.5%	4	0.0%	0	3.5%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Orritor Road, Cookstown	1.1%	3	0.0%	0	1.6%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Toymaster, Dungannon Road, Cookstown	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Zone 4														
Ardboe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackaville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalisland Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Campbell Electrics, Brackaville Road, Coalisland	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	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.8%	2	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0

Column %ges.

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Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stewartstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5													
A N Irwin & Sons, Carrowcolman Road, Dungannon	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%
Aughnacloy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballygawley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dungannon Town Centre	15.2%	36	0.0%	0	0.0%	0	0.0%	0	25.6%	6	46.2%	30	5.0%
Eglisli Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killyman Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, John Street, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moygashel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pomeroy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6													
Augher Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clougher Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Fivemiletown Village Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	7.2%
Outside Survey Area													
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Direct Furniture, Antrim Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Antrim Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Armagh Town Centre	4.8%	12	0.0%	0	0.0%	0	0.0%	0	4.0%	1	16.4%	11	0.0%
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Junction One International Outlet, Antrim	0.8%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymena Town Centre	8.9%	21	38.5%	11	13.0%	7	5.3%	3	0.0%	0	0.0%	0	0.0%
Ballymoney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Belfast City Centre	4.1%	10	4.7%	1	0.0%	0	0.0%	0	6.1%	1	9.4%	6	7.7%
Belfast International Airport, Airport Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boucher Retail Park, Boucher Crescent, Belfast	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	1.9%	4	4.9%	1	2.3%	1	3.2%	2	0.0%	0	0.0%	0	0.0%
Brookeborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughshane Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Castleroe Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carryduff Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlewellan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleraine Town Centre	1.7%	4	13.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Craigavon Town Centre	3.5%	8	0.0%	0	0.0%	0	0.0%	0	6.1%	1	10.7%	7	0.0%	0
Damolly Retail Park, Armagh Road, Newry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry / Londonderry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donaghadee Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmoylan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen Town Centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.1%	4
Fintona Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelgorm Spa & Golf Resort, Galgorm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilbertstown Town Centre	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, Great Northern Road, Omagh	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HM Carpets, Donaghanie Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, Enniskillen	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
Lisburn City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnaskea Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Loguestown Industrial Estate, Coleraine	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lurgan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moiravilla Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownabbey Local Centre	0.7%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Newtownards Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Omagh Town Centre	2.4%	6	0.0%	0	0.0%	0	3.2%	2	2.7%	1	2.5%	2	15.1%	2
Pennybridge Industrial Estate, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portadown Town Centre	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
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0	0.0%	0	0.0%	0	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
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.8%	1
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
Screwfix, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Showgrounds Retail Park, Sedan Avenue, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Spires Retail Park, Moy Road, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Strabane Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tandragee Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Junction Shopping Complex, Ballymena Road, Antrim	1.6%	4	4.8%	1	3.5%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	240		30		54		57		22		65		12	
Sample:	226		30		39		45		33		36		43	

Mid Ulster Household Survey

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q22 Where did you last buy chemist goods (including health and beauty products)?														
Excl. Nulls & SFT														
Zone 1														
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilrea Village Centre	1.2%	6	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera Town Centre	6.5%	33	43.1%	30	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portglenone Village Centre	0.8%	4	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rasharkin Village Centre	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upperlands Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castledawson Village Centre	0.8%	4	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	14.1%	73	5.9%	4	60.8%	64	4.4%	5	0.0%	0	0.0%	0	0.0%	0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Randalstown Town Centre	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, Ballyronan Road, Magherafelt	2.5%	13	0.0%	0	11.3%	12	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Toomebridge Village Centre	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	2.4%	12	0.0%	0	0.0%	0	9.1%	10	2.4%	1	0.7%	1	0.0%	0
Ballinderry Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Orritor Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coagh Village Centre	1.5%	8	0.0%	0	0.0%	0	7.1%	8	0.0%	0	0.0%	0	0.0%	0
Cookstown Town Centre	13.3%	69	0.0%	0	1.2%	1	53.1%	58	14.2%	8	1.5%	2	0.0%	0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draperstown Village Centre	0.4%	2	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Dunnamore Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Home Bargains, Burn Road, Cookstown	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Kildress Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moneymore Village Centre	1.5%	8	0.0%	0	0.0%	0	7.3%	8	0.0%	0	0.0%	0	0.0%	0
Station Square Retail Park, Molesworth Street, Cookstown	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	3.1%	16	0.0%	0	1.7%	2	11.1%	12	4.3%	2	0.0%	0	0.0%	0
Toymaster, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ardboe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackaville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalisland Town Centre	4.8%	25	0.0%	0	0.0%	0	0.0%	0	30.6%	17	4.7%	7	1.7%	0
JC Campbell Electrics, Brackaville Road, Coalisland	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	2.0%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	2	5.6%	9	0.0%	0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

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Springisland Supermarket, Washing Bay Road, Coalisland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Stewartstown Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5													
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aughnacloy Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.8%
Ballygawley Village Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	2.8%
Costcutter, Moygashel Mills Park, Dungannon	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%
Dungannon Town Centre	16.1%	83	0.0%	0	0.0%	0	1.7%	2	19.8%	11	45.4%	70	0.8%
Eglisli Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killyman Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, John Street, Dungannon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Moy Village Centre	3.1%	16	0.0%	0	0.0%	0	0.0%	0	1.6%	1	9.6%	15	0.0%
Moygashel Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pomeroy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	3.9%	20	0.0%	0	0.0%	0	0.0%	0	4.1%	2	11.6%	18	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6													
Augher Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clogher Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%
Clougher Village Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%
Fivemiletown Village Centre	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	43.5%
Outside Survey Area													
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Direct Furniture, Antrim Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Antrim Town Centre	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Armagh Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Junction One International Outlet, Antrim	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymena Town Centre	3.1%	16	15.6%	11	2.7%	3	1.9%	2	0.0%	0	0.0%	0	0.0%
Ballymoney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belfast City Centre	0.5%	2	0.9%	1	0.9%	1	0.0%	0	0.8%	0	0.0%	0	1.7%
Belfast International Airport, Airport Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boucher Retail Park, Boucher Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brookeborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Broughshane Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Castleroe Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carryduff Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlewellan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleraine Town Centre	1.9%	10	13.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Craigavon Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	1.7%	0
Damolly Retail Park, Armagh Road, Newry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry / Londonderry City Centre	0.4%	2	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donaghadee Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmoylan Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Enniskillen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Fintona Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelgorm Spa & Golf Resort, Galgorm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilbertstown Town Centre	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Great Northern Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HM Carpets, Donaghanie Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, Enniskillen	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
Lisburn City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnaskea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Loguestown Industrial Estate, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lurgan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moiravillage Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Monaghan Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Newry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownabbey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownards Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Town Centre	0.7%	4	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.7%	1	4.0%	1
Pennybridge Industrial Estate, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portadown Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	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
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0	0.0%	0	0.0%	0	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
Rushmere Shopping Centre, Lakeview Road, Craigavon	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	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spires Retail Park, Moy Road, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	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
Tandragee Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
The Junction Shopping Complex, Ballymena Road, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	518		70		106		108		56		155		23	
Sample:	519		75		83		91		88		92		90	

Mid Ulster Household Survey

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November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q23 Where did you last buy electrical items, such as televisions, washing machines and computers?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.6%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilrea Village Centre	4.2%	16	11.7%	6	7.0%	5	3.8%	3	3.8%	1	0.0%	0	0.0%	0
Maghera Town Centre	3.8%	15	19.7%	11	3.8%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portglenone Village Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upperlands Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castledawson Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	9.1%	35	5.7%	3	37.6%	29	2.6%	2	0.0%	0	0.9%	1	0.0%	0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Randallstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	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	1.1%	4	1.2%	1	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toomebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	0.6%	2	0.0%	0	0.0%	0	2.3%	2	1.7%	1	0.0%	0	0.0%	0
Ballinderry Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Orritor Road, Cookstown	0.6%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coagh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown Town Centre	13.7%	53	0.0%	0	6.1%	5	54.4%	42	11.6%	4	1.9%	2	0.0%	0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draperstown Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnamore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Burn Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildress Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moneymore Village Centre	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	2.8%	11	0.0%	0	6.5%	5	3.9%	3	7.9%	3	0.0%	0	0.0%	0
Tesco Superstore, Orritor Road, Cookstown	0.4%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Toymaster, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ardboe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackaville Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Coalisland Town Centre	13.4%	52	0.0%	0	1.6%	1	10.9%	8	38.5%	14	23.0%	28	0.0%	0
JC Campbell Electrics, Brackaville Road, Coalisland	0.3%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0
Oaks Shopping Centre, Oaks Road, Dungannon	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	4.4%	1
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0

Column %ges.

Mid Ulster Household Survey

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stewartstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5													
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aughnacloy Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Ballygawley Village Centre	1.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.7%	3	1.1%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dungannon Town Centre	11.2%	43	0.0%	0	0.0%	0	1.1%	1	13.1%	5	30.1%	37	3.3%
Eglisli Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%
Killyman Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, John Street, Dungannon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Moy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moygashel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pomeroy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	1.4%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.4%	4	1.1%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6													
Augher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clougher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fivemiletown Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Outside Survey Area													
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Direct Furniture, Antrim Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Antrim Town Centre	0.5%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Armagh Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Junction One International Outlet, Antrim	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymena Town Centre	5.5%	21	20.0%	11	9.2%	7	3.9%	3	0.0%	0	0.0%	0	0.0%
Ballymoney Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belfast City Centre	1.6%	6	1.2%	1	1.3%	1	1.5%	1	2.5%	1	2.0%	2	0.0%
Belfast International Airport, Airport Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boucher Retail Park, Boucher Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	2.3%	9	2.9%	2	5.2%	4	4.2%	3	0.0%	0	0.0%	0	0.0%
Brookeborough Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Broughshane Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Castleroe Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carryduff Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlewellan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleraine Town Centre	3.7%	14	20.2%	11	2.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Craigavon Town Centre	5.8%	22	0.0%	0	0.0%	0	2.3%	2	6.4%	2	15.0%	18	0.0%	0
Damolly Retail Park, Armagh Road, Newry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry / Londonderry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donaghadee Town Centre	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmoylan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Enniskillen Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.3%	8
Fintona Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelgorm Spa & Golf Resort, Galgorm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilbertstown Town Centre	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, Great Northern Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HM Carpets, Donaghania Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, Enniskillen	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
Lisburn City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.3%	2	0.0%	0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnaskea Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
Loguestown Industrial Estate, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lurgan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markethill Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moiravilla Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan Town Centre	0.9%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.9%	1	1.1%	0
Newry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownabbey Local Centre	0.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Newtownards Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Town Centre	2.2%	8	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.0%	2	23.2%	4
Pennybridge Industrial Estate, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portadown Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	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
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Riverside Retail Park, Coleraine	0.5%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	2	1.3%	2	1.1%	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
Screwfix, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Showgrounds Retail Park, Sedan Avenue, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Spires Retail Park, Moy Road, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	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
Tandragee Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
The Junction Shopping Complex, Ballymena Road, Antrim	0.5%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	386			55		77		77		36		123		18
Sample:	398			63		63		68		62		73		69

Mid Ulster Household Survey

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q24 Where did you last buy DIY or gardening goods?														
Excl. Nulls & SFT														
Zone 1														
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilrea Village Centre	0.5%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera Town Centre	7.5%	27	38.5%	20	8.1%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portglenone Village Centre	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upperlands Village Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castledawson Village Centre	0.5%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	12.3%	44	8.6%	4	53.1%	38	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Randalstown Town Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	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	0.5%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toomebridge Village Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballinderry Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Orritor Road, Cookstown	12.9%	46	0.0%	0	13.9%	10	30.9%	24	26.3%	9	3.4%	4	0.0%	0
Coagh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown Town Centre	17.0%	61	1.4%	1	1.4%	1	54.4%	42	25.5%	9	7.6%	8	2.2%	0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draperstown Village Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnamore Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Home Bargains, Burn Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildress Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moneymore Village Centre	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	1.6%	6	0.0%	0	0.0%	0	2.4%	2	4.3%	1	2.3%	2	0.0%	0
Tesco Superstore, Orritor Road, Cookstown	0.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Toymaster, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ardboe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Brackaville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalisland Town Centre	2.4%	8	0.0%	0	1.8%	1	0.0%	0	5.7%	2	4.9%	5	0.0%	0
JC Campbell Electrics, Brackaville Road, Coalisland	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	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.5%	2	0.0%	0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stewartstown Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.7%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	2	0.0%
Zone 5													
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aughnacloy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballygawley Village Centre	2.6%	9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	8	3.3%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dungannon Town Centre	8.8%	32	0.0%	0	0.0%	0	1.2%	1	15.0%	5	24.0%	26	0.0%
Eglisli Village Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%
Killyman Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, John Street, Dungannon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Moy Village Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%
Moygashel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%
Pomeroy Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%
Zone 6													
Augher Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%
Ballylurgan Hardware, Main Street, Fivemiletown	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clougher Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%
Fivemiletown Village Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%
Outside Survey Area													
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Direct Furniture, Antrim Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Antrim Town Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Armagh Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Junction One International Outlet, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymena Town Centre	0.9%	3	4.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymoney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belfast City Centre	1.2%	4	1.4%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	2	0.0%
Belfast International Airport, Airport Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Boucher Retail Park, Boucher Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brookeborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughshane Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Castleroe Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carryduff Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlewellan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Coleraine Town Centre	4.2%	15	23.1%	12	1.8%	1	0.0%	0	0.0%	0	1.5%	2	0.0%

Column %ges.

Mid Ulster Household Survey

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Craigavon Town Centre	3.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	12	1.2%	0
Damolly Retail Park, Armagh Road, Newry	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Derry / Londonderry City Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donaghadee Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmoylan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2
Fintona Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelgorm Spa & Golf Resort, Galgorm	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilbertstown Town Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Great Northern Road, Omagh	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HM Carpets, Donaghania Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, Enniskillen	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Lisburn City Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.5%	2	0.0%	0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnaskea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Loguestown Industrial Estate, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lurgan Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	0
Markethill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moiravilla Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newry City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Newtownabbey Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Newtownards Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Town Centre	1.2%	4	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.1%	1	7.1%	1
Pennybridge Industrial Estate, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portadown Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	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
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Coleraine	1.7%	6	9.1%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	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
Screwfix, Derrychara Link, Enniskillen	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Showgrounds Retail Park, Sedan Avenue, Omagh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Spires Retail Park, Moy Road, Armagh	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.1%	1	3.4%	1
Strabane Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tandragee Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Junction Shopping Complex, Ballymena Road, Antrim	0.6%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	359			52		71		77		34		107		18
Sample:	364			58		57		66		54		65		64

Mid Ulster Household Survey

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q25 Where did you last buy furniture, carpets and floor coverings?														
Excl. Nulls & SFT														
Zone 1														
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fullens Department Store, Main Street, Portglenone	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilrea Village Centre	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera Town Centre	6.5%	23	33.8%	16	6.2%	5	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portglenone Village Centre	0.6%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Crawford & Co, Main Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upperlands Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ballyronan Village Centre	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Castledawson Village Centre	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castledawson Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	15.7%	56	12.0%	6	59.9%	46	6.2%	5	0.0%	0	0.0%	0	0.0%	0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Randalstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballyronan Road, Magherafelt	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toomebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Asda, Sweep Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballinderry Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Broadfields Retail Park, Orritor Road, Cookstown	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coagh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown Town Centre	25.6%	91	4.6%	2	6.3%	5	81.5%	66	28.8%	10	8.5%	9	0.0%	0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.4%	1	0.0%	0	0.0%	0	1.0%	1	1.7%	1	0.0%	0	0.0%	0
Draperstown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnamore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Burn Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kildress Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moneymore Village Centre	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	0.6%	2	0.0%	0	1.3%	1	0.0%	0	3.4%	1	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
Toymaster, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ardboe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Brackaville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalisland Town Centre	3.1%	11	0.0%	0	0.0%	0	0.0%	0	16.1%	6	5.2%	5	0.0%	0
JC Campbell Electrics, Brackaville Road, Coalisland	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	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stewartstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5													
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aughnacloy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballygawley Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.1%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dungannon Town Centre	10.0%	36	0.0%	0	0.0%	0	1.1%	1	24.2%	9	24.7%	25	6.1%
Eglisli Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%
Killyman Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Lidl, John Street, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moy Village Centre	5.9%	21	0.0%	0	1.3%	1	1.5%	1	6.4%	2	16.3%	17	1.1%
Moygashel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pomeroy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6													
Augher Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clougher Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Fivemiletown Village Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	14.4%
Outside Survey Area													
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Direct Furniture, Antrim Road, Belfast	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Antrim Town Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Armagh Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	0	4.5%	5	0.0%
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Junction One International Outlet, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymena Town Centre	2.3%	8	8.1%	4	3.8%	3	2.1%	2	0.0%	0	0.0%	0	0.0%
Ballymoney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belfast City Centre	2.5%	9	6.0%	3	0.0%	0	0.0%	0	2.5%	1	5.2%	5	0.0%
Belfast International Airport, Airport Road, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boucher Retail Park, Boucher Crescent, Belfast	2.5%	9	1.4%	1	2.5%	2	0.0%	0	2.5%	1	5.2%	5	2.3%
Braidwater Retail Park, Larne Road Link, Ballymena	1.7%	6	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Brookeborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughshane Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Castleroe Road, Coleraine	0.5%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Carryduff Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlewellan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleraine Town Centre	2.4%	8	16.0%	8	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%

Column %ges.

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Craigavon Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Damolly Retail Park, Armagh Road, Newry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry / Londonderry City Centre	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donaghadee Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmoylan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen Town Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	6
Fintona Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Gelgorm Spa & Golf Resort, Galgorm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilbertstown Town Centre	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, Great Northern Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
HM Carpets, Donaghania Road, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast	1.3%	5	3.0%	1	0.0%	0	0.0%	0	2.5%	1	2.4%	2	0.0%	0
Irvinestown Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, Enniskillen	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
Lisburn City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnaskea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Loguestown Industrial Estate, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lurgan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moiraville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan Town Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0
Newry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownabbey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownards Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Town Centre	2.4%	9	0.0%	0	0.0%	0	2.2%	2	0.0%	0	4.0%	4	15.7%	3
Pennybridge Industrial Estate, Ballymena	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portadown Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Coleraine	0.5%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushmere Shopping Centre, Lakeview Road, Craigavon	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
Screwfix, Derrychara Link, Enniskillen	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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Showgrounds Retail Park, Sedan Avenue, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Spires Retail Park, Moy Road, Armagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	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
Tandragee Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Castle Street, Ballymoney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Junction Shopping Complex, Ballymena Road, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	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
Weighted base:	358		47		76		81		36		102		16	
Sample:	355		51		55		70		56		64		59	

Q26 Do you ever visit any of the following centres? [MR/PR]

Cookstown	69.6%	419	47.3%	45	80.4%	101	98.0%	119	76.7%	48	58.2%	99	24.5%	6
Dungannon	51.0%	306	10.8%	10	27.8%	35	42.6%	52	73.6%	46	86.9%	148	57.0%	15
Magherafelt	55.9%	336	81.2%	76	98.5%	124	75.6%	92	38.1%	24	10.9%	19	4.5%	1
Maghera	29.5%	177	73.9%	70	55.1%	69	21.1%	26	9.6%	6	3.9%	7	1.0%	0
Coalisland	25.3%	152	8.6%	8	4.7%	6	23.4%	28	78.1%	49	34.3%	59	6.1%	2
(Don't visit any of these centres)	5.6%	34	10.2%	10	0.8%	1	1.0%	1	1.4%	1	6.7%	12	37.5%	10
Weighted base:	601		94		126		121		63		171		26	
Sample:	601		100		100		100		101		100		100	

Q27 Which centre do you visit the most?*Those who visit more than one centre at Q26:*

Cookstown	27.4%	155	7.6%	6	8.0%	10	82.2%	99	36.1%	22	9.1%	15	19.4%	3
Dungannon	27.8%	157	2.5%	2	1.0%	1	2.3%	3	20.6%	13	79.0%	126	79.0%	13
Magherafelt	27.3%	155	31.8%	27	85.6%	107	14.7%	18	5.3%	3	0.0%	0	0.0%	0
Maghera	10.1%	57	58.1%	49	5.4%	7	0.8%	1	0.0%	0	0.0%	0	1.6%	0
Coalisland	7.5%	43	0.0%	0	0.0%	0	0.0%	0	38.1%	24	11.9%	19	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
Weighted base:	567		85		125		120		62		159		16	
Sample:	542		91		99		99		100		94		59	

MeanScore: visits per week**Q28 How often do you visit (CENTRE MENTIONED AT Q27)?***Those who visit a centre at Q27:*

Daily	14.6%	83	16.1%	14	16.9%	21	15.6%	19	23.3%	14	9.2%	15	2.4%	0
At least two times a week	32.3%	183	17.3%	15	45.4%	57	33.7%	40	34.8%	22	30.6%	49	7.3%	1
At least once a week	31.0%	176	33.2%	28	26.2%	33	34.3%	41	26.4%	16	34.9%	56	11.4%	2
At least once a fortnight	8.8%	50	8.4%	7	6.0%	8	10.1%	12	7.5%	5	10.7%	17	7.9%	1
At least once a month	4.0%	22	6.2%	5	3.1%	4	3.3%	4	3.4%	2	2.3%	4	22.7%	4
At least every two months	3.1%	18	8.3%	7	0.0%	0	0.8%	1	2.4%	1	3.8%	6	13.4%	2
At least every 3 months	2.7%	15	2.8%	2	0.0%	0	1.5%	2	1.5%	1	5.4%	9	11.0%	2
At least every 6 months	1.0%	5	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.7%	1	16.0%	3
Less often than once every 6 months	1.5%	9	5.9%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	2	7.7%	1
Have only visited once	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)	1.0%	5	1.7%	1	1.5%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Mean:	2.73		2.37		3.30		2.85		3.34		2.32		0.77	
Weighted base:	567		85		125		120		62		159		16	
Sample:	542		91		99		99		100		94		59	

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Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?														
<i>Those who visit a centre at Q27:</i>														
Car / van (as driver)	86.9%	493	79.2%	67	84.9%	106	89.3%	107	87.9%	54	90.4%	144	85.3%	14
Car / van (as passenger)	7.3%	41	10.6%	9	10.6%	13	5.2%	6	2.2%	1	6.5%	10	6.1%	1
Bus (including the busway or guided bus), minibus or coach	1.5%	9	0.8%	1	0.8%	1	0.7%	1	2.2%	1	2.4%	4	6.2%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	2.6%	15	8.6%	7	0.7%	1	1.8%	2	7.7%	5	0.0%	0	0.0%	0
Taxi	0.9%	5	0.0%	0	1.5%	2	1.5%	2	0.0%	0	0.8%	1	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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	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
(Don't know / varies)	0.9%	5	0.9%	1	1.5%	2	1.5%	2	0.0%	0	0.0%	0	2.4%	0
Weighted base:		567		85		125		120		62		159		16
Sample:		542		91		99		99		100		94		59

Q30 What do you like most about (CENTRE MENTIONED AT Q27)?*Those who visit a centre at Q27:*

Choice and range of shops	25.9%	147	27.1%	23	31.5%	39	29.0%	35	27.7%	17	16.2%	26	41.7%	7
Choice of leisure facilities (restaurants, pubs etc)	1.5%	9	1.7%	1	0.0%	0	0.8%	1	2.1%	1	3.1%	5	0.0%	0
Choice of services (hairdressers, banks etc)	0.4%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Close to home	31.4%	178	24.6%	21	36.8%	46	36.6%	44	36.3%	23	27.8%	44	4.1%	1
Close to work	4.4%	25	5.1%	4	4.3%	5	2.5%	3	3.6%	2	6.0%	10	2.4%	0
Convenient car parking	1.1%	6	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	11.3%	2
Easily accessible by public transport	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	3.6%	21	1.1%	1	7.8%	10	3.5%	4	1.5%	1	2.5%	4	4.8%	1
Free car parking	1.1%	6	2.8%	2	0.7%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Strength of supermarket provision	0.5%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	2.7%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.9%	5	2.8%	2	1.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Easy to get their by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Familiar / know where everything is	2.8%	16	3.7%	3	2.2%	3	6.2%	7	4.3%	3	0.0%	0	0.0%	0
Good for children's activities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good garden centre there	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	2.1%	12	0.0%	0	1.0%	1	1.5%	2	0.7%	0	4.7%	8	3.7%	1
Good market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.1%	0
Good selection of independent stores	0.6%	4	0.8%	1	0.0%	0	0.0%	0	0.7%	0	1.6%	2	0.0%	0
Has a Home Bargains store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Has everything I need	1.7%	10	1.7%	1	1.5%	2	1.0%	1	0.0%	0	3.1%	5	0.0%	0
Not overcrowded	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pleasant / friendly atmosphere	2.2%	12	1.6%	1	3.1%	4	1.7%	2	3.8%	2	1.6%	2	1.2%	0
(Nothing in particular)	19.2%	109	22.8%	19	9.3%	12	10.7%	13	15.2%	9	32.6%	52	22.1%	4
Weighted base:		567		85		125		120		62		159		16
Sample:		542		91		99		99		100		94		59

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? (1st mention)														
<i>Those who visit a centre at Q27:</i>														
Better environment	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	4	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	5.0%	28	0.9%	1	9.8%	12	5.0%	6	4.6%	3	3.6%	6	4.1%	1
Cheaper public transport	0.7%	4	0.0%	0	1.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.7%	4	0.0%	0	1.5%	2	0.0%	0	1.5%	1	0.0%	0	7.3%	1
Improved food shops within the town centre	0.4%	2	1.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	1.0%	5	0.8%	1	1.5%	2	0.0%	0	0.0%	0	1.6%	2	2.4%	0
Improved non-food shops within the town centre	4.0%	22	1.1%	1	0.7%	1	2.5%	3	2.1%	1	9.2%	15	9.6%	2
Improved quality of shops	3.6%	20	5.9%	5	0.8%	1	4.7%	6	0.0%	0	4.9%	8	4.9%	1
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Increased general choice and range of shops	3.7%	21	1.7%	1	1.8%	2	0.8%	1	2.9%	2	8.6%	14	5.7%	1
Increased public transport	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	2	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	14.9%	85	8.9%	7	23.1%	29	10.9%	13	17.7%	11	14.0%	22	12.8%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencers store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A park	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Better layout	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Build a bypass around town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car park machines that give change	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Have an escalator in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the look of the buildings	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved pavements	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street lighting	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.8%	5	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	1.1%	0
Less roadworks	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lower rent / rates for shops	0.9%	5	0.0%	0	0.7%	1	0.0%	0	2.9%	2	1.6%	2	0.0%	0
More cafes / restaurants	0.7%	4	0.9%	1	1.5%	2	1.0%	1	0.0%	0	0.0%	0	1.1%	0
More clothes / shoe shops	1.2%	7	4.3%	4	0.8%	1	0.0%	0	3.3%	2	0.0%	0	1.1%	0
More facilities / activities for all ages	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children (e.g. play areas)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
More independent shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1	1.2%	0
More pedestrian crossings	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.3%	2	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer traffic wardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Reduce the steepness of the streets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Reduce traffic congestion	6.0%	34	6.5%	6	1.0%	1	3.7%	4	13.2%	8	9.1%	14	2.4%	0
Regenerate the square	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0
Reinstate town centre parking	0.5%	3	0.0%	0	0.7%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Return it to how it was before the refurbishment	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.7%	0	0.0%	0	0.0%	0
Wider parking spaces	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wider streets	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	48.0%	272	60.4%	51	47.1%	59	61.3%	74	40.3%	25	36.0%	57	40.0%	6
(Don't know)	2.7%	15	0.9%	1	5.4%	7	1.5%	2	1.0%	1	3.3%	5	0.0%	0
Weighted base:		567		85		125		120		62		159		16
Sample:		542		91		99		99		100		94		59

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q31A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? (2nd mention)														
<i>Those who visit a centre at Q27:</i>														
Better environment	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Better security	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Cheaper parking	7.4%	21	0.0%	0	22.9%	14	3.9%	2	0.0%	0	5.4%	5	0.0%	0
Cheaper public transport	1.3%	4	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.6%	2	0.0%	0
Discount foodstores within the town centre	1.6%	4	0.0%	0	3.2%	2	4.0%	2	0.0%	0	0.0%	0	8.1%	1
Improved food shops within the town centre	1.1%	3	0.0%	0	1.6%	1	0.0%	0	2.5%	1	1.3%	1	0.0%	0
Improved leisure facilities	1.6%	5	0.0%	0	3.2%	2	4.0%	2	2.5%	1	0.0%	0	0.0%	0
Improved non-food shops within the town centre	6.6%	18	0.0%	0	0.0%	0	5.9%	3	2.5%	1	13.4%	13	20.4%	2
Improved quality of shops	4.6%	13	5.1%	2	3.2%	2	4.0%	2	3.3%	1	6.3%	6	1.9%	0
Improved street cleaning	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	8.2%	23	4.4%	1	7.6%	5	6.7%	3	3.6%	1	13.1%	13	0.0%	0
Increased public transport	0.9%	3	0.0%	0	3.2%	2	0.0%	0	1.1%	0	0.0%	0	2.1%	0
Longer opening hours	0.8%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	4.1%	0
More parking	3.1%	9	0.0%	0	6.4%	4	0.0%	0	4.8%	2	2.9%	3	4.1%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencers store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Build a bypass around town	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Car park machines that give change	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.9%	5	0.0%	0	5.3%	3	4.0%	2	0.0%	0	0.0%	0	4.1%	0
Have an escalator in town	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Improve the look of the buildings	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved pavements	0.6%	2	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Improved street lighting	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Less cheap shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Less empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rent / rates for shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafes / restaurants	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0
More clothes / shoe shops	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
More facilities / activities for all ages	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children (e.g. play areas)	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.6%	2	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	2.1%	0
More pedestrian crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
More undercover shopping	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Nicer traffic wardens	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the steepness of the streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	2.3%	6	2.9%	1	2.1%	1	0.0%	0	7.0%	3	1.7%	2	0.0%	0
Regenerate the square	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Reinstate town centre parking	0.6%	2	0.0%	0	0.0%	0	2.7%	1	1.1%	0	0.0%	0	2.1%	0
Return it to how it was before the refurbishment	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wider parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	51.3%	143	80.6%	26	39.5%	24	56.2%	25	54.8%	20	46.2%	45	38.3%	4
(Don't know)	0.3%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		280		33		59		45		36		97		10
Sample:		271		36		46		37		57		59		36

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q31B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? (3rd mention)														
<i>Those who visit a centre at Q27:</i>														
Better environment	2.5%	3	0.0%	0	0.0%	0	9.7%	2	0.0%	0	3.1%	2	0.0%	0
Better security	0.5%	1	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	2.6%	4	0.0%	0	5.3%	2	0.0%	0	2.8%	0	0.0%	0	19.8%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	3.6%	5	22.6%	1	0.0%	0	0.0%	0	5.5%	1	4.8%	2	0.0%	0
Improved food shops within the town centre	3.1%	4	0.0%	0	0.0%	0	14.0%	3	0.0%	0	2.2%	1	6.6%	0
Improved leisure facilities	1.6%	2	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	3.0%	4	0.0%	0	5.3%	2	9.7%	2	2.5%	0	0.0%	0	0.0%	0
Improved quality of shops	2.0%	3	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	1
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	8.9%	12	0.0%	0	10.6%	4	0.0%	0	5.5%	1	13.3%	7	6.6%	0
Increased public transport	0.9%	1	15.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	5	6.6%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencers store	1.6%	2	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Build a bypass around town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car park machines that give change	0.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.9%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Have an escalator in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the look of the buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rent / rates for shops	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
More cafes / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
More facilities / activities for all ages	1.1%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
More for children (e.g. play areas)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.5%	1	11.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrian crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer traffic wardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the steepness of the streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regenerate the square	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Reinstate town centre parking	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Return it to how it was before the refurbishment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	56.5%	77	40.4%	3	58.9%	21	60.3%	11	68.4%	11	54.0%	28	37.1%	2
(Don't know)	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	6.6%	0
Weighted base:		135		6		36		19		16		52		6
Sample:		123		7		27		14		25		31		19

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q31XAre there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? (Any mention) [MR]														
<i>Those who visit a centre at Q27:</i>														
Better environment	2.5%	14	0.0%	0	0.8%	1	4.5%	5	1.9%	1	4.2%	7	1.1%	0
Better security	0.3%	2	0.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cheaper parking	9.4%	53	0.9%	1	22.3%	28	7.1%	9	5.4%	3	6.9%	11	11.4%	2
Cheaper public transport	1.4%	8	0.8%	1	1.5%	2	2.5%	3	0.0%	0	1.6%	2	0.0%	0
Discount foodstores within the town centre	2.3%	13	1.7%	1	3.1%	4	1.5%	2	2.9%	2	1.6%	2	12.2%	2
Improved food shops within the town centre	1.7%	10	1.7%	1	1.5%	2	2.2%	3	1.5%	1	1.5%	2	2.5%	0
Improved leisure facilities	2.2%	12	0.8%	1	4.8%	6	1.5%	2	1.5%	1	1.6%	2	2.4%	0
Improved non-food shops within the town centre	7.9%	45	1.1%	1	2.2%	3	6.2%	7	4.3%	3	17.3%	28	21.9%	4
Improved quality of shops	6.3%	36	7.9%	7	3.8%	5	6.2%	7	1.9%	1	8.8%	14	10.9%	2
Improved street cleaning	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	0
Increased general choice and range of shops	9.9%	56	3.4%	3	8.5%	11	3.3%	4	6.5%	4	20.8%	33	8.1%	1
Increased public transport	1.1%	6	1.1%	1	1.5%	2	0.0%	0	2.1%	1	1.0%	2	1.2%	0
Longer opening hours	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.4%	0
More parking	17.5%	99	8.9%	7	26.1%	33	10.9%	13	20.5%	13	19.1%	30	17.7%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencers store	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A park	0.3%	2	0.0%	0	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Better disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Better layout	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Build a bypass around town	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Car park machines that give change	1.7%	9	0.0%	0	3.8%	5	1.5%	2	1.5%	1	0.0%	0	12.2%	2
Free parking	1.3%	7	0.0%	0	2.5%	3	2.5%	3	1.0%	1	0.0%	0	2.5%	0
Have an escalator in town	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Improve the look of the buildings	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved pavements	1.0%	6	0.8%	1	2.3%	3	1.5%	2	1.0%	1	0.0%	0	0.0%	0
Improved street lighting	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Less cheap shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Less empty shops	1.5%	9	0.0%	0	1.5%	2	5.2%	6	0.0%	0	0.0%	0	3.6%	1
Less roadworks	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lower rent / rates for shops	1.1%	6	0.0%	0	0.7%	1	0.0%	0	2.9%	2	2.3%	4	0.0%	0
More cafes / restaurants	0.8%	4	0.9%	1	1.5%	2	1.0%	1	0.0%	0	0.0%	0	3.6%	1
More clothes / shoe shops	1.5%	9	5.1%	4	0.8%	1	0.0%	0	4.3%	3	0.0%	0	4.0%	1
More facilities / activities for all ages	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
More for children (e.g. play areas)	0.3%	2	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
More independent shops	0.7%	4	0.9%	1	0.0%	0	0.7%	1	1.6%	1	0.8%	1	2.5%	0
More pedestrian crossings	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.3%	2	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
More undercover shopping	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Nicer traffic wardens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Reduce the steepness of the streets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Reduce traffic congestion	7.5%	42	7.7%	6	2.0%	3	3.7%	4	17.4%	11	11.1%	18	2.4%	0
Regenerate the square	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0
Reinstate town centre parking	1.1%	6	0.0%	0	0.7%	1	2.0%	2	1.6%	1	1.0%	2	1.2%	0
Return it to how it was before the refurbishment	0.7%	4	0.0%	0	0.0%	0	1.0%	1	2.1%	1	0.8%	1	0.0%	0
Wider parking spaces	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wider streets	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		567		85		125		120		62		159		16
Sample:		542		91		99		99		100		94		59

Mid Ulster Household Survey

For Nexus Planning

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q32 Why don't you visit these centres? [MR]														
<i>Those who do not visit any of the centres at Q26:</i>														
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of food shops	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Lack of choice and range of non-food shops	2.7%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Not accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	38.2%	13	69.8%	7	100.0%	1	0.0%	0	0.0%	0	0.0%	0	54.2%	5
Too far away from work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	2	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
Don't ever go that way	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Mobility issues	3.5%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	47.5%	16	22.6%	2	0.0%	0	0.0%	0	100.0%	1	78.5%	9	41.3%	4
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		34		10		1		1		1		12		10
Sample:		59		9		1		1		1		6		4

Q33 Which other centre do you usually visit?

Those who do not visit any of the centres at Q26:

Belfast	10.1%	3	7.6%	1	0.0%	0	0.0%	0	0.0%	0	21.5%	2	2.1%
Lisburn	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Portadown	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	2	0.0%
Armagh	11.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	4	0.0%
Banbridge	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Monaghan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymena	17.7%	6	62.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Antrim	7.1%	2	15.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Omagh	16.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	2	40.7%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Augher	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Coleraine	4.2%	1	15.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enniskillen	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.3%
Fivemiletown	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%
(Don't know / none)	10.7%	4	0.0%	0	0.0%	0	100.0%	1	100.0%	1	9.9%	1	3.9%
Weighted base:		34		10		1		1		1		12	
Sample:		59		9		1		1		1		6	

Q34 Do you do Internet or TV shopping? [MR]

Yes, Internet	58.5%	351	61.0%	57	59.5%	75	49.8%	60	66.5%	42	61.6%	105	44.4%
Yes, Portable internet shopping (through mobile phone)	21.7%	131	7.5%	7	20.3%	26	22.0%	27	26.2%	16	27.1%	46	32.4%
Yes, TV Shopping	1.4%	8	0.0%	0	1.5%	2	2.4%	3	1.5%	1	1.5%	2	0.8%
(No)	35.0%	211	38.3%	36	36.5%	46	38.7%	47	28.2%	18	30.8%	53	43.9%
Weighted base:		601		94		126		121		63		171	
Sample:		601		100		100		100		101		100	

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q35 Which goods or services do you currently purchase via Internet or TV shopping? [MR]														
<i>Those who do Internet and / or TV shopping at Q34:</i>														
Baby items	4.7%	18	1.6%	1	7.2%	6	7.3%	5	2.0%	1	4.2%	5	2.7%	0
Banking / finance	11.4%	44	6.6%	4	21.5%	17	16.9%	13	2.0%	1	6.3%	7	16.6%	2
Books	26.3%	103	13.3%	8	30.8%	25	23.9%	18	31.3%	14	28.4%	34	33.7%	5
CDs, DVDs, vinyl (physical products)	26.2%	102	12.0%	7	36.8%	29	22.1%	16	31.9%	14	27.1%	32	19.7%	3
Clothes / shoes	68.2%	266	65.2%	38	72.3%	58	64.0%	48	66.7%	30	69.3%	82	74.5%	11
Computer / printer accessories	4.8%	19	7.0%	4	4.8%	4	8.8%	7	0.0%	0	2.1%	2	11.2%	2
Console / PC games	4.7%	18	6.6%	4	4.8%	4	2.4%	2	5.3%	2	4.2%	5	10.9%	2
Cosmetics / health / beauty / chemist goods	11.9%	47	14.8%	9	16.6%	13	14.8%	11	5.3%	2	6.7%	8	23.3%	3
Craft / hobby items (including stationery)	5.6%	22	1.3%	1	8.7%	7	8.4%	6	4.6%	2	3.5%	4	11.2%	2
DIY / hardware goods	7.6%	30	7.7%	4	8.2%	7	8.6%	6	10.6%	5	6.1%	7	1.8%	0
Domestic electrical appliances (white goods)	12.0%	47	9.9%	6	6.6%	5	18.9%	14	13.6%	6	11.4%	14	14.8%	2
Downloadable content (e.g. music / movies / tv / games / apps)	12.7%	50	4.1%	2	26.6%	21	19.3%	14	8.3%	4	6.3%	7	1.8%	0
Food / groceries	9.6%	38	9.1%	5	8.6%	7	8.5%	6	11.6%	5	10.0%	12	13.5%	2
Furniture / soft furnishings / floor coverings / carpets	8.9%	35	16.5%	10	2.2%	2	4.0%	3	3.3%	1	15.3%	18	5.4%	1
Garden items	1.9%	8	1.3%	1	1.2%	1	2.8%	2	2.9%	1	2.1%	2	0.0%	0
Gifts / greetings cards	23.0%	90	24.0%	14	33.8%	27	21.9%	16	24.0%	11	16.4%	19	16.7%	2
Holiday and / or travel / event tickets	7.5%	29	2.5%	1	7.2%	6	9.7%	7	9.3%	4	6.6%	8	19.0%	3
Insurance	3.1%	12	0.0%	0	2.4%	2	4.8%	4	2.0%	1	4.2%	5	5.4%	1
Jewellery	1.6%	6	2.5%	1	0.0%	0	0.0%	0	4.0%	2	2.4%	3	2.7%	0
Mobile phone accessories	3.5%	13	0.0%	0	2.4%	2	8.4%	6	0.0%	0	4.2%	5	2.7%	0
Musical instruments / accessories	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet food / products	2.3%	9	2.5%	1	1.1%	1	3.5%	3	1.3%	1	2.4%	3	5.4%	1
Small electrical items (e.g. kettles / toasters / hairdryers etc.)	10.2%	40	7.4%	4	10.2%	8	11.6%	9	12.2%	6	10.3%	12	7.2%	1
Small household goods	7.9%	31	2.9%	2	9.4%	8	11.1%	8	8.4%	4	7.2%	8	6.8%	1
Sports goods	4.9%	19	0.0%	0	7.1%	6	3.5%	3	6.6%	3	5.2%	6	12.7%	2
Toys	11.3%	44	16.0%	9	7.7%	6	14.0%	10	13.3%	6	8.2%	10	17.2%	2
TVs, Hi-Fi's, computers	7.0%	27	6.2%	4	7.9%	6	7.7%	6	6.9%	3	6.4%	8	5.8%	1
Vehicle parts	2.1%	8	0.0%	0	0.0%	0	2.4%	2	2.0%	1	4.0%	5	5.4%	1
Vehicles	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
(Don't know)	1.4%	5	4.9%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Weighted base:		390		58		80		74		45		118		15
Sample:		351		54		58		58		67		66		48

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q36 Excluding what you've already mentioned - Which other goods or services are you likely to purchase in the future via Internet or TV shopping? [MR]														
<i>Those who do Internet and / or TV shopping at Q34:</i>														
Baby items	0.5%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Banking / finance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Books	0.6%	2	2.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
CDs, DVDs, vinyl (physical products)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes	2.3%	9	6.6%	4	0.0%	0	1.2%	1	1.3%	1	1.9%	2	8.2%	1
Computer / printer accessories	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Console / PC games	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Cosmetics / health / beauty / chemist goods	0.9%	4	2.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	8.1%	1
Craft / hobby items (including stationery)	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
DIY / hardware goods	0.6%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	2	0.0%	0
Domestic electrical appliances (white goods)	1.4%	6	2.5%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	2	5.4%	1
Downloadable content (e.g. music / movies / tv / games / apps)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food / groceries	3.0%	12	3.6%	2	4.8%	4	1.1%	1	0.0%	0	3.1%	4	8.1%	1
Furniture / soft furnishings / floor coverings / carpets	1.3%	5	4.9%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.8%	0
Garden items	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Gifts	2.4%	9	0.0%	0	1.2%	1	2.4%	2	5.3%	2	3.2%	4	2.7%	0
Holiday and / or travel / event tickets	1.2%	5	2.5%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0	2.7%	0
Insurance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Jewellery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile phone accessories	0.5%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Musical instruments / accessories	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet food / products	0.6%	2	2.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small electrical items (e.g. kettles / toasters / hairdryers etc.)	1.3%	5	4.9%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2	2.7%	0
Small household goods	1.3%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.5%	4	1.4%	0
Sports goods	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.7%	0
Toys	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	13.6%	2
TVs, Hi-Fi's, computers	0.7%	3	0.0%	0	0.0%	0	2.4%	2	2.0%	1	0.0%	0	0.0%	0
Vehicle parts	1.3%	5	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.1%	2	5.4%	1
Vehicles	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1
Other (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing new / same goods as I currently am)	14.0%	55	3.6%	2	27.3%	22	18.8%	14	15.1%	7	7.3%	9	9.4%	1
	70.9%	277	75.0%	44	63.2%	51	67.6%	50	70.4%	32	77.6%	92	59.0%	9
Weighted base:		390		58		80		74		45		118		15
Sample:		351		54		58		58		67		66		48

Q37 For your last Internet or TV order, how did you receive your goods?*Those who do Internet and / or TV shopping at Q34:*

Collection at store	6.8%	27	3.7%	2	16.5%	13	14.0%	10	0.0%	0	0.0%	0	7.1%	1
Home delivery	92.2%	360	95.1%	55	83.6%	67	82.5%	61	99.0%	45	100.0%	118	92.9%	14
Delivery to place of work	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Download direct to device	0.6%	2	0.0%	0	0.0%	0	2.4%	2	1.0%	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
Weighted base:	390			58		80		74		45		118		15
Sample:	351			54		58		58		67		66		48

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For Nexus Planning

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q38 Which click and collect hub did you collect your order from?														
<i>Those who collect their goods at a 'Click & Collect' hub at Q37:</i>														
(PLEASE WRITE IN FULL ADDRESS DETAILS OF THE CLICK AND COLLECT HUB)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cullybackey Village Centre	100.1%	1	100.1%	1	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
Weighted base:		1		1		0		0		0		0		0
Sample:		1		1		0		0		0		0		

Q39 Which of these leisure activities do you participate in? [MR/PR]

Indoor sports or health and fitness activity	23.9%	144	19.7%	19	27.9%	35	20.0%	24	28.0%	18	26.6%	45	10.4%	3
Cinema	48.9%	294	54.6%	51	53.9%	68	43.5%	53	45.2%	28	47.1%	81	50.2%	13
Restaurant	81.3%	489	70.0%	66	91.6%	115	81.3%	99	74.4%	47	82.6%	141	81.4%	21
Pub / bars / nightclubs	42.2%	254	40.1%	38	52.9%	67	38.4%	47	44.9%	28	38.7%	66	32.0%	8
Ten pin bowling	9.4%	56	15.2%	14	6.5%	8	5.1%	6	8.0%	5	10.6%	18	17.1%	4
Bingo	4.1%	25	7.3%	7	5.8%	7	3.9%	5	7.1%	4	0.0%	0	4.6%	1
Theatres / concert halls / museums / art galleries and other cultural facilities	27.5%	165	24.9%	23	22.1%	28	29.5%	36	28.9%	18	30.0%	51	33.8%	9
(None mentioned)	9.8%	59	9.9%	9	4.0%	5	13.3%	16	11.9%	7	11.1%	19	8.7%	2
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q40 Which centre / facility did you last visit for indoor sports or health and fitness activity?														
<i>Those who participate indoor sports or health and fitness activities at Q39: AND Excl. Nulls & SFT</i>														
Zone 1														
Brendan's Body Gym, Kilrea Road, Upperlands, Maghera	1.1%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garvagh Village Centre	0.5%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera Leisure Centre, Coleraine Road, Maghera	6.3%	9	25.5%	5	11.0%	4	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Sammys Strength & Circuit Gym, Maghera	1.1%	1	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swatragh Village Centre	1.2%	2	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bar Health & Fitness, Main Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fitness Pod, Main Street, Portglenone	1.6%	2	12.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym at Maghera, Fallylea Road, Maghera	2.1%	3	16.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Airfield Swim Academy, Airfield Road, Toomebridge	0.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CrossFit, Rainey Street, Magherafelt	2.0%	3	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CrossFit, Tidal Industrial Estate, Roguery Road, Toomebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curves Women's Gym, Station Road Industrial Estate, Magherafelt	2.3%	3	0.0%	0	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GMC Performance, Moyola Industrial Estate, Magherafelt	1.4%	2	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenvale Leisure Centre, Greenvale Park, Magherafelt	16.4%	22	9.0%	2	55.1%	18	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Meadowbank Sports Arena, Ballyronan Road, Magherafelt	2.0%	3	8.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Aaron's Gym, Molesworth Road, Cookstown	3.3%	4	0.0%	0	0.0%	0	16.9%	4	5.6%	1	0.0%	0	0.0%	0
Cookstown Leisure Centre, Fountain Road, Cookstown	11.7%	16	0.0%	0	0.0%	0	35.8%	8	14.1%	2	13.4%	6	0.0%	0
Cookstown Town Centre	3.2%	4	0.0%	0	0.0%	0	18.3%	4	2.6%	0	0.0%	0	0.0%	0
CrossFit, Kilcronagh Business Park, Cookstown	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Glenavon Hotel, Drum Road, Cookstown	0.7%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
GymFit, Chapel Street, Cookstown	1.3%	2	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0
Hollywood Fitness, Derryloran Industrial Estate, Sandholes Road, Cookstown	1.9%	3	0.0%	0	0.0%	0	12.4%	3	0.0%	0	0.0%	0	0.0%	0
Killymoon Golf Club, Killymoon Road, Cookstown	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Mecca Performance, Sweep Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R-Two Gyms, Anneeter Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Agoge Strength & Conditioning, Coole Road, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ardboe Village Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Coalisland Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
CrossFit BL, Gortgonis Road, Coalisland	1.1%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0
Lifestyle Fitness, Clonoe Community Centre,	1.3%	2	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Washing Bay Road, Coalisland														
LS Results, Ardboe, Dungannon	0.6%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Ballygawley Village Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Dungannon Leisure Centre, Circular Road, Dungannon	7.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	10	0.0%	0
HD Fitness, Georges Street, Dungannon	4.3%	6	0.0%	0	0.0%	0	0.0%	0	5.6%	1	10.9%	5	0.0%	0
Power 2 Perform Gym, Beechvalley Way, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pumped Nutrition & Fitness Gym, Thomas Street, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Torrent Complex, Hillview Avenue, Dungannon	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	0	2.8%	1	0.0%	0
Zone 6														
Clogher Village Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	0
Edge Sports Performance & Fitness Centre, Augher Business Park, Crossowen Road, Augher	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	39.0%	1
Outside Survey Area														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colebrooke Fitness, Colebrooke Park, Brookeborough	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	0
Dungannon Town Centre	8.8%	12	0.0%	0	0.0%	0	0.0%	0	9.1%	1	23.1%	11	0.0%	0
Enniskillen Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	0
Fitness Works, Dobbin Street Lane, Dobbin Centre, Armagh	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Garry's Gym, Main Street, Clogher	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	0
Just Start Fitness, Dungannon	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.5%	2	0.0%	0
Next Level Fitness, Woolsey Shopping Complex, Portadown	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Orchard Leisure Centre, Folly Lane, Armagh	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	7.5%	0
PureGym, Adelaide Street, Belfast	0.9%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	137			18		33		21		16		45		3
Sample:	113			16		24		16		24		25		8

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q41 Which centre / facility did you last visit to go the cinema?														
<i>Those who visit the cinema at Q39: AND Excl. Nulls & SFT</i>														
Zone 1														
Movie House Cinema, St. Lurachs Road, Maghera	28.1%	82	78.4%	40	53.0%	36	10.6%	6	0.0%	0	0.0%	0	0.0%	0
Zone 3														
The Ritz Multiplex, Burn Road, Cookstown	20.6%	60	0.0%	0	16.8%	11	67.1%	35	37.5%	10	3.1%	2	3.1%	0
Zone 4														
Omniplex, Oaks Retail Park, Oaks Road, Dungannon	29.1%	85	0.0%	0	0.0%	0	10.3%	5	57.1%	16	75.8%	60	29.6%	4
Outside Survey Area														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast City Centre	1.0%	3	0.0%	0	2.8%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Donegal Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
IMC Cinema, Factory Road, Enniskillen	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	19.5%	2
IMC Cinema, Larne Road Link, Ballymena	1.7%	5	6.1%	3	1.4%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Movie House Cinema, Riverside Park South, Coleraine	3.0%	9	13.7%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.1%	0
Omniplex, Highfield Road, Craigavon	2.1%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	5	2.1%	0
Omniplex, Junction One Retail Park, Antrim	7.3%	21	0.0%	0	26.0%	18	6.8%	4	0.0%	0	0.0%	0	0.0%	0
Omniplex, Kevlin Road, Omagh	4.8%	14	0.0%	0	0.0%	0	3.4%	2	0.0%	0	9.4%	7	37.8%	5
Omniplex, Market Street, Armagh	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Omniplex, Monaghan Retail Park, Monaghan	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Omniplex, Quayside Centre, Londonderry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Others														
Other	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		291		51		68		53		28		79		13
Sample:		258		47		47		38		41		43		42

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q42 Which centre / facility did you last visit to go to a restaurant?													
Those who go to restaurants at Q39: AND Excl. Nulls & SFT													
Zone 1													
Kilrea Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maghera Town Centre	4.6%	22	22.9%	15	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Portglenone Village Centre	0.6%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rasharkin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swatragh Village Centre	0.8%	4	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upperlands Village Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2													
Ballyronan Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Castledawson Village Centre	1.5%	7	2.2%	1	2.7%	3	1.8%	2	2.0%	1	0.0%	0	0.0%
Magherafelt Town Centre	19.3%	92	23.2%	15	62.9%	72	4.3%	4	0.0%	0	0.0%	0	0.0%
Randalstown Town Centre	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Toomebridge Village Centre	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3													
Coagh Village Centre	0.6%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%
Cookstown Town Centre	20.7%	99	2.2%	1	3.6%	4	68.6%	67	34.7%	15	8.1%	11	1.0%
Draperstown Village Centre	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunnamore Village Centre	0.9%	4	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.8%	2	0.0%
Moneymore Village Centre	0.6%	3	0.0%	0	0.8%	1	1.8%	2	0.0%	0	0.0%	0	0.0%
Zone 4													
Ardboe Village Centre	0.4%	2	0.0%	0	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.0%
Coalisland Town Centre	2.0%	9	0.0%	0	0.0%	0	0.0%	0	15.1%	7	1.8%	2	1.9%
Stewartstown Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Zone 5													
Aughnacloy Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	4.0%
Ballygawley Village Centre	1.6%	8	0.0%	0	1.1%	1	0.0%	0	0.0%	0	4.6%	6	1.0%
Benburb Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackwatertown Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.2%	2	0.0%
Donaghmore Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%
Dungannon Town Centre	15.0%	72	0.0%	0	0.0%	0	10.5%	10	26.4%	12	36.6%	49	4.8%
Moy Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.6%	3	0.0%
Moygashel Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%
Tamnamore Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%
Zone 6													
Augher Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Clogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clougher Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%
Fivemiletown Village Centre	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	37.7%
Outside Survey Area													
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Antrim Town Centre	0.8%	4	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Armagh Town Centre	1.0%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.8%	4	0.0%
Ballymena Town Centre	2.9%	14	11.6%	8	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballymoney Town Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%
Belfast City Centre	6.8%	32	7.7%	5	7.0%	8	3.4%	3	6.8%	3	9.2%	12	2.3%
Carrickfergus Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clough Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%
Cloughmills Village Centre	0.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleraine Town Centre	1.7%	8	9.0%	6	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%
Craigavon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Derry / Londonderry City Centre	0.5%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Donegal Town Centre, ROI	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enniskillen Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%
Glasgow City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Hillsborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Killylea Village Centre	0.5%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	2	0.0%
Leenaun Village Centre, ROI	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Letterkenny Town Centre, ROI	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	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%
Lisburn City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Manchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Moiraville Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Monaghan Town Centre	0.6%	3	1.1%	1	0.0%	0	0.0%	0	0.9%	0	0.9%	1	3.2%
Newry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Omagh Town Centre	2.3%	11	0.0%	0	0.0%	0	3.1%	3	0.0%	0	3.7%	5	13.9%
Portadown Town Centre	1.8%	9	1.1%	1	0.0%	0	0.0%	0	0.9%	0	5.6%	8	0.0%

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Portrush Town Centre	0.3%	1	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Portstewart Town Centre	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richhill Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sprucefield Shopping Centre, Hillsborough Road, Lisburn	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Others														
Other	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	477		66		115		98		44		134		20	
Sample:	481		73		91		81		76		81		79	

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q43 Which centre / facility did you last visit to go to pubs, bars and nightclubs?							
<i>Those who go to pubs, bars or nightclubs at Q39: AND Excl. Nulls & SFT</i>							
Zone 1							
Kilrea Village Centre	1.0%	2	6.8%	2	0.0%	0	0.0%
Maghera Town Centre	3.7%	9	18.5%	7	2.9%	2	0.0%
Portglenone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rasharkin Village Centre	0.9%	2	6.2%	2	0.0%	0	0.0%
Swatragh Village Centre	0.6%	1	4.1%	1	0.0%	0	0.0%
Upperlands Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ballyronan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Castledawson Village Centre	1.3%	3	0.0%	0	4.7%	3	0.0%
Magherafelt Town Centre	23.0%	56	27.8%	10	63.5%	42	7.5%
Randalstown Town Centre	0.8%	2	0.0%	0	2.9%	2	0.0%
Toomebridge Village Centre	0.7%	2	0.0%	0	0.0%	0	4.0%
Zone 3							
Coagh Village Centre	0.5%	1	0.0%	0	0.0%	0	1.8%
Cookstown Town Centre	19.8%	48	8.2%	3	2.9%	2	64.7%
Draperstown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunnamore Village Centre	1.3%	3	0.0%	0	2.8%	2	2.6%
Moneyrenew Village Centre	1.3%	3	4.1%	1	0.0%	0	4.0%
Zone 4							
Ardboe Village Centre	0.5%	1	0.0%	0	0.0%	0	2.6%
Coalisland Town Centre	3.4%	8	0.0%	0	0.0%	0	22.3%
Stewartstown Town Centre	0.4%	1	0.0%	0	0.0%	0	3.4%
Zone 5							
Aughnacloy Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%
Ballygawley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Benburb Village Centre	1.2%	3	0.0%	0	0.0%	0	0.0%
Blackwatertown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Donaghmore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dungannon Town Centre	8.5%	21	0.0%	0	0.0%	0	22.8%
Moy Village Centre	1.8%	4	0.0%	0	0.0%	0	3.9%
Moygashel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamnamore Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%
Zone 6							
Augher Village Centre	1.2%	3	0.0%	0	0.0%	0	0.0%
Clogher Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Clougher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fivemiletown Village Centre	2.3%	5	0.0%	0	0.0%	0	0.0%
Outside Survey Area							
Abroad	0.8%	2	0.0%	0	2.8%	2	0.0%
Antrim Town Centre	0.8%	2	0.0%	0	1.5%	1	0.0%
Armagh Town Centre	2.1%	5	0.0%	0	0.0%	0	0.0%
Ballymena Town Centre	0.6%	1	4.2%	1	0.0%	0	0.0%
Ballymoney Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbridge Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%
Belfast City Centre	11.2%	27	14.8%	5	15.9%	11	2.6%
Carrickfergus Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.3%	1	0.0%	0	0.0%	0	1.8%
Clough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cloughmills Village Centre	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%
Craigavon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Derry / Londonderry City Centre	0.4%	1	2.7%	1	0.0%	0	0.0%
Donegal Town Centre, ROI	1.0%	2	0.0%	0	0.0%	0	2.6%
Enniskillen Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hillsborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Killylea Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leenaun Village Centre, ROI	0.0%	0	0.0%	0	0.0%	0	0.0%
Letterkenny Town Centre, ROI	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%
Lisburn City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Moiraville Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Monaghan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Newry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Omagh Town Centre	3.0%	7	0.0%	0	0.0%	0	4.0%
Portadown Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Portrush Town Centre	0.4%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portstewart Town Centre	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Richhill Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprucefield Shopping Centre, Hillsborough Road, Lisburn	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
Others														
Other	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	242		35		67		45		26		60		8	
Sample:	211		32		44		35		39		36		25	

Q44 Which centre / facility did you last visit to go ten-pin bowling?*Those who go ten-pin bowling at Q39: AND Excl. Nulls & SFT***Zone 2**

The Fun Factory, Pennybridge Industrial Estate, Ballymena	1.8%	1	0.0%	0	0.0%	0	0.0%	0	20.3%	1	0.0%	0	0.0%	0
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Zone 3

Cookstown Leisure Centre, Fountain Road, Cookstown	22.3%	11	0.0%	0	41.5%	3	29.2%	2	0.0%	0	41.0%	5	15.0%	1
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Outside Survey Area

Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antrim Forum Leisure Centre, Lough Road, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dundonald Intrenational Ice Bowl, Old Dundonald Road, Belfast	0.8%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0	0.0%	0
Jet Centre, Riverside Park South, Coleraine	40.6%	20	89.9%	13	35.1%	3	26.8%	2	20.4%	1	12.5%	2	10.2%	0
Johnny Rocko's, Main Street, Irvinestown, Enniskillen	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	2
Lisburn Bowl, Governors Road, Lisburn	6.3%	3	0.0%	0	0.0%	0	0.0%	0	40.6%	2	8.7%	1	4.7%	0
Lurgan Leisure Tenpin Bowling, Portadown Road, Lurgan, Craigavon	19.2%	10	10.1%	1	23.4%	2	44.0%	3	0.0%	0	18.9%	2	27.2%	1
Odyssey Bowl, Queens Quay, Belfast	0.8%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0	0.0%	0
Queen's Leisure Complex, Sullivan Close, Holywood	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	2	0.0%	0
The Sheepbridge Family Entertainment Centre, Belfast Road, Newry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	50		14		8		6		4		13		4	
Sample:	49		13		6		5		6		7		12	

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q45 Which centre / facility did you last visit to play bingo?														
<i>Those who go to bingo at Q39: AND Excl. Nulls & SFT</i>														
Zone 1														
Maghera Bingo, Fallagloon Road, Maghera	21.6%	5	54.3%	4	0.0%	0	21.5%	1	0.0%	0	0.0%	0	0.0%	0
Swatragh Village Centre	11.4%	2	35.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Magherafelt Parish Centre, King Street, Magherafelt	4.6%	1	0.0%	0	16.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt Town Centre	10.5%	2	0.0%	0	36.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Oasis Bingo, Union Street, Cookstown	23.1%	5	0.0%	0	47.4%	3	23.8%	1	25.5%	1	0.0%	0	23.1%	0
Zone 4														
Coalisland Town Centre	8.3%	2	0.0%	0	0.0%	0	0.0%	0	49.7%	2	0.0%	0	0.0%	0
Stewartstown Town Centre	2.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	0	0.0%	0	0.0%	0
Zone 5														
Ballygawley Bingo, Dungannon	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.8%	1
Rio Bingo, George Street, Dungannon	5.6%	1	0.0%	0	0.0%	0	30.8%	1	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucky's Bingo, Castle Street, Ballymoney	5.7%	1	10.6%	1	0.0%	0	0.0%	0	13.0%	0	0.0%	0	0.0%	0
Omagh Bingo Club, Derry Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Bingo, High Street, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Start Bingo, Main Street, Dungiven	4.3%	1	0.0%	0	0.0%	0	23.8%	1	0.0%	0	0.0%	0	0.0%	0
Others														
Other	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		21		7		6		4		4		0		1
Sample:		29		9		5		4		7		0		4

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q46 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?														
<i>Those who visit cultural facilities at Q39:</i>														
Zone 1														
Maghera Town Centre	0.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Bellaghy Bawn Museum, Castle Street, Bellaghy, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moneyglass Estate, Roguery Road, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Burnavon Arts & Cultural Centre, Burn Road, Cookstown	13.0%	22	3.1%	1	14.3%	4	26.4%	9	14.8%	3	8.6%	4	3.0%	0
Cookstown Town Centre	2.4%	4	0.0%	0	3.5%	1	5.0%	2	0.0%	0	2.2%	1	0.0%	0
Lissan House, Drumgrass Road, Cookstown	1.1%	2	0.0%	0	3.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Springhill History Museum, Springhill Road, Moneymore, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Craic Theatre & Arts, Dungannon Road, Coalisland, Dungannon	7.0%	12	0.0%	0	0.0%	0	0.0%	0	18.0%	3	16.3%	8	0.0%	0
Irish Republican History Museum, Barrack Street, Coalisland, Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Ballygawley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Bardic Theatre, Hillview Avenue, Donaghmore, Dungannon	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Coalisland Town Centre	2.9%	5	0.0%	0	3.2%	1	0.0%	0	7.9%	1	4.7%	2	0.0%	0
Zone 6														
Fivemiletown Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Outside Survey Area														
3Arena, North Wall Quay, North Dock, Dublin, ROI	0.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	3.3%	5	8.1%	2	0.0%	0	10.1%	4	0.0%	0	0.0%	0	0.0%	0
An Grianan Theatre, Port Road, Gortlee, Letterkenny	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Ardhowen Theatre, Dublin Road, Enniskillen, BT74 6FZ	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	3
Armagh County Museum, The Mall East, Armagh	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Armagh Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Ballymena Town Centre	1.3%	2	0.0%	0	3.5%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Ballymoney Museum, Townhead Street, Ballymoney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast City Centre	31.2%	52	43.2%	10	35.4%	10	24.0%	9	40.7%	7	26.2%	13	25.7%	2
Braids Arts Centre, Bridge Street, Ballymena	0.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.1%	4	0.0%	0	6.9%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Coleraine Town Centre	1.4%	2	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry City Centre	3.6%	6	9.1%	2	10.3%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Dublin City Centre	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Enniskillen Castle Museum, Enniskillen	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Enniskillen Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	1
Glasgow City Centre	0.6%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Opera House, Great Victoria Street, Belfast	4.7%	8	3.1%	1	12.2%	3	7.0%	2	0.0%	0	2.2%	1	0.0%	0
Mid-Antrim Museum, Ballymena	0.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millennium Forum Theatre, Newmarket Street, Londonderry	0.6%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverbirch Hotel, Gortin Road, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
SSE Arena, Queens Quay,	1.4%	2	3.1%	1	0.0%	0	3.3%	1	2.3%	0	0.0%	0	0.0%	0

Column %ges.

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Belfast														
Strule Arts Centre, Townhall Square, Omagh	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	1
The Alley Theatre, Railway Street, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The MAC, Exchange Street, West, Belfast	1.1%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
The Market Place Theatre & Arts Centre, Market Street, Armagh	6.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	11	0.0%	0
The Old Courthouse, Market Square, Antrim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ulster Hall, Bedford Street, Belfast	2.4%	4	6.1%	1	0.0%	0	5.6%	2	3.3%	1	0.0%	0	0.0%	0
Ulster Museum, Botanic Court, Belfast	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Others														
Other	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 / can't remember)	3.2%	5	2.8%	1	0.0%	0	5.1%	2	2.3%	0	4.7%	2	0.0%	0
Weighted base:	165		23		28		36		18		51		9	
Sample:	185		25		24		33		33		34		36	

Q47 How do you normally travel when visiting leisure destinations?

Car / van (as driver)	69.6%	418	67.9%	64	64.0%	81	67.0%	81	69.9%	44	75.2%	129	77.4%	20
Car / van (as passenger)	9.4%	56	7.1%	7	14.4%	18	11.3%	14	6.3%	4	6.6%	11	10.1%	3
Bus, minibus or coach	1.8%	11	2.9%	3	1.8%	2	0.7%	1	2.2%	1	2.2%	4	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.2%	19	7.6%	7	2.2%	3	3.9%	5	2.6%	2	1.4%	2	1.5%	0
Taxi	4.6%	28	4.1%	4	5.3%	7	4.6%	6	5.3%	3	4.6%	8	1.5%	0
Train	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	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
Aeroplane	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0
(Don't know / varies)	4.1%	25	3.5%	3	9.1%	11	3.6%	4	2.9%	2	2.1%	4	0.8%	0
(Don't visit leisure destinations)	6.7%	40	6.1%	6	3.3%	4	8.8%	11	9.6%	6	6.6%	11	8.7%	2
Weighted base:	601			94		126		121		63		171		26
Sample:	601			100		100		100		101		100		100

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q48 Which leisure facilities would you like to see more of in the area? [MR]														
Bars / pubs	5.3%	32	9.2%	9	1.5%	2	0.0%	0	4.3%	3	9.4%	16	9.2%	2
Better shopping facilities	1.7%	10	1.5%	1	0.7%	1	1.4%	2	1.4%	1	2.4%	4	4.6%	1
Bingo	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling alley	3.3%	20	1.5%	1	0.7%	1	5.8%	7	2.4%	1	5.1%	9	0.8%	0
Cinema	7.1%	43	15.3%	14	7.1%	9	0.0%	0	3.8%	2	8.7%	15	8.4%	2
Concert hall / venue	0.6%	3	0.0%	0	1.0%	1	1.5%	2	0.7%	0	0.0%	0	0.0%	0
Cycle paths / area	0.9%	5	0.7%	1	0.0%	0	3.0%	4	0.7%	0	0.0%	0	2.1%	1
Dance facilities	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	2	2.3%	1
Extreme sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness (gym)	3.2%	19	7.9%	7	0.0%	0	0.7%	1	3.8%	2	4.0%	7	5.5%	1
Hotels	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ice rink	0.8%	5	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.5%	2	1.5%	0
Indoor soft play areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.2%	25	2.5%	2	1.8%	2	1.5%	2	5.9%	4	7.2%	12	10.9%	3
More children facilities / activities	3.0%	18	1.0%	1	3.2%	4	1.7%	2	2.1%	1	4.6%	8	6.3%	2
More sports facilities (football pitches, tennis courts)	4.2%	25	2.5%	2	4.9%	6	3.6%	4	0.7%	0	6.6%	11	2.8%	1
Museum / art galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play spaces / park facilities	2.2%	13	7.3%	7	1.7%	2	1.0%	1	0.0%	0	0.7%	1	6.1%	2
Restaurants	6.8%	41	11.4%	11	2.2%	3	3.8%	5	8.8%	6	9.4%	16	3.9%	1
Skateboarding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	4.0%	24	4.8%	5	0.7%	1	0.0%	0	2.2%	1	8.5%	14	10.9%	3
Theatre	1.5%	9	1.0%	1	0.0%	0	2.2%	3	3.0%	2	1.9%	3	0.8%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Better quality leisure facilities / activities in general	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0
Crazy golf	0.6%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Designated walking routes	1.3%	8	3.3%	3	0.0%	0	1.0%	1	0.9%	1	1.4%	2	2.9%	1
Horse riding	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0
Live entertainment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More cafes / restaurants	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	0
More facilities / activities for teenagers / young adults	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0
More facilities / activities for the elderly	0.5%	3	0.8%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.6%	0
Pool / snooker club	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Roller skating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Writing club	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(None)	62.4%	375	61.0%	57	76.1%	96	65.3%	79	60.5%	38	52.6%	90	57.8%	15
(Don't know)	5.2%	31	2.8%	3	7.3%	9	4.4%	5	8.3%	5	4.9%	8	1.5%	0
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

Q49 Which other community facilities and businesses would you like to see in the area? [MR/PR]

Hotels	16.9%	102	7.9%	7	9.6%	12	10.7%	13	14.6%	9	33.5%	57	10.0%	3
Cultural centres	6.7%	40	4.1%	4	6.9%	9	7.1%	9	4.5%	3	8.7%	15	5.5%	1
Religious institutions	3.4%	20	3.1%	3	1.4%	2	2.3%	3	4.9%	3	4.8%	8	5.1%	1
Tourist attractions	16.0%	96	15.7%	15	13.4%	17	16.8%	20	16.2%	10	15.6%	27	27.3%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Education & training opportunities	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
(None)	63.6%	382	76.9%	72	65.5%	82	66.3%	80	60.3%	38	54.2%	93	63.1%	16
(Don't know)	6.1%	36	4.1%	4	10.9%	14	5.5%	7	10.9%	7	2.9%	5	2.2%	1
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

GEN Gender of respondent.

Male	26.7%	160	27.2%	26	25.6%	32	25.8%	31	23.1%	15	29.2%	50	26.2%	7
Female	73.3%	441	72.8%	69	74.4%	94	74.3%	90	76.9%	48	70.8%	121	73.8%	19
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
AGE Could I ask how old you are please?														
18 – 24 years	9.0%	54	9.2%	9	10.6%	13	5.9%	7	8.6%	5	10.2%	17	7.6%	2
25 – 34 years	15.4%	92	7.6%	7	15.2%	19	22.3%	27	14.4%	9	16.0%	27	10.7%	3
35 – 44 years	19.6%	118	24.4%	23	15.1%	19	16.3%	20	24.4%	15	20.3%	35	22.8%	6
45 – 54 years	18.9%	114	15.1%	14	19.0%	24	17.6%	21	19.9%	13	22.1%	38	16.1%	4
55 – 64 years	15.0%	90	13.4%	13	13.2%	17	13.0%	16	16.6%	10	18.1%	31	15.5%	4
65+ years	22.1%	133	30.3%	29	27.0%	34	24.9%	30	16.1%	10	13.3%	23	27.2%	7
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

QUOTA Zone

Zone 1	15.7%	94	100.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	20.9%	126	0.0%	0	100.0%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	20.2%	121	0.0%	0	0.0%	0	100.0%	121	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.5%	63	0.0%	0	0.0%	0	0.0%	0	100.0%	63	0.0%	0	0.0%	0
Zone 5	28.4%	171	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	171	0.0%	0
Zone 6	4.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	26
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

PC Postcode Sector

BT41 3	1.4%	8	0.0%	0	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT44 8	3.0%	18	19.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT45 5	6.0%	36	0.0%	0	28.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT45 6	7.1%	43	0.0%	0	34.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT45 7	3.4%	21	0.0%	0	0.0%	0	17.1%	21	0.0%	0	0.0%	0	0.0%	0
BT45 8	6.4%	39	0.0%	0	30.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT46 5	9.1%	55	57.9%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT51 5	3.6%	22	23.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT68 4	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
BT69 6	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	12	0.0%	0
BT70 1	4.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	29	0.0%	0
BT70 2	3.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	21	0.0%	0
BT70 3	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	0.0%	0
BT71 4	6.6%	39	0.0%	0	0.0%	0	0.0%	0	62.7%	39	0.0%	0	0.0%	0
BT71 5	3.9%	23	0.0%	0	0.0%	0	0.0%	0	37.3%	23	0.0%	0	0.0%	0
BT71 6	8.2%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	49	0.0%	0
BT71 7	8.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	48	0.0%	0
BT75 0	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.4%	13
BT76 0	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	7
BT77 0	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	6
BT80 0	5.0%	30	0.0%	0	0.0%	0	25.0%	30	0.0%	0	0.0%	0	0.0%	0
BT80 8	5.3%	32	0.0%	0	0.0%	0	26.5%	32	0.0%	0	0.0%	0	0.0%	0
BT80 9	6.3%	38	0.0%	0	0.0%	0	31.4%	38	0.0%	0	0.0%	0	0.0%	0
Weighted base:		601		94		126		121		63		171		26
Sample:		601		100		100		100		101		100		100

Appendix 2:

Data Tabulations

By Q27 (Weighted)

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

Total Cookstown Dungannon Magherafelt Maghera Coalisland

MeanScore: visits per week

Q28 How often do you visit (CENTRE MENTIONED AT Q27)?

Those who visit a centre at Q27:

Daily	14.6%	83	12.5%	19	8.5%	13	15.0%	23	21.4%	12	34.7%	15
At least two times a week	32.3%	183	32.1%	50	25.9%	41	37.9%	59	28.2%	16	42.0%	18
At least once a week	31.0%	176	37.1%	58	35.9%	56	24.6%	38	32.5%	19	11.7%	5
At least once a fortnight	8.8%	50	6.0%	9	11.4%	18	9.1%	14	6.7%	4	10.6%	5
At least once a month	4.0%	22	4.5%	7	3.2%	5	4.6%	7	5.8%	3	0.0%	0
At least every two months	3.1%	18	2.3%	4	4.9%	8	3.5%	5	1.7%	1	0.0%	0
At least every 3 months	2.7%	15	3.2%	5	5.7%	9	1.0%	2	0.0%	0	0.0%	0
At least every 6 months	1.0%	5	0.9%	1	1.5%	2	0.8%	1	0.0%	0	1.0%	0
Less often than once every 6 months	1.5%	9	0.1%	0	2.3%	4	2.8%	4	1.2%	1	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	5	1.2%	2	0.8%	1	0.6%	1	2.5%	1	0.0%	0
Mean:		2.73		2.58		2.11		2.96		3.04		4.28
Weighted base:		567		155		157		155		57		43
Sample:		542		155		144		130		62		51

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?

Those who visit a centre at Q27:

Car / van (as driver)	86.9%	493	88.4%	137	88.2%	139	85.5%	132	78.0%	45	93.3%	40
Car / van (as passenger)	7.3%	41	7.1%	11	5.6%	9	10.5%	16	8.0%	5	1.1%	0
Bus (including the busway or guided bus), minibus or coach	1.5%	9	0.8%	1	3.6%	6	1.1%	2	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	2.6%	15	1.4%	2	1.5%	2	0.6%	1	12.7%	7	5.6%	2
Taxi	0.9%	5	1.2%	2	0.8%	1	1.2%	2	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	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
(Don't know / varies)	0.9%	5	1.2%	2	0.2%	0	1.2%	2	1.3%	1	0.0%	0
Weighted base:		567		155		157		155		57		43
Sample:		542		155		144		130		62		51

Mid Ulster Household Survey For Nexus Planning

Weighted:

November 2019

	Total		Cookstown		Dungannon		Magherafelt		Maghera		Coalisland	
Q30 What do you like most about (CENTRE MENTIONED AT Q27)?												
<i>Those who visit a centre at Q27:</i>												
Choice and range of shops	25.9%	147	32.0%	50	21.1%	33	29.7%	46	22.6%	13	12.0%	5
Choice of leisure facilities (restaurants, pubs etc)	1.5%	9	0.4%	1	3.0%	5	0.5%	1	0.0%	0	5.9%	2
Choice of services (hairdressers, banks etc)	0.4%	2	0.0%	0	0.1%	0	0.5%	1	2.4%	1	0.0%	0
Close to home	31.4%	178	30.2%	47	25.5%	40	31.2%	48	37.6%	21	50.1%	21
Close to work	4.4%	25	1.7%	3	4.9%	8	6.1%	9	2.5%	1	8.5%	4
Convenient car parking	1.1%	6	3.1%	5	0.3%	0	0.5%	1	0.0%	0	0.0%	0
Easily accessible by public transport	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	3.6%	21	3.3%	5	2.3%	4	7.1%	11	1.7%	1	0.0%	0
Free car parking	1.1%	6	2.3%	4	0.0%	0	0.6%	1	2.5%	1	0.0%	0
Strength of supermarket provision	0.5%	3	0.0%	0	0.3%	0	0.6%	1	0.0%	0	2.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.9%	5	0.7%	1	0.8%	1	1.5%	2	0.0%	0	1.0%	0
Easy to get their by car	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	2.8%	16	6.0%	9	0.3%	0	3.2%	5	1.7%	1	1.0%	0
Good for children's activities	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Good garden centre there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Good layout / shops close together	2.1%	12	3.2%	5	3.5%	5	0.8%	1	0.0%	0	0.0%	0
Good market	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection of independent stores	0.6%	4	0.0%	0	1.6%	2	0.0%	0	1.2%	1	1.1%	0
Has a Home Bargains store	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	1.7%	10	1.2%	2	3.2%	5	1.2%	2	1.3%	1	0.0%	0
Not overcrowded	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Pleasant / friendly atmosphere	2.2%	12	3.2%	5	0.5%	1	2.9%	5	0.0%	0	4.5%	2
(Nothing in particular)	19.2%	109	11.7%	18	32.3%	51	13.1%	20	24.1%	14	13.2%	6
Weighted base:		567		155		157		155		57		43
Sample:		542		155		144		130		62		51

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Cookstown	Dungannon	Magherafelt	Maghera	Coalisland
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Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? (1st mention)
Those who visit a centre at Q27:

Better environment	0.8%	4	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	5.0%	28	2.4%	4	4.6%	7	10.4%	16	1.3%	1	1.1%	0
Cheaper public transport	0.7%	4	1.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.7%	4	0.0%	0	0.8%	1	1.2%	2	0.0%	0	2.1%	1
Improved food shops within the town centre	0.4%	2	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Improved leisure facilities	1.0%	5	0.0%	0	1.8%	3	1.7%	3	0.0%	0	0.0%	0
Improved non-food shops within the town centre	4.0%	22	2.6%	4	11.0%	17	0.0%	0	1.7%	1	0.0%	0
Improved quality of shops	3.6%	20	1.8%	3	6.1%	10	3.8%	6	3.7%	2	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	3.7%	21	1.2%	2	9.5%	15	1.3%	2	1.3%	1	3.2%	1
Increased public transport	0.4%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	14.9%	85	10.8%	17	16.9%	27	18.8%	29	12.3%	7	12.4%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencers store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A park	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Better disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Better layout	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Build a bypass around town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car park machines that give change	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have an escalator in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the look of the buildings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Improved pavements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Improved street lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.8%	5	2.9%	4	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rent / rates for shops	0.9%	5	2.2%	3	0.0%	0	0.6%	1	0.0%	0	2.1%	1
More cafes / restaurants	0.7%	4	0.1%	0	0.0%	0	2.0%	3	1.3%	1	0.0%	0
More clothes / shoe shops	1.2%	7	1.0%	1	0.1%	0	0.0%	0	8.1%	5	1.4%	1
More facilities / activities for all ages	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children (e.g. play areas)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
More independent shops	0.3%	2	0.3%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More pedestrian crossings	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.3%	2	0.0%	0	0.0%	0	0.6%	1	1.2%	1	0.0%	0
More street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer traffic wardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Reduce the steepness of the streets	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	6.0%	34	5.4%	8	6.4%	10	1.7%	3	7.2%	4	21.2%	9
Regenerate the square	1.1%	6	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0
Reinstate town centre parking	0.5%	3	1.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Return it to how it was before the refurbishment	0.3%	2	0.0%	0	0.3%	0	0.8%	1	0.0%	0	0.0%	0
Wider parking spaces	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider streets	0.4%	2	0.5%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0
(Nothing / Nothing else)	48.0%	272	63.8%	99	30.2%	47	50.6%	78	51.3%	29	42.5%	18
(Don't know)	2.7%	15	0.4%	1	1.9%	3	4.2%	6	1.7%	1	9.7%	4
Weighted base:		567		155		157		155		57		43
Sample:		542		155		144		130		62		51

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Cookstown	Dungannon	Magherafelt	Maghera	Coalisland
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Q31A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? (2nd mention)

Those who visit a centre at Q27:

Better environment	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Cheaper parking	7.4%	21	3.1%	2	6.1%	7	17.7%	12	0.0%	0	0.0%	0
Cheaper public transport	1.3%	4	0.0%	0	2.3%	2	1.7%	1	0.0%	0	0.0%	0
Discount foodstores within the town centre	1.6%	4	3.2%	2	0.7%	1	2.7%	2	0.0%	0	0.0%	0
Improved food shops within the town centre	1.1%	3	0.0%	0	1.2%	1	1.4%	1	0.0%	0	4.4%	1
Improved leisure facilities	1.6%	5	4.9%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Improved non-food shops within the town centre	6.6%	18	3.2%	2	13.9%	15	1.2%	1	0.0%	0	4.5%	1
Improved quality of shops	4.6%	13	3.2%	2	5.9%	6	3.8%	3	3.5%	1	5.9%	1
Improved street cleaning	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	8.2%	23	6.1%	3	11.8%	13	8.5%	6	0.0%	0	4.5%	1
Increased public transport	0.9%	3	0.0%	0	0.6%	1	2.7%	2	0.0%	0	0.0%	0
Longer opening hours	0.8%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
More parking	3.1%	9	0.8%	0	3.4%	4	5.4%	4	0.0%	0	4.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencers store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Build a bypass around town	0.6%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Car park machines that give change	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.9%	5	3.4%	2	0.4%	0	4.4%	3	0.0%	0	0.0%	0
Have an escalator in town	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improve the look of the buildings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Improved pavements	0.6%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Improved street lighting	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rent / rates for shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafes / restaurants	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe shops	0.4%	1	0.0%	0	0.4%	0	0.0%	0	2.5%	1	0.0%	0
More facilities / activities for all ages	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children (e.g. play areas)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
More independent shops	0.6%	2	2.6%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrian crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Nicer traffic wardens	0.2%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the steepness of the streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	2.3%	6	1.1%	1	1.5%	2	1.8%	1	3.5%	1	9.7%	2
Regenerate the square	0.6%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Reinstate town centre parking	0.6%	2	0.4%	0	0.0%	0	1.7%	1	0.0%	0	2.1%	0
Return it to how it was before the refurbishment	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Wider parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	51.3%	143	62.8%	35	42.1%	45	42.1%	29	84.4%	23	55.8%	11
(Don't know)	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		280		56		107		70		27		20
Sample:		271		58		99		56		31		27

Mid Ulster Household Survey

For Nexus Planning

Weighted:

November 2019

	Total	Cookstown	Dungannon	Magherafelt	Maghera	Coalisland
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Q31B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? (3rd mention)
Those who visit a centre at Q27:

Better environment	2.5%	3	9.1%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Better security	0.5%	1	0.0%	0	0.0%	0	0.0%	0	15.9%	1	0.0%	0
Cheaper parking	2.6%	4	2.3%	0	1.9%	1	4.7%	2	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	3.6%	5	0.0%	0	5.5%	3	3.5%	1	0.0%	0	0.0%	0
Improved food shops within the town centre	3.1%	4	9.1%	2	2.5%	2	2.0%	1	0.0%	0	0.0%	0
Improved leisure facilities	1.6%	2	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0
Improved non-food shops within the town centre	3.0%	4	9.1%	2	0.7%	0	4.7%	2	0.0%	0	0.0%	0
Improved quality of shops	2.0%	3	0.0%	0	1.3%	1	4.7%	2	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	8.9%	12	0.0%	0	11.8%	7	9.4%	4	0.0%	0	10.0%	1
Increased public transport	0.9%	1	0.0%	0	0.3%	0	0.0%	0	22.7%	1	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	4.2%	6	0.0%	0	9.1%	6	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
A Marks & Spencers store	1.6%	2	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0
A park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Build a bypass around town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car park machines that give change	0.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Free parking	0.9%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Have an escalator in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the look of the buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rent / rates for shops	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
More cafes / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe shops	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities / activities for all ages	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2
More for children (e.g. play areas)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
More pedestrian crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer traffic wardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the steepness of the streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regenerate the square	0.9%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Reinstate town centre parking	1.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Return it to how it was before the refurbishment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	56.5%	77	67.4%	13	52.5%	33	53.3%	22	61.4%	3	73.3%	7
(Don't know)	2.1%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:		135		20		62		41		4		9
Sample:		123		20		54		32		5		12

Mid Ulster Household Survey For Nexus Planning

Weighted:

November 2019

	Total	Cookstown	Dungannon	Magherafelt	Maghera	Coalisland
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Q31X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? (Any mention) [MR]
Those who visit a centre at Q27:

Better environment	2.5%	14	3.5%	5	4.7%	7	1.0%	2	0.0%	0	0.0%	0
Better security	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.1%	1
Cheaper parking	9.4%	53	4.3%	7	9.5%	15	19.6%	30	1.3%	1	1.1%	0
Cheaper public transport	1.4%	8	1.2%	2	1.6%	2	2.0%	3	1.2%	1	0.0%	0
Discount foodstores within the town centre	2.3%	13	1.2%	2	3.4%	5	3.4%	5	0.0%	0	2.1%	1
Improved food shops within the town centre	1.7%	10	1.7%	3	1.8%	3	1.2%	2	2.5%	1	2.1%	1
Improved leisure facilities	2.2%	12	1.7%	3	1.8%	3	4.3%	7	0.0%	0	0.0%	0
Improved non-food shops within the town centre	7.9%	45	4.9%	8	20.8%	33	1.8%	3	1.7%	1	2.1%	1
Improved quality of shops	6.3%	36	2.9%	5	10.6%	17	6.7%	10	5.4%	3	2.8%	1
Improved street cleaning	0.2%	1	0.6%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	9.9%	56	3.4%	5	22.2%	35	7.6%	12	1.3%	1	7.5%	3
Increased public transport	1.1%	6	0.0%	0	2.0%	3	1.2%	2	1.7%	1	0.0%	0
Longer opening hours	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
More parking	17.5%	99	11.0%	17	22.8%	36	21.3%	33	12.3%	7	14.5%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencers store	0.4%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
A park	0.3%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.1%	1
Better disabled access	0.2%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	2.1%	1
Better layout	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Build a bypass around town	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Car park machines that give change	1.7%	9	1.2%	2	1.3%	2	3.0%	5	0.0%	0	2.1%	1
Free parking	1.3%	7	1.6%	2	0.3%	0	2.7%	4	0.0%	0	0.0%	0
Have an escalator in town	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Improve the look of the buildings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Improved pavements	1.0%	6	1.2%	2	0.0%	0	2.2%	3	1.2%	1	0.0%	0
Improved street lighting	0.3%	2	0.0%	0	0.8%	1	0.0%	0	1.2%	1	0.0%	0
Less cheap shops	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	1.5%	9	4.0%	6	0.4%	1	1.2%	2	0.0%	0	0.0%	0
Less roadworks	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rent / rates for shops	1.1%	6	2.2%	3	0.7%	1	0.6%	1	0.0%	0	2.1%	1
More cafes / restaurants	0.8%	4	0.1%	0	0.3%	0	2.0%	3	1.3%	1	0.0%	0
More clothes / shoe shops	1.5%	9	1.3%	2	0.4%	1	0.0%	0	9.2%	5	1.4%	1
More facilities / activities for all ages	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
More for children (e.g. play areas)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.1%	1
More independent shops	0.7%	4	1.2%	2	1.1%	2	0.5%	1	0.0%	0	0.0%	0
More pedestrian crossings	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.3%	2	0.0%	0	0.0%	0	0.6%	1	1.2%	1	0.0%	0
More street furniture	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Nicer traffic wardens	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Reduce the steepness of the streets	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	7.5%	42	5.8%	9	7.4%	12	2.6%	4	8.8%	5	29.7%	13
Regenerate the square	1.6%	9	0.0%	0	5.9%	9	0.0%	0	0.0%	0	0.0%	0
Reinstate town centre parking	1.1%	6	1.3%	2	1.0%	2	1.3%	2	0.0%	0	1.0%	0
Return it to how it was before the refurbishment	0.7%	4	0.0%	0	1.1%	2	0.8%	1	0.0%	0	2.1%	1
Wider parking spaces	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider streets	0.4%	2	0.5%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Weighted base:	567		155		157		155		57		43	
Sample:	542		155		144		130		62		51	

Appendix 3:

Sample Questionnaire

Good morning / afternoon / evening, I am from NEMS market research, an independent market research company, and we are conducting a short survey in your area on behalf of Mid Ulster District Council about shopping and leisure habits. Do you have time to answer some questions please? It will take about 6-7 minutes.

QA Are you the person responsible for the main food shopping in your household?

Yes
No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 In which town and at what store did you last undertake your main food and grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

#Com Convenience List

500 Other (PLEASE WRITE IN)

502 Internet / delivery

505 (Don't know / varies / can't remember)

506 (Don't do this type of shopping)

GO TO Q03

GO TO Q03

GO TO Q02

GO TO CLOSE

GO TO CLOSE

Those who do their main food shopping via the Internet at Q01:

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Asda

2 Iceland

3 Morrisons

4 Sainsbury's

5 Tesco

6 Other (PLEASE WRITE IN)

7 (Don't know / varies)

Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) for your main food and grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY

001 Accessibility by public transport

002 Car parking prices

003 Car parking provision

004 Choice of food goods available

005 Choice of shops nearby selling non-food goods

006 Choice of shops selling food goods

007 Cleanliness

008 Delivery service

009 Easy to get to by car

010 Entertainment / events

011 Good internal layout

012 Good service / friendly staff

013 Habit / always use it / preference for retailer

014 Internet shopping is convenient

015 Lower prices

016 Loyalty card / points scheme

017 Near to home

018 Near to work

019 Nice shopping environment

020 Only one in the area / no other choice

021 Provision of leisure facilities nearby

022 Provision of services nearby, such as banks and other financial services

023 Public information, signposts and public facilities

024 Quality of food goods available

025 Quality of shops selling food goods

026 Safety (during the day)

027 Safety (during the evening / night time)

028 Staff discount / work there

029 Value for money

030 Other (PLEASE WRITE IN)

031 (Don't know / no reason in particular)

Q04 What, if anything, is the one thing you most dislike about (STORE / LOCATION MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY

- 001 Change layout too often
- 002 Difficult to get to
- 003 Difficult to park / lack of parking
- 004 Expensive
- 005 Expensive parking
- 006 Lack of cycle parking
- 007 Lack of public transport
- 008 Limited range of goods
- 009 No petrol station
- 010 Poor internal layout
- 011 Poor quality
- 012 Preference for retailer
- 013 Staff rude / unhelpful
- 014 Too busy
- 015 Too far away
- 016 Too small
- 017 Other (PLEASE WRITE IN)
- 018 (Don't know)
- 019 (Nothing)

Q05 How often do you normally do your main food shopping at (STORE / LOCATION MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY. PROMPT IF NECESSARY

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 Less often
- 8 Have only visited once
- 9 (Don't know / varies)

Excluding those who do their main food shopping via the Internet at Q01:

Q06 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus (including the busway or guided bus), minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

Excluding those who do their main food shopping via the Internet at Q01:

Q07 How long did your last journey to (STORE / LOCATION MENTIONED AT Q01) take?
DO NOT PROMPT. ONE ANSWER ONLY.

- X Amount of time taken to nearest whole minute (PLEASE WRITE IN)
- Y (Don't know / can't remember)
- Z (Refused)

Q08 How much on average does your household normally spend on main food and grocery shopping in a week?
DO NOT PROMPT. ONE ANSWER ONLY.

- X To the nearest £: (PLEASE WRITE IN)
- Y (Don't know / varies)
- Z (Refused)

Excluding those who do their main food shopping via the Internet at Q01:

Q09 When you go main food shopping is your trip linked with any other activity?
DO NOT PROMPT. ONE ANSWER ONLY.
IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

- | | | |
|---|---|------------------|
| 1 | Yes – NON-FOOD shopping | GO TO Q10 |
| 2 | Yes – other FOOD shopping | GO TO Q10 |
| 3 | Yes – visiting services such as banks and other financial institutions | GO TO Q10 |
| 4 | Yes – leisure activity | GO TO Q11 |
| 5 | Yes – travelling to/from work | GO TO Q11 |
| 6 | Yes – travelling to/from school/college/university | GO TO Q11 |
| 7 | Yes – getting petrol | GO TO Q11 |
| 8 | Yes – visiting café / pub / restaurant | GO TO Q11 |
| 9 | Yes – visiting family/friends | GO TO Q11 |
| A | Yes – visiting health service such as doctor, dentist, hospital | GO TO Q11 |
| B | Yes – visiting other service such as laundrette, hairdresser, recycling | GO TO Q11 |
| C | Yes – other activity (PLEASE WRITE IN) | GO TO Q11 |
| D | (No activity) | GO TO Q11 |
| E | (Don't know / varies) | GO TO Q11 |

Those who link their main food shopping trip with other shopping or services at Q09:

Q10 Where do you do this linked trip?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Com Comparison List

Q11 Do you make 'top up' shopping trips in between your main food shopping trip? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Yes
- 2 No

GO TO Q12
GO TO Q15

Those who do top-up shopping at Q11:

Q12 In which town and at what store did you last undertake your 'top-up' food shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

#Com Convenience List

Those who do top-up shopping at Q11:

Q13 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q12)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 Less often
- 8 Have only visited once
- 9 (Don't know / varies)

Those who do top-up shopping at Q11:

Q14 Thinking more generally, how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.

DO NOT READ OUT. ONE ANSWER ONLY.

- X To the nearest £: (PLEASE WRITE IN)
- Y (Don't know / varies)
- Z (Refused)

READ OUT: We now have a few questions about where you go for non-food shopping. In answering these questions the location may be a town centre, a retail park, or a free standing store, or could be facilities such as the Internet, TV shopping or use of a home catalogue.

Q15 Where did you last buy clothing or footwear goods?

DO NOT PROMPT. ONE ANSWER ONLY.

IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Com Comparison List

Those who buy clothing or footwear goods at a specific location (excluding via the Internet or abroad) at Q15:

Q16 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q15)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Those who buy clothing or footwear goods at a specific location (excluding via the Internet or abroad) at Q15:

Q17 How do you normally travel to (LOCATION MENTIONED AT Q15)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus (including the busway or guided bus), minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

Those who buy clothing or footwear goods at a specific location (excluding via the Internet or abroad) at Q15:

Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?

DO NOT PROMPT. ONE ANSWER ONLY.

IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

- 1 Yes – FOOD shopping
- 2 Yes – other NON-FOOD shopping
- 3 Yes – visiting services such as banks and other financial institutions
- 4 Yes – leisure activity
- 5 Yes – travelling to/from work
- 6 Yes – travelling to/from school/college/university
- 7 Yes – getting petrol
- 8 Yes – visiting café / pub / restaurant
- 9 Yes – visiting family/friends
- A Yes – visiting health service such as doctor, dentist, hospital
- B Yes – visiting other service such as laundrette, hairdresser, recycling
- C Yes – other activity (PLEASE WRITE IN)
- D No
- E (Don't know / varies)

Q19 Where did you last buy books, CDs, DVDs?

DO NOT PROMPT. ONE ANSWER ONLY.

IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Com Comparison List

Q20 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?

DO NOT PROMPT. ONE ANSWER ONLY.

IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Com Comparison List

Q21 Where did you last buy goods such as toys, games, bicycles and recreational goods?

DO NOT PROMPT. ONE ANSWER ONLY.

IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Com Comparison List

Q22 Where did you last buy chemist goods (including health and beauty products)?

DO NOT PROMPT. ONE ANSWER ONLY.

IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Com Comparison List

Q23 Where did you last buy electrical items, such as televisions, washing machines and computers?

DO NOT PROMPT. ONE ANSWER ONLY.

IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Com Comparison List

Q24 Where did you last buy DIY or gardening goods?

DO NOT PROMPT. ONE ANSWER ONLY.

IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Com Comparison List

Q25 Where did you last buy furniture, carpets and floor coverings?

DO NOT PROMPT. ONE ANSWER ONLY.

IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Com Comparison List

Q26 Do you ever visit any of the following centres?

READ OUT. CAN BE MULTICODED.

- 1 Cookstown
- 2 Dungannon
- 3 Magherafelt
- 4 Maghera
- 5 Coalisland
- 6 (Don't visit any of these centres)

GO TO Q32

Those who visit more than one centre at Q26:

Q27 Which centre do you visit the most?

ONE ANSWER ONLY.

- 1 Cookstown
- 2 Dungannon
- 3 Magherafelt
- 4 Maghera
- 5 Coalisland
- 6 (Don't know / varies)

Those who visit a centre at Q27:

Q28 How often do you visit (CENTRE MENTIONED AT Q27)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Those who visit a centre at Q27:

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus (including the busway or guided bus), minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

Those who visit a centre at Q27:

Q30 What do you like most about (CENTRE MENTIONED AT Q27)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 001 Choice and range of shops
- 002 Choice of leisure facilities (restaurants, pubs etc)
- 003 Choice of services (hairdressers, banks etc)
- 004 Close to home
- 005 Close to work
- 006 Convenient car parking
- 007 Easily accessible by public transport
- 008 Environmental quality of centre
- 009 Free car parking
- 010 Strength of supermarket provision
- 011 Other (PLEASE WRITE IN)
- 012 (Nothing in particular)

Those who visit a centre at Q27:

Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?
DO NOT PROMPT. CODE FIRST 3 MENTIONS

1st Mention|2nd Mention|3rd Mention

- | | |
|--|-----------|
| 001 Better environment | GO TO Q34 |
| 002 Better security | GO TO Q34 |
| 003 Cheaper parking | GO TO Q34 |
| 004 Cheaper public transport | GO TO Q34 |
| 005 Discount foodstores within the town centre | GO TO Q34 |
| 006 Improved food shops within the town centre | GO TO Q34 |
| 007 Improved leisure facilities | GO TO Q34 |
| 008 Improved non-food shops within the town centre | GO TO Q34 |
| 009 Improved quality of shops | GO TO Q34 |
| 010 Improved street cleaning | GO TO Q34 |
| 011 Increased general choice and range of shops | GO TO Q34 |
| 012 Increased public transport | GO TO Q34 |
| 013 Longer opening hours | GO TO Q34 |
| 014 More parking | GO TO Q34 |
| 015 Other (PLEASE WRITE IN) | GO TO Q34 |
| 016 (Nothing / Nothing else) | GO TO Q34 |
| 017 (Don't know) | GO TO Q34 |

Those who do not visit any of the centres at Q26:

Q32 Why don't you visit these centres?

DO NOT READ OUT. CAN BE MULTICODED

- 001 Choice of leisure facilities (cinema, gym, pubs etc)
- 002 Choice of services (hairdressers, banks etc)
- 003 Environmental quality of centre
- 004 Expensive car parking
- 005 Inconveniently located car parking
- 006 Lack of choice and range of food shops
- 007 Lack of choice and range of non-food shops
- 008 Not accessible by public transport
- 009 Too far away from home
- 010 Too far away from work
- 011 Traffic congestion
- 012 Other (PLEASE WRITE IN)
- 013 (Nothing, no reason to visit)
- 014 (Don't know)

Those who do not visit any of the centres at Q26:

Q33 Which other centre do you usually visit?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Belfast
- 2 Lisburn
- 3 Portadown
- 4 Armagh
- 5 Banbridge
- 6 Monaghan
- 7 Ballymena
- 8 Antrim
- 9 Omagh
- A Other (PLEASE WRITE IN)
- B (Don't know / none)

Q34 Do you do Internet or TV shopping?

DO NOT READ OUT. CAN BE MULTICODED

- 1 Yes, Internet
- 2 Yes, Portable internet shopping (through mobile phone)
- 3 Yes, TV Shopping
- 4 (No)

GO TO Q35
GO TO Q35
GO TO Q35
GO TO Q40

Those who do Internet and / or TV shopping at Q34:

Q35 Which goods or services do you currently purchase via Internet or TV shopping?

DO NOT READ OUT. CAN BE MULTICODED

- 001 Baby items
- 002 Banking / finance
- 003 Books
- 004 CDs, DVDs, Vinyl (physical products)
- 005 Clothes / shoes
- 006 Computer / printer accessories
- 007 Console / PC games
- 008 Cosmetics / health / beauty / chemist goods
- 009 Craft / hobby items (including stationary)
- 010 DIY / hardware goods
- 011 Domestic electrical appliances (white goods)
- 012 Downloadable content (e.g. music / movies / tv / games / apps)
- 013 Food / groceries
- 014 Furniture / soft furnishings / floor coverings / carpets
- 015 Garden items
- 016 Gifts
- 017 Holiday and / or Travel / Event Tickets
- 018 Insurance
- 019 Jewellery
- 020 Mobile phone accessories
- 021 Musical instruments / accessories
- 022 Pet food / products
- 023 Small electrical items (e.g. kettles / toasters / hairdryers etc)
- 024 Small household goods
- 025 Sports goods
- 026 Toys
- 027 TVs, Hi-Fi's, computers
- 028 Vehicle parts
- 029 Vehicles
- 030 Other (PLEASE WRITE IN)
- 031 (Don't know)

Those who do Internet and / or TV shopping at Q34:

Q36 Excluding what you've already mentioned - Which other goods or services are you likely to purchase in the future via Internet or TV shopping?

DO NOT READ OUT. CAN BE MULTICODED

- 001 Baby items
- 002 Banking / finance
- 003 Books
- 004 CDs, DVDs, Vinyl (physical products)
- 005 Clothes / shoes
- 006 Computer / printer accessories
- 007 Console / PC games
- 008 Cosmetics / health / beauty / chemist goods
- 009 Craft / hobby items (including stationary)
- 010 DIY / hardware goods
- 011 Domestic electrical appliances (white goods)
- 012 Downloadable content (e.g. music / movies / tv / games / apps)
- 013 Food / groceries
- 014 Furniture / soft furnishings / floor coverings / carpets
- 015 Garden items
- 016 Gifts
- 017 Holiday and / or Travel / Event Tickets
- 018 Insurance
- 019 Jewellery
- 020 Mobile phone accessories
- 021 Musical instruments / accessories
- 022 Pet food / products
- 023 Small electrical items (e.g. kettles / toasters / hairdryers etc)
- 024 Small household goods
- 025 Sports goods
- 026 Toys
- 027 TVs, Hi-Fi's, computers
- 028 Vehicle parts
- 029 Vehicles
- 030 Other (PLEASE WRITE IN)
- 031 (Don't know)
- 032 (Nothing new / same goods as I currently am)

Those who do Internet and / or TV shopping at Q34:

Q37 For your last Internet or TV order, how did you receive your goods?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------------------|------------------|
| 1 | Collection at store | GO TO Q39 |
| 2 | Home delivery | GO TO Q39 |
| 3 | Delivery to place of work | GO TO Q39 |
| 4 | Collection at click and collect hub | GO TO Q38 |
| 5 | Collection at other location | GO TO Q39 |
| 7 | Download direct to device | GO TO Q39 |
| 6 | (Don't know / varies) | GO TO Q39 |

Those who collect their goods at a 'Click & Collect' hub at Q37:

Q38 Which click and collect hub did you collect your order from?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | |
|---|---|
| 1 | (PLEASE WRITE IN FULL ADDRESS DETAILS OF THE CLICK AND COLLECT HUB) |
| 2 | (Don't know / can't remember) |

READ OUT: We now have a few questions about a range of different social and leisure activities.

Q39 Which of these leisure activities do you participate in?

READ OUT. CAN BE MULTICODED.

- | | | |
|---|--|------------------|
| 1 | Indoor sports or health and fitness activity | GO TO Q40 |
| 2 | Cinema | GO TO Q41 |
| 3 | Restaurant | GO TO Q42 |
| 4 | Pub / bars / nightclubs | GO TO Q43 |
| 5 | Ten pin bowling | GO TO Q44 |
| 6 | Bingo | GO TO Q45 |
| 7 | Theatres / concert halls / museums / art galleries and other cultural facilities | GO TO Q46 |
| 8 | (None mentioned) | GO TO Q49 |

Those who participate indoor sports or health and fitness activities at Q39:

Q40 Which centre / facility did you last visit for indoor sports or health and fitness activity?

DO NOT PROMPT. ONE ANSWER ONLY.

#Heal Health List

Those who visit the cinema at Q39:

Q41 Which centre / facility did you last visit to go the cinema?

DO NOT PROMPT. ONE ANSWER ONLY.

#Cine Cinema List

Those who go to restaurants at Q39:

Q42 Which centre / facility did you last visit to go to a restaurant?

DO NOT PROMPT. ONE ANSWER ONLY.

#Soci Social List

Those who go to pubs, bars or nightclubs at Q39:

Q43 Which centre / facility did you last visit to go to pubs, bars and nightclubs?
DO NOT PROMPT. ONE ANSWER ONLY.

#Soci Social List

Those who go ten-pin bowling at Q39:

Q44 Which centre / facility did you last visit to go ten-pin bowling?
DO NOT PROMPT. ONE ANSWER ONLY.

#Bow Bowling List

Those who go to bingo at Q39:

Q45 Which centre / facility did you last visit to play bingo?
DO NOT PROMPT. ONE ANSWER ONLY.

#Bing Bingo List

Those who visit cultural facilities at Q39:

Q46 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?
DO NOT PROMPT. ONE ANSWER ONLY.

#Culti Culture List

Q47 How do you normally travel when visiting leisure destinations?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)
- D (Don't visit leisure destinations)

Q48 Which leisure facilities would you like to see more of in the area?
DO NOT READ OUT. CAN BE MULTICODED.

- 001 Bars / pubs
- 002 Better shopping facilities
- 003 Bingo
- 004 Bowling alley
- 005 Cinema
- 006 Concert hall / venue
- 007 Cycle paths / area
- 008 Dance facilities
- 009 Extreme sports
- 010 Health and fitness (gym)
- 011 Hotels
- 012 Ice rink
- 013 Indoor soft play areas
- 014 Karting
- 015 Leisure centre
- 016 More children facilities / activities
- 017 More sports facilities (football pitches, tennis courts)
- 018 Museum / art galleries
- 019 Paintballing
- 020 Play spaces / park facilities
- 021 Restaurants
- 022 Skateboarding
- 023 Swimming pool
- 024 Theatre
- 025 Other (PLEASE WRITE IN)
- 026 (None)
- 027 (Don't know)

Q49 Which other community facilities and businesses would you like to see in the area?
READ LIST. CAN BE MULTICODED.

- 001 Hotels
- 002 Cultural centres
- 003 Religious institutions
- 004 Tourist attractions
- 005 Other (PLEASE WRITE IN)
- 006 (None)
- 007 (Don't know)

GEN Gender of respondent.
DO NOT READ OUT. CODE FROM OBSERVATION

- 1 Male
- 2 Female

AGE Could I ask how old you are please?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 18 – 24 years
- 2 25 – 34 years
- 3 35 – 44 years
- 4 45 – 54 years
- 5 55 – 64 years
- 6 65+ years
- 7 (Refused)

Thank & close.

Appendix D:

Statistical Tables

Table 1: Population and convenience goods expenditure per capita

Zone	Population per Zone			Convenience expenditure per capita (£)				
	2020 Population	2025 Population	2030 Population	2018 (inc. sft)	2018	2020	2025	2030
1 Maghera area	29,394	30,495	31,457	2,329	2,240	2,216	2,202	2,196
2 Magherafelt area	38,632	40,079	41,344	2,358	2,269	2,244	2,230	2,224
3 Cookstown area	36,580	37,950	39,148	2,349	2,260	2,235	2,222	2,215
4 Coalisland area	19,129	19,845	20,472	2,309	2,221	2,197	2,183	2,177
5 Dungannon area	51,804	53,745	55,440	2,334	2,245	2,221	2,207	2,201
6 Fivemiletown area	7,590	7,874	8,122	2,434	2,341	2,316	2,302	2,295
Total Study Area	183,130	189,989	195,983	-	-	-	-	-

- Notes:**
- a. Zones based on the postal sectors shown on the plan at Appendix A.
 - b. Per capita expenditure derived from Experian MMG3 data (2018 report)
 - c. Population distribution derived from Experian MMG3 data (2018 report). Projections to 2030 are derived from NISRA population projections (April 2018)
 - d. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17
 - e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 17
- 2018 Prices**

Table 2a: Total convenience goods expenditure available

Zone	Convenience expenditure (£m)			Growth (£m)	
	2020	2025	2030	2020-2025	2020-2030
1 Maghera area	65.1	67.2	69.1	2.0	3.9
2 Magherafelt area	86.7	89.4	91.9	2.7	5.3
3 Cookstown area	81.8	84.3	86.7	2.6	5.0
4 Coalisland area	42.0	43.3	44.6	1.3	2.5
5 Dungannon area	115.0	118.6	122.0	3.6	7.0
6 Fivemiletown area	17.6	18.1	18.6	0.5	1.1
Total Study Area	408.2	421.0	432.9	12.8	24.7

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend (2020)

Zone	Convenience expenditure (£m)		
	Main food	Top-up	Total
1 Maghera area	48.8	16.3	65.1
2 Magherafelt area	65.0	21.7	86.7
3 Cookstown area	61.3	20.4	81.8
4 Coalisland area	31.5	10.5	42.0
5 Dungannon area	86.3	28.8	115.0
6 Fivemiletown area	13.2	4.4	17.6
Total Study Area	306.2	102.1	408.2

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

b. Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

2018 Prices

Table 3: Convenience goods shopping patterns

Destination	Total Main Food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main Food (%)	Zone 1 Top-up (%)	Zone 2 Main Food (%)	Zone 2 Top-up (%)	Zone 3 Main Food (%)	Zone 3 Top-up (%)	Zone 4 Main Food (%)	Zone 4 Top-up (%)	Zone 5 Main Food (%)	Zone 5 Top-up (%)	Zone 6 Main Food (%)	Zone 6 Top-up (%)
Zone 1															
Local shops, Maghera Town Centre	0.1%	0.8%	0.3%	0.9%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eurospar, Main Street, Maghera	0.9%	2.1%	1.2%	5.8%	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
R Crawford & Co, Main Street, Maghera	1.8%	1.3%	1.7%	10.4%	5.8%	0.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar (Kelly's), Tirkane Road, Maghera	0.4%	0.5%	0.5%	2.8%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Coleraine Road, Maghera	0.0%	0.7%	0.2%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<i>Costcutter (Crawfords), Church Street, Maghera</i>	1.7%	0.9%	1.5%	8.5%	2.3%	1.6%	1.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Swatragh Village Centre	0.0%	1.1%	0.3%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Centra, Glenshane Road, Maghera	0.7%	1.3%	0.8%	3.4%	7.0%	0.0%	0.0%	0.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Day Today, Kilrea Road, Upperlands, Maghera	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%
Today's Local, Kilrea Road, Swatragh	0.0%	0.2%	0.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Portglenone Village Centre	0.0%	0.2%	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%
Local shops, Rasharkin Village Centre	0.0%	0.2%	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%
Eurospar, Main Street, Portglenone	0.9%	0.5%	0.8%	5.8%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullans Eurospar, Main Street, Rasharkin	0.0%	0.4%	0.1%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullens Department Store, Main Street, Portglenone	0.5%	0.2%	0.5%	3.4%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nisa Extra (O'Neill's), Main Street, Portglenone	0.3%	0.4%	0.3%	1.7%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Kilrea Village Centre	0.0%	0.4%	0.1%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mace, Bridge Street, Kilrea	0.0%	0.6%	0.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Maghera Street, Kilrea	0.0%	0.7%	0.2%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Main Street, Garvagh	0.0%	0.2%	0.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	7.4%	13.3%	8.9%	42.6%	73.6%	2.3%	3.0%	0.7%	2.3%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%
Zone 2															
Local shops, Magherafelt Town Centre	0.0%	0.7%	0.2%	0.0%	0.0%	0.0%	1.9%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Centra (Cathcart's), Diamond Shopping Center, Magherafelt	0.3%	0.0%	0.3%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	0.5%	0.0%	0.4%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	0.6%	0.2%	0.5%	0.8%	0.0%	1.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
JC Stewart Foodhall, Union Road, Magherafelt	3.9%	1.2%	3.2%	0.0%	0.0%	17.5%	5.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Union Road, Magherafelt	0.2%	1.5%	0.5%	0.0%	0.0%	0.8%	5.8%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Ballyronan Village Centre	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Castledawson Village Centre	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Toomebridge Village Centre	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BP, Moneymore Road, Magherafelt	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter (Newbridge Stores & Post Office), Blackpark Road, Toomebridge	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kennys, Moneymore Road, Magherafelt	0.0%	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%
Lidl, Castledawson Road, Magherafelt	3.8%	2.3%	3.4%	5.0%	1.2%	14.3%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mace, Roguery Road, Toomebridge	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mace, Shore Road, Ballyronan, Magherafelt	0.2%	2.5%	0.7%	0.0%	0.0%	0.8%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
McSwiggans, Rainey Street, Magherafelt	0.0%	0.8%	0.2%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Muldoons Supermarket, William Street, Bellaghy	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nisa Local, Main Street, Castledawson	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Ballyronan Road, Magherafelt	0.2%	2.0%	0.7%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Spar, Main Street, Bellaghy	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Main Street, Castledawson	0.2%	0.4%	0.2%	0.0%	0.0%	0.8%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Moneymore Road, Magherafelt	0.0%	0.2%	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%
Tesco Superstore, Ballyronan Road, Magherafelt	11.1%	3.8%	9.3%	12.1%	4.9%	39.0%	10.6%	4.4%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vivoxtra (Kelly's), Magherafelt Road, Castledawson	0.2%	1.7%	0.6%	0.0%	0.0%	0.8%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Main Street, Randalstown	0.3%	0.5%	0.4%	0.0%	0.0%	1.6%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 2	21.5%	21.1%	21.4%	17.8%	6.0%	81.1%	85.8%	6.1%	7.7%	0.0%	1.4%	0.7%	0.9%	0.0%	0.0%

Table 3: Convenience goods shopping patterns

Destination	Total Main Food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main Food (%)	Zone 1 Top-up (%)	Zone 2 Main Food (%)	Zone 2 Top-up (%)	Zone 3 Main Food (%)	Zone 3 Top-up (%)	Zone 4 Main Food (%)	Zone 4 Top-up (%)	Zone 5 Main Food (%)	Zone 5 Top-up (%)	Zone 6 Main Food (%)	Zone 6 Top-up (%)
Zone 3															
Local shops, Cookstown Town Centre	0.0%	1.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Home Bargains, Burn Road, Cookstown	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Supervalu, Burn Road, Cookstown	0.2%	1.8%	0.6%	0.0%	0.0%	0.0%	1.0%	0.8%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Lidl, Molesworth Street, Cookstown	1.2%	0.2%	1.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	5.8%	2.1%	0.7%	0.0%	0.0%	0.0%
M&S Simply Food, Orritor Road Retail Park, Cookstown, Cookstown	1.1%	0.2%	0.9%	0.0%	1.2%	0.7%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Orritor Road, Cookstown	11.7%	1.7%	9.2%	1.7%	0.0%	4.1%	0.0%	44.8%	7.0%	14.3%	0.0%	0.0%	0.9%	1.7%	0.0%
Local shops, Coagh Village Centre	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Draperstown Village Centre	0.2%	0.2%	0.2%	0.0%	0.0%	0.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Sweep Road, Cookstown	9.7%	3.1%	8.0%	2.0%	0.0%	0.8%	3.2%	34.0%	11.5%	8.5%	1.0%	5.2%	0.0%	1.1%	0.0%
Braeside Vivo Shop, Orritor Road, Cookstown	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Battery Road, Cookstown	0.0%	1.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Orritor Road, Cookstown	0.3%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eurospar, Magherafelt Road, Moneymore	0.3%	2.1%	0.7%	0.9%	1.2%	0.7%	1.3%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eurospar, St. Patrick's Street, Draperstown	0.2%	0.8%	0.3%	0.0%	1.2%	0.0%	0.0%	0.8%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlebridge Country Store, Littlebridge Road, Moneymore	0.2%	0.5%	0.3%	0.0%	0.0%	0.0%	1.0%	0.8%	0.9%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Mace, Drum Road, Kildress	0.0%	0.2%	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%
Nisa Local, Morgans Hill Road, Cookstown	0.0%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Church Street, Cookstown	0.0%	1.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%
Spar, Dungannon Road, Cookstown	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Lawford Street, Moneymore	0.6%	1.4%	0.8%	0.0%	0.0%	1.6%	2.9%	1.5%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Westland Road South, Cookstown	0.0%	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Today's Local, Ardboe Road, Cookstown	0.0%	0.2%	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%
Vivo, Churchtown Road, Cookstown	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 3	25.5%	20.1%	24.2%	4.5%	3.6%	8.7%	10.3%	91.0%	80.4%	28.6%	8.7%	6.0%	0.9%	2.9%	1.9%
Zone 4															
Local shops, Coalisland Town Centre	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Newell Stores, Lineside, Coalisland	5.7%	3.6%	5.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	27.3%	24.3%	9.2%	3.9%	0.0%	0.0%
Supervalu, Dungannon Road, Coalisland	0.3%	0.4%	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.7%	4.1%	0.0%	0.0%	1.7%	0.0%
Local shops, Aughamullan Town Centre	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%
Local shops, Stewartstown Town Centre	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%
Costcutter (Petrol Station), Annagher Road, Coalisland	0.0%	0.4%	0.1%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Hillhead, Stewartstown	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Lowe Brothers, The Square, Stewartstown	0.0%	0.1%	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%
Spar, Ballynakilly Road, Coalisland	0.0%	1.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	4.5%	0.0%	0.0%
Spar, Hillhead, Stewartstown	0.2%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	4.3%	0.0%	0.0%	0.0%	0.0%
Spar, Moore Road, Coalisland	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Spar, Mullanahoe Road, Ardboe	0.1%	1.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.7%	5.6%	0.0%	2.1%	0.0%	0.0%
Springisland Supermarket, Washing Bay Road, Coalisland	1.5%	1.9%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	13.7%	1.6%	1.7%	0.0%	0.0%
Vivo, Moor Road, Coalisland	0.0%	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%
Sub-total Zone 4	8.0%	11.4%	8.8%	1.7%	2.3%	0.8%	0.0%	0.0%	3.3%	43.0%	67.2%	10.7%	12.3%	1.7%	0.0%

Table 3: Convenience goods shopping patterns

Destination	Total Main Food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main Food (%)	Zone 1 Top-up (%)	Zone 2 Main Food (%)	Zone 2 Top-up (%)	Zone 3 Main Food (%)	Zone 3 Top-up (%)	Zone 4 Main Food (%)	Zone 4 Top-up (%)	Zone 5 Main Food (%)	Zone 5 Top-up (%)	Zone 6 Main Food (%)	Zone 6 Top-up (%)
Zone 5															
Local shops, Dungannon Town Centre	0.3%	1.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	5.5%	0.0%	0.0%
Iceland, Scotch Street, Dungannon	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Lowe Brothers, Market Square, Dungannon	0.0%	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%
Lidl, John Street, Dungannon	0.9%	0.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	2.9%	0.8%	0.0%
O'Neill's Supermarket, Donaghmore Road, Dungannon	0.4%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.9%	0.0%	0.0%
Local shops, Aughnacloy Town Centre	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
Local shops, Ballygawley Village Centre	0.0%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%
Local shops, Benburb Village Centre	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Local shops, Donaghmore Village Centre	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%
Local shops, Moy Village Centre	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.9%	0.0%	0.0%
Centra, Main Street, Ballygawley	0.5%	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	3.1%	0.9%	0.9%
Co-op, Moy Road, Moy	0.2%	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.8%	0.0%	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.2%	2.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	8.0%	0.0%	0.0%
Eurospar, Charlemont Street, Moy	0.7%	3.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	11.5%	0.0%	0.0%
Eurospar, Moy Road, Dungannon	0.0%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%
Mace, Ballygawley Road, Cabragh	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%
Mace, Brodmorr Court, Dungannon	0.0%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%
Mace, The Diamond, Pomeroy	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Newell Stores, Newell Road, Dungannon	2.3%	0.3%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	7.3%	0.9%	0.0%	0.0%
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	3.4%	0.4%	2.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	2.0%	7.0%	0.9%	1.1%	0.0%
Spar, Caledon Road, Aughnacloy	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%
Spar, Carland Road, Coalisland	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.9%	0.0%	0.0%
Spar, Derryfubble Road, Dungannon	0.0%	2.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%
Spar, Eglish Road, Dungannon	0.0%	1.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%
Spar, Quarry Lane, Dungannon	0.2%	1.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.8%	3.7%	0.0%	0.0%
Supervalu, Moore Street, Aughnacloy	1.1%	0.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	1.9%	0.8%	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	14.9%	3.2%	12.0%	0.0%	0.0%	1.0%	0.0%	1.5%	1.0%	14.5%	4.9%	44.5%	8.9%	8.6%	0.0%
Sub-total Zone 5	25.5%	24.3%	25.2%	1.7%	0.0%	1.0%	0.0%	1.5%	3.1%	26.8%	19.6%	76.1%	76.5%	12.3%	2.1%
Zone 6															
Local shops, Fivemiletown Village Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Local shops, Augher Village Centre	0.0%	0.2%	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%
Local shops, Clabby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Local shops, Clogher Village Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Centra, Augher Road, Clogher	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	4.4%
Co-op, Main Street, Fivemiletown	0.4%	0.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	17.4%
Nisa Local, Main Street, Clogher	0.2%	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	18.3%
Spar, Main Street, Augher	0.5%	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	11.7%	16.6%
Spar, Main Street, Fivemiletown	0.8%	1.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	29.2%
Today's Extra, Cooneen Road, 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%	0.9%
Sub-total Zone 6	2.1%	4.3%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	2.1%	0.0%	0.0%	49.0%	91.0%
Sub-total // Study Area	90.0%	94.5%	91.2%	68.3%	85.5%	93.9%	99.0%	99.3%	97.7%	98.4%	99.0%	93.4%	92.4%	65.9%	95.0%
Total // Mid Ulster District	88.0%	90.1%	88.5%	57.4%	61.1%	92.3%	96.4%	99.3%	97.7%	98.4%	99.0%	93.4%	92.4%	65.9%	95.0%

Table 3: Convenience goods shopping patterns

Destination	Total Main Food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main Food (%)	Zone 1 Top-up (%)	Zone 2 Main Food (%)	Zone 2 Top-up (%)	Zone 3 Main Food (%)	Zone 3 Top-up (%)	Zone 4 Main Food (%)	Zone 4 Top-up (%)	Zone 5 Main Food (%)	Zone 5 Top-up (%)	Zone 6 Main Food (%)	Zone 6 Top-up (%)
Outside Study Area															
Antrim and Newtownabbey Borough															
Asda, Junction One International Outlet, Antrim	1.2%	0.0%	0.9%	1.7%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Castle Way, Antrim	0.1%	0.2%	0.1%	0.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Armagh City, Banbridge and Craigavon Borough															
Local shops, Dromore Town Centre	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Bridge Street, Portadown	0.2%	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.9%	0.0%	0.0%
Emersons, Market Square, Armagh	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Iceland, Spires Retail Park, Armagh	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Lidl, Moy Road, Armagh	0.2%	0.6%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.9%	0.0%	1.0%
M&S Foodhall, Marlborough Retail Park, Craigavon	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Nisa Local, Main Street, Markethill	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Spar, Dungannon Road, Portadown	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Tesco Extra, Highfield Road, Craigavon	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.9%	0.0%
Tesco Superstore, The Meadows Shopping Centre, Portadown	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Wright's, Dungannon Road, Portadown	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Belfast City															
M&S, Donegall Place, Belfast	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%
Causeway Coast and Glens Borough															
Asda, Ring Road, Coleraine	0.9%	0.0%	0.7%	5.5%	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, Portglenone	0.0%	0.2%	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%
Lidl, Meetinghouse Street, Ballymoney	0.1%	0.0%	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Riverside Park North, Coleraine	0.4%	0.0%	0.3%	2.5%	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	1.1%	0.0%	0.8%	5.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Millburn Road, Coleraine	0.0%	0.2%	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%
Spar, Newmills Road, Coleraine	0.4%	1.4%	0.6%	2.4%	7.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Barnfield Road, Coleraine	0.4%	0.0%	0.3%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Castle Street, Ballymoney	0.7%	0.2%	0.6%	4.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fermanagh and Omagh District															
Local shops, Tempo Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Asda, Derrychara Road, Enniskillen	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%
Asda, Dromore Road, Omagh	0.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	6.6%	0.0%
Dunnes Stores, Fairgreen Shopping Centre, 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%	0.9%	0.0%
Dunnes Stores, Irishtown Road, Omagh	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%
Eurospar, Main Street, Fintona	0.0%	0.0%	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%
Hegarty's Supervalu, Tattymoyle Road, Fintona	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Iceland, Kevlin Avenue, 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%	1.1%	0.0%
Lidl, Main Street, Lisnaskea	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.9%
M&S, Erneside Shopping Centre, Eniskillen	0.0%	0.0%	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%
Spar, Main Street, Lisnaskea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Tesco Superstore, Derrychara Link, Enniskillen	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	1.0%
Lisburn and Castlereagh City															
Sainsbury's Superstore, Sprucefield Park, Lisburn	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.8%	0.0%
Tesco Extra, Newtownbreda Road, Belfast	0.2%	0.0%	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid and East Antrim Borough															
Local shops, Ballymena Town Centre	0.0%	0.2%	0.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S, The Fairhill Shopping Centre, Ballymena	0.2%	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%
Sainsbury's Superstore, Braidwater Retail Park, Ballymena	0.6%	0.0%	0.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Fenaghy Road, Galgorm Parks	0.0%	0.4%	0.1%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Larne Road, Ballymena	0.1%	0.0%	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Republic of Ireland															
Supervalu, Church Square, Monaghan	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Sub-total // Outside Study Area	10.0%	5.5%	8.8%	31.7%	14.5%	6.1%	1.0%	0.7%	2.3%	1.6%	1.0%	6.6%	7.6%	34.1%	5.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)

b. Excludes 'don't know/varies', markets and internet sales

c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics

d. Facilities within Mid Ulster District are identified in plain text

e. Facilities outside of Mid Ulster are identified in grey

Table 4: Convenience goods expenditure

Destination	Total Main Food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main Food (£m)	Zone 1 Top-up (£m)	Zone 2 Main Food (£m)	Zone 2 Top-up (£m)	Zone 3 Main Food (£m)	Zone 3 Top-up (£m)	Zone 4 Main Food (£m)	Zone 4 Top-up (£m)	Zone 5 Main Food (£m)	Zone 5 Top-up (£m)	Zone 6 Main Food (£m)	Zone 6 Top-up (£m)
Zone 1															
Local shops, Maghera Town Centre	0.4	0.8	1.2	0.4	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eurospar, Main Street, Maghera	2.8	2.1	4.9	2.8	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
R Crawford & Co, Main Street, Maghera	5.5	1.4	6.9	5.1	0.9	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar (Kelly's), Tirkane Road, Maghera	1.4	0.6	1.9	1.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Coleraine Road, Maghera	0.0	0.8	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter (Crawfords), Church Street, Maghera	5.2	0.9	6.0	4.2	0.4	1.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Swatragh Village Centre	0.0	1.1	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centra, Glenshane Road, Maghera	2.1	1.3	3.4	1.7	1.1	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Day Today, Kilrea Road, Upperlands, Maghera	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Today's Local, Kilrea Road, Swatragh	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Portglenone Village Centre	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Rasharkin Village Centre	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eurospar, Main Street, Portglenone	2.8	0.6	3.4	2.8	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fullans Eurospar, Main Street, Rasharkin	0.0	0.4	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fullens Department Store, Main Street, Portglenone	1.7	0.2	1.9	1.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nisa Extra (O'Neill's), Main Street, Portglenone	0.8	0.4	1.2	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Kilrea Village Centre	0.0	0.4	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mace, Bridge Street, Kilrea	0.0	0.6	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Maghera Street, Kilrea	0.0	0.8	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Main Street, Garvagh	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	22.7	13.6	36.3	20.8	12.0	1.5	0.6	0.4	0.5	0.0	0.0	0.0	0.5	0.0	0.0
Zone 2															
Local shops, Magherafelt Town Centre	0.0	0.7	0.7	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Centra (Cathcart's), Diamond Shopping Center, Magherafelt	1.0	0.0	1.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	1.5	0.0	1.5	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	1.8	0.2	2.1	0.4	0.0	1.0	0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0
JC Stewart Foodhall, Union Road, Magherafelt	12.0	1.2	13.2	0.0	0.0	11.4	1.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Union Road, Magherafelt	0.5	1.5	2.1	0.0	0.0	0.5	1.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ballyronan Village Centre	0.0	0.4	0.4	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Castledawson Village Centre	0.0	0.3	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
Local shops, Toomebridge Village Centre	0.0	0.3	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
BP, Moneymore Road, Magherafelt	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter (Newbridge Stores & Post Office), Blackpark Road, Toomebridge	0.0	0.4	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kennys, Moneymore Road, Magherafelt	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Lidl, Castledawson Road, Magherafelt	11.7	2.3	14.1	2.4	0.2	9.3	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mace, Roguery Road, Toomebridge	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mace, Shore Road, Ballyronan, Magherafelt	0.5	2.5	3.0	0.0	0.0	0.5	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
McSwiggans, Rainey Street, Magherafelt	0.0	0.8	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Muldoons Supermarket, William Street, Bellaghy	0.0	0.4	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nisa Local, Main Street, Castledawson	0.0	0.4	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Ballyronan Road, Magherafelt	0.6	2.0	2.7	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Spar, Main Street, Bellaghy	0.0	0.5	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Main Street, Castledawson	0.5	0.4	1.0	0.0	0.0	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Moneymore Road, Magherafelt	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ballyronan Road, Magherafelt	34.0	3.9	37.9	5.9	0.8	25.3	2.3	2.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Vivoxtra (Kelly's), Magherafelt Road, Castledawson	0.5	1.7	2.3	0.0	0.0	0.5	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Main Street, Randalstown	1.0	0.6	1.6	0.0	0.0	1.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 2	65.8	21.5	87.3	8.7	1.0	52.7	18.6	3.8	1.6	0.0	0.1	0.6	0.2	0.0	0.0

Table 4: Convenience goods expenditure

Destination	Total Main Food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main Food (£m)	Zone 1 Top-up (£m)	Zone 2 Main Food (£m)	Zone 2 Top-up (£m)	Zone 3 Main Food (£m)	Zone 3 Top-up (£m)	Zone 4 Main Food (£m)	Zone 4 Top-up (£m)	Zone 5 Main Food (£m)	Zone 5 Top-up (£m)	Zone 6 Main Food (£m)	Zone 6 Top-up (£m)
Zone 3															
Local shops, Cookstown Town Centre	0.0	1.6	1.6	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.1	0.0	0.0	0.0	0.0
Home Bargains, Burn Road, Cookstown	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.0
Supervalu, Burn Road, Cookstown	0.5	1.8	2.3	0.0	0.0	0.0	0.2	0.5	1.5	0.0	0.0	0.0	0.0	0.0	0.1
Lidl, Molesworth Street, Cookstown	3.8	0.2	4.0	0.0	0.0	0.0	0.0	1.3	0.0	1.8	0.2	0.6	0.0	0.0	0.0
M&S Simply Food, Orritor Road Retail Park, Cookstown, Cookstown	3.4	0.2	3.6	0.0	0.2	0.5	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Orritor Road, Cookstown	35.7	1.7	37.4	0.8	0.0	2.7	0.0	27.5	1.4	4.5	0.0	0.0	0.3	0.2	0.0
Local shops, Coagh Village Centre	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Draperstown Village Centre	0.5	0.2	0.7	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	29.7	3.1	32.8	1.0	0.0	0.5	0.7	20.9	2.4	2.7	0.1	4.5	0.0	0.2	0.0
Braeside Vivo Shop, Orritor Road, Cookstown	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Battery Road, Cookstown	0.0	1.1	1.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Orritor Road, Cookstown	0.9	0.2	1.1	0.0	0.0	0.0	0.0	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Eurospar, Magherafelt Road, Moneymore	0.9	2.1	3.0	0.4	0.2	0.5	0.3	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Eurospar, St. Patrick's Street, Draperstown	0.5	0.8	1.3	0.0	0.2	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Littlebridge Country Store, Littlebridge Road, Moneymore	0.5	0.6	1.0	0.0	0.0	0.0	0.2	0.5	0.2	0.0	0.1	0.0	0.0	0.0	0.0
Mace, Drum Road, Kildress	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Nisa Local, Morgans Hill Road, Cookstown	0.0	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Church Street, Cookstown	0.0	1.5	1.5	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.2	0.0	0.0	0.0	0.0
Spar, Dungannon Road, Cookstown	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Lawford Street, Moneymore	2.0	1.5	3.4	0.0	0.0	1.0	0.6	0.9	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Westland Road South, Cookstown	0.0	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Today's Local, Ardboe Road, Cookstown	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Vivo, Churchtown Road, Cookstown	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 3	78.2	20.5	98.7	2.2	0.6	5.7	2.2	55.8	16.4	9.0	0.9	5.1	0.3	0.4	0.1
Zone 4															
Local shops, Coalisland Town Centre	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Newell Stores, Lineside, Coalisland	17.3	3.7	21.0	0.8	0.0	0.0	0.0	0.0	0.0	8.6	2.6	7.9	1.1	0.0	0.0
Supervalu, Dungannon Road, Coalisland	1.0	0.4	1.4	0.0	0.0	0.5	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.2	0.0
Local shops, Aughamullan Town Centre	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Local shops, Stewartstown Town Centre	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Costcutter (Petrol Station), Annagher Road, Coalisland	0.0	0.4	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Hillhead, Stewartstown	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Lowe Brothers, The Square, Stewartstown	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Spar, Ballynakilly Road, Coalisland	0.0	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.3	0.0	0.0
Spar, Hillhead, Stewartstown	0.7	0.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.4	0.0	0.0	0.0	0.0
Spar, Moore Road, Coalisland	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Spar, Mullanahoe Road, Ardboe	0.2	1.9	2.1	0.0	0.0	0.0	0.0	0.0	0.7	0.2	0.6	0.0	0.6	0.0	0.0
Springisland Supermarket, Washing Bay Road, Coalisland	4.6	1.9	6.5	0.0	0.0	0.0	0.0	0.0	0.0	3.3	1.4	1.3	0.5	0.0	0.0
Vivo, Moor Road, Coalisland	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub-total Zone 4	24.4	11.6	36.0	0.8	0.4	0.5	0.0	0.0	0.7	13.6	7.1	9.2	3.5	0.2	0.0

Table 4: Convenience goods expenditure

Destination	Total Main Food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main Food (£m)	Zone 1 Top-up (£m)	Zone 2 Main Food (£m)	Zone 2 Top-up (£m)	Zone 3 Main Food (£m)	Zone 3 Top-up (£m)	Zone 4 Main Food (£m)	Zone 4 Top-up (£m)	Zone 5 Main Food (£m)	Zone 5 Top-up (£m)	Zone 6 Main Food (£m)	Zone 6 Top-up (£m)
Zone 5															
Local shops, Dungannon Town Centre	0.9	1.7	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.9	1.6	0.0	0.0
Iceland, Scotch Street, Dungannon	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Lowe Brothers, Market Square, Dungannon	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Lidl, John Street, Dungannon	2.7	0.8	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.8	0.1	0.0
O'Neill's Supermarket, Donaghmore Road, Dungannon	1.3	0.5	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.5	0.0	0.0
Local shops, Aughnacloy Town Centre	1.3	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Local shops, Ballygawley Village Centre	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Local shops, Benburb Village Centre	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Local shops, Donaghmore Village Centre	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Local shops, Moy Village Centre	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0
Centra, Main Street, Ballygawley	1.5	0.9	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.9	0.1	0.0
Co-op, Moy Road, Moy	0.7	0.5	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.5	0.0	0.0
Costcutter, Moygashel Mills Park, Dungannon	0.6	2.3	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.3	0.0	0.0
Eurospar, Charlemont Street, Moy	2.0	3.3	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	3.3	0.0	0.0
Eurospar, Moy Road, Dungannon	0.0	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Mace, Ballygawley Road, Cabragh	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Mace, Brodmorr Court, Dungannon	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Mace, The Diamond, Pomeroy	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Newell Stores, Newell Road, Dungannon	6.9	0.3	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	6.3	0.3	0.0	0.0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	10.3	0.5	10.8	0.8	0.0	0.0	0.0	0.0	0.0	3.3	0.2	6.0	0.2	0.2	0.0
Spar, Caledon Road, Aughnacloy	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.1
Spar, Carland Road, Coalisland	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0
Spar, Derryfubble Road, Dungannon	0.0	2.4	2.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	2.0	0.0	0.0
Spar, Eglish Road, Dungannon	0.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Spar, Quarry Lane, Dungannon	0.7	1.2	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.7	1.1	0.0	0.0
Supervalu, Moore Street, Aughnacloy	3.4	0.5	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.5	0.1	0.0
Tesco Superstore, Beechvalley Way, Dungannon	45.7	3.3	49.0	0.0	0.0	0.7	0.0	0.9	0.2	4.6	0.5	38.4	2.5	1.1	0.0
Sub-total Zone 5	78.1	24.8	102.9	0.8	0.0	0.7	0.0	0.9	0.6	8.5	2.1	65.6	22.0	1.6	0.1
Zone 6															
Local shops, Fivemiletown Village Centre	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Local shops, Augher Village Centre	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Clabby Village Centre	0.0	0.0	0.0	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, Clogher Village Centre	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Centra, Augher Road, Clogher	0.5	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2
Co-op, Main Street, Fivemiletown	1.4	0.8	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.8
Nisa Local, Main Street, Clogher	0.7	0.8	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.8
Spar, Main Street, Augher	1.5	1.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	1.5	0.7
Spar, Main Street, Fivemiletown	2.4	1.3	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	1.3
Today's Extra, Cooneen Road, 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
Sub-total Zone 6	6.5	4.4	10.9	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	6.5	4.0
Sub-total // Study Area	275.6	96.5	372.1	33.3	13.9	61.1	21.5	60.9	20.0	31.0	10.4	80.6	26.6	8.7	4.2
Total // Mid Ulster District	269.3	92.0	361.2	28.0	10.0	60.0	20.9	60.9	20.0	31.0	10.4	80.6	26.6	8.7	4.2

Table 4: Convenience goods expenditure

Destination	Total Main Food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main Food (£m)	Zone 1 Top-up (£m)	Zone 2 Main Food (£m)	Zone 2 Top-up (£m)	Zone 3 Main Food (£m)	Zone 3 Top-up (£m)	Zone 4 Main Food (£m)	Zone 4 Top-up (£m)	Zone 5 Main Food (£m)	Zone 5 Top-up (£m)	Zone 6 Main Food (£m)	Zone 6 Top-up (£m)
Outside Study Area															
Antrim and Newtownabbey Borough															
Asda, Junction One International Outlet, Antrim	3.6	0.0	3.6	0.8	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Castle Way, Antrim	0.4	0.2	0.6	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armagh City, Banbridge and Craigavon Borough															
Local shops, Dromore Town Centre	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Bridge Street, Portadown	0.6	0.5	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5	0.0	0.0
Emersons, Market Square, Armagh	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Iceland, Spires Retail Park, Armagh	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Lidl, Moy Road, Armagh	0.7	0.6	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.5	0.0	0.0
M&S Foodhall, Marlborough Retail Park, Craigavon	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Nisa Local, Main Street, Markethill	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Spar, Dungannon Road, Portadown	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Tesco Extra, Highfield Road, Craigavon	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0
Tesco Superstore, The Meadows Shopping Centre, Portadown	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Wright's, Dungannon Road, Portadown	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Belfast City															
M&S, Donegall Place, Belfast	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Causeway Coast and Glens Borough															
Asda, Ring Road, Coleraine	2.7	0.0	2.7	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Main Street, Portglenone	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Meetinghouse Street, Ballymoney	0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Riverside Park North, Coleraine	1.2	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	3.3	0.0	3.3	2.6	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Millburn Road, Coleraine	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Newmills Road, Coleraine	1.2	1.4	2.6	1.2	1.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Barnfield Road, Coleraine	1.2	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Castle Street, Ballymoney	2.2	0.2	2.4	2.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fermanagh and Omagh District															
Local shops, Tempo Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Derrychara Road, Enniskillen	1.2	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Asda, Dromore Road, Omagh	1.8	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.9	0.0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Dunnes Stores, Irishtown Road, Omagh	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Eurospar, Main Street, Fintona	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Hegarty's Supervalu, Tattymoyle Road, Fintona	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Iceland, Kevlin Avenue, Omagh	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Lidl, Main Street, Lisnaskea	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
M&S, Erneside Shopping Centre, Eniskillen	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Spar, Main Street, Lisnaskea	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tesco Superstore, Derrychara Link, Enniskillen	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Lisburn and Castlereagh City															
Sainsbury's Superstore, Sprucefield Park, Lisburn	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0
Tesco Extra, Newtownbreda Road, Belfast	0.5	0.0	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid and East Antrim Borough															
Local shops, Ballymena Town Centre	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, The Fairhill Shopping Centre, Ballymena	0.5	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Braidwater Retail Park, Ballymena	1.8	0.0	1.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Fenaghy Road, Galgorm Parks	0.0	0.4	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Larne Road, Ballymena	0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Republic of Ireland															
Supervalu, Church Square, Monaghan	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Sub-total // Outside Study Area	30.5	5.6	36.1	15.5	2.4	4.0	0.2	0.4	0.5	0.5	0.1	5.7	2.2	4.5	0.2
Total	306.2	102.1	408.2	48.8	16.3	65.0	21.7	61.3	20.4	31.5	10.5	86.3	28.8	13.2	4.4

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 5: Convenience goods benchmark

Destination	Gross Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Zone 1								
Local shops, Maghera Town Centre	-	-	-	-	1.2	1.2	0.0	0.0
Eurospar, Main Street, Maghera	-	-	-	-	4.9	4.9	0.0	0.0
R Crawford & Co, Main Street, Maghera	-	-	-	-	6.9	6.9	0.0	0.0
Spar (Kelly's), Tirkane Road, Maghera	87.0	60.9	57.9	8,664	0.5	1.9	0.0	1.4
Spar, Coleraine Road, Maghera	900.0	630.0	598.5	8,664	5.2	0.8	0.0	-4.4
Costcutter (Crawfords), Church Street, Maghera	389.0	272.3	258.7	4,726	1.2	6.0	0.0	4.8
Local shops, Swatragh Village Centre	-	-	-	-	1.1	1.1	0.0	0.0
Centra, Glenshane Road, Maghera	-	-	-	-	3.4	3.4	0.0	0.0
Day Today, Kilrea Road, Upperlands, Maghera	-	-	-	-	0.5	0.5	0.0	0.0
Today's Local, Kilrea Road, Swatragh	-	-	-	-	0.2	0.2	0.0	0.0
Sub-total Zone 1	-	-	-	-	25.2	27.1	0.0	1.8
Zone 2								
Local shops, Magherafelt Town Centre	-	-	-	-	0.7	0.7	0.0	0.0
Centra (Cathcart's), Diamond Shopping Center, Magherafelt	-	-	-	-	1.0	1.0	0.0	0.0
Dunnes, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	-	-	-	-	1.5	1.5	0.0	0.0
Iceland, Meadow Lane Shopping Centre, Moneymore Road, Magherafelt	703.0	421.8	402.1	6,859	2.8	2.1	0.0	-0.7
JC Stewart Foodhall, Union Road, Magherafelt	-	-	-	-	13.2	13.2	0.0	0.0
Spar, Union Road, Magherafelt	182.0	127.4	121.0	8,664	1.0	2.1	0.0	1.0
Local shops, Ballyronan Village Centre	-	-	-	-	0.4	0.4	0.0	0.0
Local shops, Castledawson Village Centre	-	-	-	-	0.3	0.3	0.0	0.0
Local shops, Toomebridge Village Centre	-	-	-	-	0.3	0.3	0.0	0.0
BP, Moneymore Road, Magherafelt	-	-	-	-	0.2	0.2	0.0	0.0
Costcutter (Newbridge Stores & Post Office), Blackpark Road, Toomebridge	246.0	172.2	163.6	4,726	0.8	0.4	0.0	-0.4
Kennys, Moneymore Road, Magherafelt	-	-	-	-	0.1	0.1	0.0	0.0
Lidl, Castledawson Road, Magherafelt	2,077.0	1,246.2	997.7	10,103	10.1	14.1	0.0	4.0
Mace, Roguery Road, Toomebridge	-	-	-	-	0.2	0.2	0.0	0.0
Mace, Shore Road, Ballyronan, Magherafelt	-	-	-	-	3.0	3.0	0.0	0.0
McSwiggans, Rainey Street, Magherafelt	-	-	-	-	0.8	0.8	0.0	0.0
Muldoons Supermarket, William Street, Bellaghy	-	-	-	-	0.4	0.4	0.0	0.0
Nisa Local, Main Street, Castledawson	-	-	-	-	0.4	0.4	0.0	0.0
Spar, Ballyronan Road, Magherafelt	205.0	143.5	136.3	8,664	1.2	2.7	0.0	1.5
Spar, Main Street, Bellaghy	1,009.0	706.3	671.0	8,664	5.8	0.5	0.0	-5.3
Spar, Main Street, Castledawson	44.0	30.8	29.3	8,664	0.3	1.0	0.0	0.7
Spar, Moneymore Road, Magherafelt	526.0	368.2	349.8	8,664	3.0	0.2	0.0	-2.8
Tesco Superstore, Ballyronan Road, Magherafelt	2,781.0	1,668.6	1,078.1	13,797	14.9	37.9	0.0	23.0
Vivoxtra (Kelly's), Magherafelt Road, Castledawson	-	-	-	-	2.3	2.3	0.0	0.0
Sub-total Zone 2	-	-	-	-	64.7	85.7	0.0	21.0

Table 5: Convenience goods benchmark

Destination	Gross Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Zone 3								
Local shops, Cookstown Town Centre	-	-	-	-	1.6	1.6	0.0	0.0
Home Bargains, Burn Road, Cookstown	-	-	-	-	0.5	0.5	0.0	0.0
Supervalu, Burn Road, Cookstown	-	-	-	-	2.3	2.3	0.0	0.0
<i>Lidl, Molesworth Street, Cookstown</i>	1,240.0	744.0	595.7	10,103	6.0	4.0	0.0	-2.0
<i>M&S Simply Food, Orritor Road Retail Park, Cookstown, Cookstown</i>	1,482.0	889.2	813.4	10,476	8.5	3.6	0.0	-4.9
<i>Tesco Superstore, Orritor Road, Cookstown</i>	5,612.0	3,367.2	2,020.3	13,797	27.9	37.4	0.0	9.5
Local shops, Coagh Village Centre	-	-	-	-	0.5	0.5	0.0	0.0
Local shops, Draperstown Village Centre	-	-	-	-	0.7	0.7	0.0	0.0
Asda, Sweep Road, Cookstown	4,873.0	2,923.8	1,809.4	13,659	24.7	32.8	0.0	8.1
Braeside Vivo Shop, Orritor Road, Cookstown	-	-	-	-	0.3	0.3	0.0	0.0
Costcutter, Battery Road, Cookstown	267.0	186.9	177.6	4,726	0.8	1.1	0.0	0.3
Costcutter, Orritor Road, Cookstown	194.0	135.8	129.0	4,726	0.6	1.1	0.0	0.5
Eurospar, Magherafelt Road, Moneymore	-	-	-	-	3.0	3.0	0.0	0.0
Eurospar, St. Patrick's Street, Draperstown	-	-	-	-	1.3	1.3	0.0	0.0
Littlebridge Country Store, Littlebridge Road, Moneymore	-	-	-	-	1.0	1.0	0.0	0.0
Mace, Drum Road, Kildress	-	-	-	-	0.2	0.2	0.0	0.0
Nisa Local, Morgans Hill Road, Cookstown	-	-	-	-	0.8	0.8	0.0	0.0
Spar, Church Street, Cookstown	285.0	199.5	189.5	8,664	1.6	1.5	0.0	-0.1
Spar, Dungannon Road, Cookstown	519.0	395.0	375.3	8,664	3.3	0.2	0.0	-3.0
Spar, Lawford Street, Moneymore	459.0	377.0	358.2	8,664	3.1	3.4	0.0	0.3
Spar, Westland Road South, Cookstown	351.0	245.7	233.4	8,664	2.0	0.9	0.0	-1.1
Today's Local, Ardboe Road, Cookstown	-	-	-	-	0.2	0.2	0.0	0.0
Vivo, Churchtown Road, Cookstown	-	-	-	-	0.2	0.2	0.0	0.0
Sub-total Zone 3	-	-	-	-	91.2	98.7	0.0	7.5
Zone 4								
Local shops, Coalisland Town Centre	-	-	-	-	0.0	0.0	0.0	0.0
<i>Newell Stores, Lineside, Coalisland</i>	-	-	-	-	0.5	0.5	0.0	0.0
<i>Supervalu, Dungannon Road, Coalisland</i>	-	-	-	-	21.0	21.0	0.0	0.0
Local shops, Aughamullan Town Centre	-	-	-	-	1.4	1.4	0.0	0.0
Local shops, Stewartstown Town Centre	-	-	-	-	0.2	0.2	0.0	0.0
Costcutter (Petrol Station), Annagher Road, Coalisland	240.0	168.0	159.6	4,726	0.8	0.6	0.0	-0.2
Costcutter, Hillhead, Stewartstown	63.0	44.1	41.9	4,726	0.2	0.4	0.0	0.2
Lowe Brothers, The Square, Stewartstown	-	-	-	-	0.1	0.1	0.0	0.0
Spar, Ballynakilly Road, Coalisland	244.0	170.8	162.3	8,664	1.4	0.1	0.0	-1.3
Spar, Hillhead, Stewartstown	291.0	203.7	193.5	8,664	1.7	1.5	0.0	-0.2
Spar, Moore Road, Coalisland	297.0	207.9	197.5	8,664	1.7	1.2	0.0	-0.5
Spar, Mullanahoe Road, Ardboe	690.0	483.0	458.9	8,664	4.0	0.2	0.0	-3.8
Springisland Supermarket, Washing Bay Road, Coalisland	-	-	-	-	2.1	2.1	0.0	0.0
Vivo, Moor Road, Coalisland	-	-	-	-	6.5	6.5	0.0	0.0
Sub-total Zone 4	-	-	-	-	41.6	35.9	0.0	-5.7

Table 5: Convenience goods benchmark

Destination	Gross Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Zone 5								
Local shops, Dungannon Town Centre	-	-	-	-	2.6	2.6	0.0	0.0
Iceland, Scotch Street, Dungannon	587.0	352.2	335.7	6,859	2.3	0.3	0.0	-2.0
Lowe Brothers, Market Square, Dungannon	-	-	-	-	0.1	0.1	0.0	0.0
Lidl, John Street, Dungannon	1,257.0	754.2	689.9	10,103	7.0	3.6	0.0	-3.4
O'Neill's Supermarket, Donaghmore Road, Dungannon	-	-	-	-	1.9	1.9	0.0	0.0
Local shops, Aughnacloy Town Centre	-	-	-	-	1.3	1.3	0.0	0.0
Local shops, Ballygawley Village Centre	-	-	-	-	0.7	0.7	0.0	0.0
Local shops, Benburb Village Centre	-	-	-	-	0.4	0.4	0.0	0.0
Local shops, Donaghmore Village Centre	-	-	-	-	0.5	0.5	0.0	0.0
Local shops, Moy Village Centre	-	-	-	-	0.5	0.5	0.0	0.0
Centra, Main Street, Ballygawley	-	-	-	-	2.4	2.4	0.0	0.0
Co-op, Moy Road, Moy	788.0	551.6	496.9	10,824	5.4	1.2	0.0	-4.2
Costcutter, Moygashel Mills Park, Dungannon	648.0	453.6	430.9	4,726	2.0	2.9	0.0	0.9
Eurospar, Charlemont Street, Moy	-	-	-	-	5.3	5.3	0.0	0.0
Eurospar, Moy Road, Dungannon	-	-	-	-	0.8	0.8	0.0	0.0
Mace, Ballygawley Road, Cabragh	-	-	-	-	0.5	0.5	0.0	0.0
Mace, Brodmorr Court, Dungannon	-	-	-	-	0.7	0.7	0.0	0.0
Mace, The Diamond, Pomeroy	-	-	-	-	0.2	0.2	0.0	0.0
Newell Stores, Newell Road, Dungannon	-	-	-	-	7.2	7.2	0.0	0.0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	6,810.0	4,086.0	2,799.2	11,691	32.7	10.8	0.0	-22.0
Spar, Caledon Road, Aughnacloy	198.0	138.6	131.7	8,664	1.1	0.4	0.0	-0.7
Spar, Carland Road, Coalisland	205.0	143.5	136.3	8,664	1.2	0.4	0.0	-0.8
Spar, Derryfubble Road, Dungannon	418.0	292.6	278.0	8,664	2.4	2.4	0.0	0.0
Spar, Eglish Road, Dungannon	287.0	200.9	190.9	8,664	1.7	1.0	0.0	-0.6
Spar, Quarry Lane, Dungannon	643.0	450.1	427.6	8,664	3.7	1.9	0.0	-1.9
Supervalu, Moore Street, Aughnacloy	-	-	-	-	3.9	3.9	0.0	0.0
Tesco Superstore, Beechvalley Way, Dungannon	5,677.0	3,406.2	2,200.7	13,797	30.4	49.0	0.0	18.6
Sub-total Zone 5	-	-	-	-	118.9	102.9	0.0	-16.0
Zone 6								
Local shops, Fivemiletown Village Centre	-	-	-	-	0.1	0.1	0.0	0.0
Local shops, Augher Village Centre	-	-	-	-	0.2	0.2	0.0	0.0
Local shops, Clabby Village Centre	-	-	-	-	0.0	0.0	0.0	0.0
Local shops, Clogher Village Centre	-	-	-	-	0.1	0.1	0.0	0.0
Centra, Augher Road, Clogher	-	-	-	-	0.7	0.7	0.0	0.0
Co-op, Main Street, Fivemiletown	523.0	366.1	329.8	10,824	3.6	2.1	0.0	-1.4
Nisa Local, Main Street, Clogher	-	-	-	-	1.5	1.5	0.0	0.0
Spar, Main Street, Augher	488.0	341.6	324.5	8,664	2.8	2.5	0.0	-0.3
Spar, Main Street, Fivemiletown	531.0	371.7	353.1	8,664	3.1	3.6	0.0	0.6
Today's Extra, Cooneen Road, Fivemiletown	-	-	-	-	0.0	0.0	0.0	0.0
Sub-total Zone 6	-	-	-	-	12.0	10.9	0.0	-1.2
Total // Mid Ulster District	-	-	-	-	353.7	361.1	0.0	7.4

Notes:

a. Gross floorspace derived from Council records, Nexus Planning assessment or NI ratings records

b. Net floorspace derived from Council records where available or based on Nexus Planning professional judgement

c. Proportion of net floorspace dedicated to convenience goods sales generally taken from company benchmark average (exceptions relate to: small convenience stores, which we have assumed will be 95% convenience goods; superstores of between 4,000 sq m and 5,000 sq m net sales, which we have assumed will be 60% convenience goods; and, larger superstores providing more than 5,000 sq m net sales, which we have assumed will be 60% convenience goods)

d. It is assumed that all unnamed convenience stores and independent stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)

e. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

Mid Ulster Retail and Commercial Leisure Capacity Study

Nexus Planning

Table 6a: Estimated 'capacity' for new convenience goods facilities in Mid Ulster

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2020	353.7	361.1	0.0	7.4
2025	355.4	372.4	0.0	16.9
2030	355.4	383.0	0.0	27.5
Market Share of Study Area (%)		88.5		

Notes:

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

b. Assumes constant market share claimed by Mid Ulster facilities at 88.5% from the Study Area

2018 Prices

Table 6b: Estimated 'capacity' for new convenience goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2020	7.4	600	1,000
2025	16.9	1,300	2,300
2030	27.5	2,100	3,700

Notes:

a. Average sales density assumed to be £12,905 per sq m, based on the average sales density of supermarket foodstore operators

b. Average sales density assumed to be £7,312 per sq m, based on the average sales density of Aldi, Lidl and other discount retail operators

c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2018 Prices

Mid Ulster Retail and Commercial Leisure Capacity Study

Nexus Planning

Table 6c: Extant convenience goods commitments in Mid Ulster

Destination	Reference	Decision Date	Net Convenience Floorspace (sq m)	Estimated Sales Density (£ per sq m)	Estimated Convenience Turnover (£m)	Proposal
39-41 Rainey Street, Magherafelt	LA09/2015/0536/F	12/01/2017	63	8,000	0.5	Proposed mixed use scheme comprising 11 apartments, 4 retail units (inc.retention with minor alterations to 39 Rainey Street façade and extension/alteration of existing rear return) amenity space, pedestrian link/pend and ancillary site works at lands at 39-41
4-36 Perry Street, Dungannon	LA09/2015/0835/F	22/01/2018	39	8,000	0.3	Mixed Use Development to include 8 no Townhouses, 3 no Apartments, 3 no Retail Units (inclusive of commercial landmark building)
61 Eglish Road, Dungannon	LA09/2015/1040/F	06/06/2017	56	8,000	0.4	Proposed farm shop
17-19 Main Street, Bellaghy	LA09/2016/0771/F	09/11/2016	67	8,000	0.5	Extension and alterations to existing commercial premises to create rear single storey entrance lobby, additional shop floor area and storage area. Includes the provision of a section of the premises becoming two storey
Land adjacent to Annagher Service Station, 137 Annagher Road, Coalisland	LA09/2017/0458/F	18/10/2018	64	8,000	0.5	3no. retail units to replace existing dwelling and associated site works
Land at 108-114 Moneymore Road, Magherafelt	LA09/2017/0780/F	22/06/2018	50	8,000	0.4	Proposed Petrol Filling Station (PFS) and cafe with associated drive thru (sui generis)
Land including 2-10 Church Street, also including land in between Fountain Road & Loran Way, Cookstown	LA09/2017/1083/F	05/02/2020	1,093	8,000	8.7	Proposed retail development to include supermarket and 2.no retail units with associated carparking, site access and landscaping
Rear of Existing Supermarket, 1 Magherafelt Road, Castledawson	LA09/2017/1475/F	12/03/2018	80	8,000	0.6	Rear extension to existing supermarket to provide additional shop floor space, storage and staff facilities
Springisland Supermarket, 2 Washingbay Road, Coalisland	LA09/2018/0123/F	07/02/2019	206	8,000	1.6	Proposed extension to existing Supermarket including relocation of approved off sales
Backford Filling Station, 21 Pomeroy Road, Donaghmore	LA09/2018/1260/F	21/10/2019	218	8,000	1.7	Proposed extension and alterations to existing petrol filling station and supermarket to include new forecourt canopy.
127 Mullinahoe Road, Ardboe, Dungannon	LA09/2019/1313/F	11/02/2020	360	8,000	2.9	Proposal for 2 mixed use buildings (indicated as buildings No2 and No.3) Building No.2 to contain 2no retail units on ground floor and 3x2 bed apartments on first floor. Building No.3 to contain 3 retail units on ground floor and 3x2bed apartments on first floor
Total			2,296		18.4	

Notes:

- a. Sales density assumed to be £8,000 based on Nexus Planning judgement where the format or occupier has not been referenced within the application.
- b. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application

2018 Prices

Table 6d: Net quantitative 'capacity' for new convenience goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2020	7.4	18.4	-10.9	-800	-1,500
2025	16.9	18.5	-1.5	-100	-200
2030	27.5	18.5	9.1	700	1,200

Notes:

- a. Average sales density assumed to be £12,905 per sq m, based on the average sales density of supermarket foodstore operators
- b. Average sales density assumed to be £7,312 per sq m, based on the average sales density of Aldi, Lidl and other discount retail operators
- c. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)
- d. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2018 Prices

Mid Ulster Retail and Commercial Leisure Capacity Study

Nexus Planning

Table 6e: Pending convenience goods commitments in Mid Ulster

Destination	Reference	Status	Net Convenience Floorspace (sq m)	Estimated Sales Density (£ per sq m)	Estimated Convenience Turnover (£m)	Proposal
1 Coalisland Road, Dungannon	LA09/2018/0594/F	Application pending	281	8,000	2.2	Demolition of existing abattoir and erection of a mixed-use development comprising 5 No. Class B2 Light Industrial workshop units; petrol filling station with associated retail unit, hot and cold food deli counter with seating area,6 No. pump forecourt and canopy; Class D1 creche and after-schools facility; bus lay-by;right turn lane and all associated site and access works.
Land to the rear of 114 Bush Road, Dungannon.	LA09/2019/0597/O	Application pending	271	8,000	2.2	Proposed mixed use development on lands to rear of 114 Bush Road. Development to include Community Centre and Multi Use Games Area, Fuel Filling Station and Shop, Small Business Units and Residential Development for bespoke 'one-off' houses.
Land at 66 Brackaville Road, Coalisland	LA09/2019/0929/F	Application pending	214	8,000	1.7	Redevelopment of lands to provide petrol filling station, forecourt with canopy and associated parking to include retail space, deli, seating area, public toilets, storage, service compound, ATM, underground storage tank. The relocation of public bus stop and the realignment of a private driveway
Land 80m South East of 100 Coleraine Road, Maghera	LA09/2019/1027/F	Application pending	175	8,000	1.4	Proposed petrol filling station (8 No pumps) with underground storage tanks and ancillary services accommodation including retail, storage, café facilities, ATM, car parking and all associated site works
7 Crossowen Road, Augher Tenements, Augher Tyrone	LA09/2019/1237/F	Application pending	505	8,000	4.0	Construction of retail unit (subdivided) together with associated improved access. Parking and footpath/cycleway to site frontage (6 units)
Ann Street, Dungannon	LA09/2018/1274/PAD	Pre-application discussions	303	8,000	2.4	Development of former cattle market and car park (assumed one retail unit)
Total			1,749		14.0	

Notes:

- a. Sales density assumed to be £8,000 based on Nexus Planning judgement where the format or occupier has not been referenced within the application.
- b. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application

2018 Prices

Table 6f: Potential net quantitative 'capacity' for new convenience goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2020	-10.9	14.0	-24.9	-1,900	-3,400
2025	-1.5	14.1	-15.6	-1,200	-2,100
2030	9.1	14.1	-5.0	-400	-700

Notes:

- a. Average sales density assumed to be £12,905 per sq m, based on the average sales density of supermarket foodstore operators
- b. Average sales density assumed to be £7,312 per sq m, based on the average sales density of Aldi, Lidl and other discount retail operators
- c. Residual calculated by subtracting turnover of pending commitments (sourced from Table 6e) from surplus expenditure (sourced from Table 6d)
- d. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

2018 Prices

Table 7a: Population

Zone	2020 Population	2025 Population	2030 Population
1 Maghera area	29,394	30,495	31,457
2 Magherafelt area	38,632	40,079	41,344
3 Cookstown area	36,580	37,950	39,148
4 Coalisland area	19,129	19,845	20,472
5 Dungannon area	51,804	53,745	55,440
6 Fivemiletown area	7,590	7,874	8,122
Total Study Area	183,130	189,989	195,983

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)								
	Clothes 2020 (inc sft)	Books etc 2020 (inc sft)	Household 2020 (inc sft)	Recreation 2020 (inc sft)	Chemist 2020 (inc sft)	Electrical 2020 (inc sft)	DIY 2020 (inc sft)	Furniture 2020 (inc sft)	Total 2020 (inc sft)	Clothes 2020	Books etc 2020	Household 2020	Recreation 2020	Chemist 2020	Electrical 2020	DIY 2020	Furniture 2020	Total 2020	Clothes 2025	Books etc 2025	Household 2025	Recreation 2025	Chemist 2025	Electrical 2025	DIY 2025	Furniture 2025	Total 2025	Clothes 2030	Books etc 2030	Household 2030	Recreation 2030	Chemist 2030	Electrical 2030	DIY 2030	Furniture 2030	Total 2030
1 Maghera area	1,008	156	745	431	198	296	215	190	3,238	822	127	608	352	161	242	175	155	2,642	921	143	681	394	181	271	196	173	2,961	1,042	162	771	446	205	307	222	196	3,350
2 Magherafelt area	1,029	160	762	431	397	310	213	193	3,494	839	131	622	352	324	253	174	157	2,851	940	147	696	394	363	283	195	176	3,194	1,064	166	788	446	411	320	220	199	3,614
3 Cookstown area	1,023	153	751	399	592	305	205	188	3,616	835	125	613	325	483	249	167	153	2,950	936	140	686	364	541	279	187	172	3,306	1,059	159	776	412	612	315	212	194	3,740
4 Coalisland area	912	141	688	419	767	271	185	172	3,554	744	115	562	342	626	221	151	140	2,900	834	129	629	383	701	248	169	157	3,250	944	145	712	433	793	281	191	177	3,677
5 Dungannon area	1,029	157	760	414	962	309	207	186	4,024	839	128	620	338	785	252	169	152	3,283	940	144	695	378	879	282	189	170	3,679	1,064	163	787	428	995	320	214	193	4,162
6 Fivemiletown area	1,027	161	732	418	1,169	293	220	183	4,203	838	131	597	341	954	239	179	149	3,429	939	147	669	382	1,068	268	201	167	3,842	1,063	166	757	433	1,209	303	227	189	4,347

Notes:
a. Zones based on the postal sectors shown on the plan at Appendix A.
b. Per capita expenditure derived from Experian MMG3 data (2018 report)
c. Population distribution derived from Experian MMG3 data (2018 report). Projections to 2030 are derived from NISRA population projections (April 2018)
d. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 17 (December 2018)
2018 Prices

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£)									Comparison goods expenditure (£)									Comparison goods expenditure (£)								
	Clothes 2020	Books etc 2020	Household 2020	Recreation 2020	Chemist 2020	Electrical 2020	DIY 2020	Furniture 2020	Total 2020	Clothes 2025	Books etc 2025	Household 2025	Recreation 2025	Chemist 2025	Electrical 2025	DIY 2025	Furniture 2025	Total 2025	Clothes 2030	Books etc 2030	Household 2030	Recreation 2030	Chemist 2030	Electrical 2030	DIY 2030	Furniture 2030	Total 2030
1 Maghera area	24.2	3.7	17.9	10.3	4.7	7.1	5.2	4.5	77.7	28.1	4.4	20.8	12.0	5.5	8.3	6.0	5.3	90.3	32.8	5.1	24.2	14.0	6.4	9.6	7.0	6.2	105.4
2 Magherafelt area	32.4	5.1	24.0	13.6	12.5	9.8	6.7	6.1	110.1	37.7	5.9	27.9	15.8	14.6	11.3	7.8	7.1	128.0	44.0	6.9	32.6	18.4	17.0	13.2	9.1	8.2	149.4
3 Cookstown area	30.5	4.6	22.4	11.9	17.7	9.1	6.1	5.6	107.9	35.5	5.3	26.0	13.8	20.5	10.6	7.1	6.5	125.5	41.4	6.2	30.4	16.1	24.0	12.3	8.3	7.6	146.4
4 Coalisland area	14.2	2.2	10.7	6.5	12.0	4.2	2.9	2.7	55.5	16.6	2.6	12.5	7.6	13.9	4.9	3.4	3.1	64.5	19.3	3.0	14.6	8.9	16.2	5.7	3.9	3.6	75.3
5 Dungannon area	43.5	6.6	32.1	17.5	40.6	13.1	8.7	7.9	170.1	50.5	7.7	37.4	20.3	47.2	15.2	10.1	9.2	197.7	59.0	9.0	43.6	23.7	55.1	17.7	11.8	10.7	230.7
6 Fivemiletown area	6.4	1.0	4.5	2.6	7.2	1.8	1.4	1.1	26.0	7.4	1.2	5.3	3.0	8.4	2.1	1.6	1.3	30.3	8.6	1.4	6.2	3.5	9.8	2.5	1.8	1.5	35.3
Total Study Area	151.2	23.2	111.7	62.4	94.8	45.1	31.0	27.9	547.3	175.8	27.0	129.8	72.6	110.2	52.4	36.0	32.4	636.2	205.1	31.5	151.5	84.7	128.6	61.1	42.0	37.9	742.5

Notes:

a. Zones based on the postal sectors shown on the plan at Appendix A.

b. Per capita expenditure derived from Experian MMG3 data (2018 report)

c. Population distribution derived from Experian MMG3 data (2018 report). Projections to 2030 are derived from NISRA population projections (April 2018)

d. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 17 (December 2018)

2018 Prices

Table 9: Clothing & footwear goods shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
Zone 1							
Maghera Town Centre	1.3%	4.2%	3.2%	0.0%	0.0%	0.0%	0.0%
R Crawford & Co, Main Street, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upperlands Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilrea Village Centre	0.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Portglenone Village Centre	0.4%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Rasharkin Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullens Department Store, Main Street, Portglenone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	2.2%	9.5%	3.2%	0.0%	0.0%	0.0%	0.0%
Zone 2							
Magherafelt Town Centre	11.6%	18.4%	33.7%	7.1%	0.0%	0.0%	0.0%
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	1.9%	1.4%	2.1%	3.0%	0.0%	2.0%	0.0%
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	1.7%	2.1%	4.4%	2.0%	0.0%	0.0%	0.0%
Ballyronan Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castledawson Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toomebridge Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Castledawson Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Ballyronan Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ballyronan Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Randalstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 2	15.2%	21.9%	40.2%	12.2%	0.0%	2.0%	0.0%
Zone 3							
Cookstown Town Centre	16.8%	3.6%	12.6%	50.6%	27.9%	2.2%	0.0%
Home Bargains, Burn Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadfields Retail Park, Orritor Road, Cookstown	0.7%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Orritor Road, Cookstown	0.6%	2.1%	0.0%	1.0%	0.0%	0.0%	0.0%
Ballinderry Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coagh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown Village Centre	0.1%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%
Dunnamore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildress Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moneymore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Sweep Road, Cookstown	1.7%	0.0%	0.0%	7.0%	2.6%	0.0%	0.0%
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toymaster, Dungannon Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 3	19.9%	5.8%	12.6%	62.3%	32.1%	2.2%	0.0%

Table 9: Clothing & footwear goods shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
Zone 4							
Coalisland Town Centre	0.6%	0.0%	0.0%	0.0%	3.6%	0.9%	0.0%
Ardboe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brackaville Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stewartstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Campbell Electrics, Brackaville Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 4	0.6%	0.0%	0.0%	0.0%	3.6%	0.9%	0.0%
Zone 5							
Dungannon Town Centre	9.9%	0.0%	1.1%	0.0%	20.2%	26.8%	2.2%
Lidl, John Street, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aughnacloy Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Ballygawley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eglish Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Killyman Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moy Village Centre	0.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Moygashel Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Pomeroy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Shopping Centre, Oaks Road, Dungannon	0.7%	0.0%	0.0%	0.0%	0.0%	2.0%	4.2%
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.3%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	0.9%	0.0%	2.1%	0.0%	1.2%	0.9%	1.1%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Sub-total Zone 5	12.5%	0.0%	3.1%	0.0%	21.5%	32.7%	9.4%
Zone 6							
Fivemiletown Village Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Augher Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clogher Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Sub-total // Study Area	50.5%	37.2%	59.1%	74.5%	57.1%	37.8%	13.6%
Total // Mid Ulster District	49.6%	31.8%	59.1%	74.5%	57.1%	37.8%	13.6%

Table 9: Clothing & footwear goods shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
Outside Study Area							
Antrim and Newtownabbey Borough							
Antrim Town Centre	1.1%	1.0%	4.2%	0.0%	0.0%	0.0%	0.0%
Newtownabbey Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Junction One International Outlet, Antrim	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast International Airport, Airport Road, Belfast	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Junction Shopping Complex, Ballymena Road, Antrim	0.7%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%
Ards and North Down Borough							
Newtownards Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Armagh City, Banbridge and Craigavon Borough							
Armagh Town Centre	0.7%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
Banbridge Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon Town Centre	11.2%	0.0%	0.0%	4.0%	26.2%	27.5%	1.4%
Lurgan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Markethill Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moir a Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portadown Town Centre	1.2%	0.0%	0.0%	0.0%	1.1%	3.9%	0.0%
Tandragee Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Rushmere Shopping Centre, Lakeview Road, Craigavon	1.3%	0.0%	0.0%	0.0%	2.3%	2.9%	5.2%
Spires Retail Park, Moy Road, Armagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast City							
Belfast City Centre	8.2%	8.8%	12.3%	5.2%	4.3%	8.7%	3.5%
All Direct Furniture, Antrim Road, Belfast	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boucher Retail Park, Boucher Crescent, Belfast	0.1%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Causeway Coast and Glens Borough							
Ballymoney Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine Town Centre	3.4%	17.2%	2.0%	1.0%	0.0%	0.0%	0.0%
Limavady Town Centre	0.3%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Portstewart Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carpetright, Castleroe Road, Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Loguestown Industrial Estate, Coleraine	0.0%	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%
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Castle Street, Ballymoney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derry City and Strabane District							
Derry / Londonderry City Centre	1.2%	3.2%	2.1%	1.3%	0.0%	0.0%	0.0%
Strabane Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%

Table 9: Clothing & footwear goods shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen Town Centre	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	39.9%
Fintona Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnaskea Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh Town Centre	4.2%	0.0%	0.0%	3.3%	4.0%	7.1%	25.8%
Asda, Dromore Road, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Dunnes Stores, Irishtown Road, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Great Northern Retail Park, Great Northern Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
HM Carpets, Donaghane Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Showgrounds Retail Park, Sedan Avenue, Omagh	0.8%	0.0%	0.0%	0.0%	0.0%	2.0%	5.7%
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn City Centre	0.2%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.3%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Mid and East Antrim Borough							
Ballymena Town Centre	10.8%	31.4%	17.3%	6.3%	0.0%	2.9%	0.0%
Broughshane Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Galgorm Spa & Golf Resort, Galgorm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pennybridge Industrial Estate, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry City Centre	0.4%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%
Damolly Retail Park, Armagh Road, Newry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Republic of Ireland							
Donaghadee Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunmoylan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilbertstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan Town Centre	0.6%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad							
Other, abroad	0.4%	0.0%	0.0%	0.0%	1.1%	0.9%	0.0%
Sub-total Outside Study Area	49.5%	62.8%	40.9%	25.5%	42.9%	62.2%	86.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in **bold** and Town Centre facilities are identified in *italics*
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 10: Clothing & footwear goods shopping expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)
Zone 1							
Maghera Town Centre	2.0	1.0	1.0	0.0	0.0	0.0	0.0
R Crawford & Co, Main Street, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid Ulster Garden Centre, Station Road, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upperlands Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kilrea Village Centre	0.8	0.8	0.0	0.0	0.0	0.0	0.0
Portglenone Village Centre	0.5	0.5	0.0	0.0	0.0	0.0	0.0
Rasharkin Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fullens Department Store, Main Street, Portglenone	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	3.3	2.3	1.0	0.0	0.0	0.0	0.0
Zone 2							
Magherafelt Town Centre	17.6	4.4	10.9	2.2	0.0	0.0	0.0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	2.8	0.3	0.7	0.9	0.0	0.9	0.0
JC Stewart Foodhall, Union Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	2.5	0.5	1.4	0.6	0.0	0.0	0.0
Ballyronan Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castledawson Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toomebridge Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Castledawson Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Ballyronan Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ballyronan Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Randalstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 2	22.9	5.3	13.0	3.7	0.0	0.9	0.0
Zone 3							
Cookstown Town Centre	25.3	0.9	4.1	15.5	4.0	1.0	0.0
Home Bargains, Burn Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadfields Retail Park, Orritor Road, Cookstown	1.1	0.0	0.0	1.1	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Orritor Road, Cookstown	0.8	0.5	0.0	0.3	0.0	0.0	0.0
Ballinderry Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coagh Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown Village Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Dunnamore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kildress Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moneymore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	2.5	0.0	0.0	2.2	0.4	0.0	0.0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toymaster, Dungannon Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 3	30.0	1.4	4.1	19.0	4.6	1.0	0.0

Table 10: Clothing & footwear goods shopping expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)
Zone 4							
Coalisland Town Centre	0.9	0.0	0.0	0.0	0.5	0.4	0.0
Ardboe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brackaville Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stewartstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Campbell Electrics, Brackaville Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springisland Supermarket, Washing Bay Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Garden Corner, Cookstown Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 4	0.9	0.0	0.0	0.0	0.5	0.4	0.0
Zone 5							
Dungannon Town Centre	15.0	0.0	0.3	0.0	2.9	11.6	0.1
Lidl, John Street, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughnacloy Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Ballygawley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eglish Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killyman Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moy Village Centre	0.6	0.0	0.0	0.0	0.0	0.6	0.0
Moygashel Village Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Pomeroy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Moygashel Mills Park, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murdock Builders Merchants, Granville Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Shopping Centre, Oaks Road, Dungannon	1.1	0.0	0.0	0.0	0.0	0.9	0.3
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Tesco Superstore, Beechvalley Way, Dungannon	1.3	0.0	0.7	0.0	0.2	0.4	0.1
The Linen Green, Main Road, Moygashel, Dungannon	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total Zone 5	18.9	0.0	1.0	0.0	3.1	14.2	0.6
Zone 6							
Fivemiletown Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Augher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clogher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballylurgan Hardware, Main Street, Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Sub-total // Study Area	76.3	9.0	19.2	22.7	8.1	16.4	0.9
Total // Mid Ulster District	75.0	7.7	19.2	22.7	8.1	16.4	0.9

Table 10: Clothing & footwear goods shopping expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)
Outside Study Area							
Antrim and Newtownabbey Borough							
Antrim Town Centre	1.6	0.2	1.4	0.0	0.0	0.0	0.0
Newtownabbey Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Junction One International Outlet, Antrim	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast International Airport, Airport Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Junction Shopping Complex, Ballymena Road, Antrim	1.0	0.0	1.0	0.0	0.0	0.0	0.0
Ards and North Down Borough							
Newtownards Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armagh City, Banbridge and Craigavon Borough							
Armagh Town Centre	1.1	0.0	0.0	0.0	0.0	1.1	0.0
Banbridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon Town Centre	17.0	0.0	0.0	1.2	3.7	11.9	0.1
Lurgan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Markethill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moirá Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portadown Town Centre	1.8	0.0	0.0	0.0	0.2	1.7	0.0
Tandragee Village Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Rushmere Shopping Centre, Lakeview Road, Craigavon	1.9	0.0	0.0	0.0	0.3	1.3	0.3
Spires Retail Park, Moy Road, Armagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast City							
Belfast City Centre	12.3	2.1	4.0	1.6	0.6	3.8	0.2
All Direct Furniture, Antrim Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boucher Retail Park, Boucher Crescent, Belfast	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Causeway Coast and Glens Borough							
Ballymoney Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine Town Centre	5.1	4.2	0.7	0.3	0.0	0.0	0.0
Limavady Town Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0
Portstewart Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetrigh, Castleroe Road, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loguestown Industrial Estate, Coleraine	0.0	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
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Castle Street, Ballymoney	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derry City and Strabane District							
Derry / Londonderry City Centre	1.9	0.8	0.7	0.4	0.0	0.0	0.0
Strabane Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.3	0.3	0.0	0.0	0.0	0.0	0.0

Table 10: Clothing & footwear goods shopping expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen Town Centre	2.5	0.0	0.0	0.0	0.0	0.0	2.5
Fintona Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Omagh Town Centre	6.3	0.0	0.0	1.0	0.6	3.1	1.6
Asda, Dromore Road, Omagh	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Dunnes Stores, Irishtown Road, Omagh	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Great Northern Retail Park, Great Northern Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HM Carpets, Donaghane Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Showgrounds Retail Park, Sedan Avenue, Omagh	1.2	0.0	0.0	0.0	0.0	0.9	0.4
Tesco Superstore, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn City Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Mid and East Antrim Borough							
Ballymena Town Centre	16.4	7.6	5.6	1.9	0.0	1.3	0.0
Broughshane Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braidwater Retail Park, Larne Road Link, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Galgorm Spa & Golf Resort, Galgorm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pennybridge Industrial Estate, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry City Centre	0.6	0.0	0.0	0.6	0.0	0.0	0.0
Damolly Retail Park, Armagh Road, Newry	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Republic of Ireland							
Donaghadee Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dublin City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmoylan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilbertstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan Town Centre	0.9	0.0	0.0	0.0	0.0	0.9	0.0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad							
Other, abroad	0.5	0.0	0.0	0.0	0.2	0.4	0.0
Sub-total Outside Study Area	74.9	15.2	13.2	7.8	6.1	27.0	5.5
Total	151.2	24.2	32.4	30.5	14.2	43.5	6.4

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 11: Books, CDs, DVDs goods shopping patterns

Destination	Total Books etc. (%)	Zone 1 Books etc. (%)	Zone 2 Books etc. (%)	Zone 3 Books etc. (%)	Zone 4 Books etc. (%)	Zone 5 Books etc. (%)	Zone 6 Books etc. (%)
Zone 1							
Maghera Town Centre	3.3%	12.3%	6.1%	0.0%	0.0%	0.0%	0.0%
R Crawford & Co, Main Street, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upperlands Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilrea Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portglenone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rasharkin Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullens Department Store, Main Street, Portglenone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	3.3%	12.3%	6.1%	0.0%	0.0%	0.0%	0.0%
Zone 2							
Magherafelt Town Centre	8.7%	4.2%	34.9%	2.4%	0.0%	0.0%	0.0%
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyronan Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castledawson Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toomebridge Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Castledawson Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Ballyronan Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ballyronan Road, Magherafelt	4.6%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%
Randalstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 2	13.3%	4.2%	55.8%	2.4%	0.0%	0.0%	0.0%
Zone 3							
Cookstown Town Centre	8.4%	0.0%	10.0%	29.0%	4.8%	0.0%	0.0%
Home Bargains, Burn Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadfields Retail Park, Orritor Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Orritor Road, Cookstown	3.9%	0.0%	2.8%	13.8%	6.3%	0.0%	0.0%
Ballinderry Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coagh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnamore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildress Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moneymore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Sweep Road, Cookstown	6.1%	4.2%	3.1%	24.1%	0.0%	0.0%	0.0%
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toymaster, Dungannon Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 3	18.4%	4.2%	15.9%	66.9%	11.1%	0.0%	0.0%

Table 11: Books, CDs, DVDs goods shopping patterns

Destination	Total Books etc. (%)	Zone 1 Books etc. (%)	Zone 2 Books etc. (%)	Zone 3 Books etc. (%)	Zone 4 Books etc. (%)	Zone 5 Books etc. (%)	Zone 6 Books etc. (%)
Zone 4							
Coalisland Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ardboe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brackaville Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stewartstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Campbell Electrics, Brackaville Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 5							
Dungannon Town Centre	18.5%	0.0%	3.1%	0.0%	30.1%	51.7%	3.5%
Lidl, John Street, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aughnacloy Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygawley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eglish Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Killyman Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moygashel Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pomeroy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Shopping Centre, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.4%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	7.9%	0.0%	0.0%	0.0%	6.3%	25.5%	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 5	26.8%	0.0%	3.1%	0.0%	40.8%	77.2%	3.5%
Zone 6							
Fivemiletown Village Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	20.5%
Augher Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clogher Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%
Sub-total // Study Area	62.8%	20.6%	80.9%	69.3%	51.9%	77.2%	27.5%
Total // Mid Ulster District	62.8%	20.6%	80.9%	69.3%	51.9%	77.2%	27.5%

Table 11: Books, CDs, DVDs goods shopping patterns

Destination	Total Books etc. (%)	Zone 1 Books etc. (%)	Zone 2 Books etc. (%)	Zone 3 Books etc. (%)	Zone 4 Books etc. (%)	Zone 5 Books etc. (%)	Zone 6 Books etc. (%)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen Town Centre	2.6%	0.0%	0.0%	3.1%	0.0%	0.0%	46.7%
Fintona Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnaskea Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%
Omagh Town Centre	4.1%	0.0%	0.0%	4.7%	6.3%	7.0%	13.4%
Asda, Dromore Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Irishtown Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Great Northern Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
HM Carpets, Donaghane Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid and East Antrim Borough							
Ballymena Town Centre	9.1%	40.5%	9.2%	0.0%	6.3%	0.0%	0.0%
Broughshane Village Centre	0.7%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Galgorm Spa & Golf Resort, Galgorm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pennybridge Industrial Estate, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Damolly Retail Park, Armagh Road, Newry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Republic of Ireland							
Donaghadee Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunmoylan Town Centre	0.4%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Gilbertstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad							
Other, abroad	0.9%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%
Sub-total Outside Study Area	37.2%	79.4%	19.1%	30.7%	48.1%	22.8%	72.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 12: Books, CDs, DVDs goods expenditure

Destination	Total Books etc. (£m)	Zone 1 Books etc. (£m)	Zone 2 Books etc. (£m)	Zone 3 Books etc. (£m)	Zone 4 Books etc. (£m)	Zone 5 Books etc. (£m)	Zone 6 Books etc. (£m)
Zone 1							
Maghera Town Centre	0.8	0.5	0.3	0.0	0.0	0.0	0.0
R Crawford & Co, Main Street, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid Ulster Garden Centre, Station Road, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upperlands Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kilrea Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portglenone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rasharkin Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fullens Department Store, Main Street, Portglenone	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	0.8	0.5	0.3	0.0	0.0	0.0	0.0
Zone 2							
Magherafelt Town Centre	2.0	0.2	1.8	0.1	0.0	0.0	0.0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Stewart Foodhall, Union Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballyronan Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castledawson Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toomebridge Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Castledawson Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Ballyronan Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ballyronan Road, Magherafelt	1.1	0.0	1.1	0.0	0.0	0.0	0.0
Randalstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 2	3.1	0.2	2.8	0.1	0.0	0.0	0.0
Zone 3							
Cookstown Town Centre	1.9	0.0	0.5	1.3	0.1	0.0	0.0
Home Bargains, Burn Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadfields Retail Park, Orritor Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Orritor Road, Cookstown	0.9	0.0	0.1	0.6	0.1	0.0	0.0
Ballinderry Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coagh Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnamore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kildress Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moneymore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	1.4	0.2	0.2	1.1	0.0	0.0	0.0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toymaster, Dungannon Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 3	4.3	0.2	0.8	3.1	0.2	0.0	0.0

Table 12: Books, CDs, DVDs goods expenditure

Destination	Total Books etc. (£m)	Zone 1 Books etc. (£m)	Zone 2 Books etc. (£m)	Zone 3 Books etc. (£m)	Zone 4 Books etc. (£m)	Zone 5 Books etc. (£m)	Zone 6 Books etc. (£m)
Zone 4							
Coalisland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ardboe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brackaville Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stewartstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Campbell Electrics, Brackaville Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springisland Supermarket, Washing Bay Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Garden Corner, Cookstown Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5							
Dungannon Town Centre	4.3	0.0	0.2	0.0	0.7	3.4	0.0
Lidl, John Street, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughnacloy Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballygawley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eglish Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killyman Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moygashel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pomeroy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Moygashel Mills Park, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murdock Builders Merchants, Granville Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Shopping Centre, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Tesco Superstore, Beechvalley Way, Dungannon	1.8	0.0	0.0	0.0	0.1	1.7	0.0
The Linen Green, Main Road, Moygashel, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 5	6.2	0.0	0.2	0.0	0.9	5.1	0.0
Zone 6							
Fivemiletown Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Augher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clogher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballylurgan Hardware, Main Street, Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total // Study Area	14.6	0.8	4.1	3.2	1.1	5.1	0.3
Total // Mid Ulster District	14.6	0.8	4.1	3.2	1.1	5.1	0.3

Table 12: Books, CDs, DVDs goods expenditure

Destination	Total Books etc. (£m)	Zone 1 Books etc. (£m)	Zone 2 Books etc. (£m)	Zone 3 Books etc. (£m)	Zone 4 Books etc. (£m)	Zone 5 Books etc. (£m)	Zone 6 Books etc. (£m)
Outside Study Area							
Antrim and Newtownabbey Borough							
Antrim Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newtownabbey Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Junction One International Outlet, Antrim	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast International Airport, Airport Road, Belfast	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Junction Shopping Complex, Ballymena Road, Antrim	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Ards and North Down Borough							
Newtownards Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armagh City, Banbridge and Craigavon Borough							
Armagh Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Banbridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon Town Centre	0.6	0.0	0.0	0.1	0.2	0.3	0.0
Lurgan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Markethill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moirá Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portadown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tandragee Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.5	0.0	0.0	0.2	0.1	0.2	0.0
Spires Retail Park, Moy Road, Armagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast City							
Belfast City Centre	1.4	0.3	0.5	0.2	0.3	0.0	0.0
All Direct Furniture, Antrim Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boucher Retail Park, Boucher Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Causeway Coast and Glens Borough							
Ballymoney Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine Town Centre	0.3	0.3	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
Portstewart Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetrighť, Castleroe Road, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loguestown Industrial Estate, Coleraine	0.0	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
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Castle Street, Ballymoney	0.5	0.5	0.0	0.0	0.0	0.0	0.0
Derry City and Strabane District							
Derry / Londonderry City Centre	0.3	0.2	0.0	0.1	0.0	0.0	0.0
Strabane Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 12: Books, CDs, DVDs goods expenditure

Destination	Total Books etc. (£m)	Zone 1 Books etc. (£m)	Zone 2 Books etc. (£m)	Zone 3 Books etc. (£m)	Zone 4 Books etc. (£m)	Zone 5 Books etc. (£m)	Zone 6 Books etc. (£m)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen Town Centre	0.6	0.0	0.0	0.1	0.0	0.0	0.5
Fintona Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Omagh Town Centre	1.0	0.0	0.0	0.2	0.1	0.5	0.1
Asda, Dromore Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Great Northern Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HM Carpets, Donaghanie Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid and East Antrim Borough							
Ballymena Town Centre	2.1	1.5	0.5	0.0	0.1	0.0	0.0
Broughshane Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braidwater Retail Park, Larne Road Link, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Galgorm Spa & Golf Resort, Galgorm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pennybridge Industrial Estate, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Damolly Retail Park, Armagh Road, Newry	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Republic of Ireland							
Donaghadee Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dublin City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmoylan Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Gilbertstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad							
Other, abroad	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Sub-total Outside Study Area	8.6	3.0	1.0	1.4	1.1	1.5	0.7
Total	23.2	3.7	5.1	4.6	2.2	6.6	1.0

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 13: Small Household goods shopping patterns

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 2 H'hold (%)	Zone 3 H'hold (%)	Zone 4 H'hold (%)	Zone 5 H'hold (%)	Zone 6 H'hold (%)
Zone 1							
Maghera Town Centre	3.7%	20.1%	0.0%	2.6%	0.0%	0.0%	0.0%
R Crawford & Co, Main Street, Maghera	0.5%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upperlands Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilrea Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portglenone Village Centre	0.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Rasharkin Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullens Department Store, Main Street, Portglenone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	4.5%	25.1%	0.0%	2.6%	0.0%	0.0%	0.0%
Zone 2							
Magherafelt Town Centre	8.9%	11.3%	31.2%	1.7%	0.0%	0.0%	0.0%
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.4%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%
Ballyronan Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castledawson Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toomebridge Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Castledawson Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Ballyronan Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ballyronan Road, Magherafelt	4.1%	0.0%	18.9%	0.0%	0.0%	0.0%	0.0%
Randalstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 2	13.4%	11.3%	52.2%	1.7%	0.0%	0.0%	0.0%
Zone 3							
Cookstown Town Centre	16.2%	4.8%	6.9%	53.2%	20.9%	4.3%	0.0%
Home Bargains, Burn Road, Cookstown	0.5%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%
Broadfields Retail Park, Orritor Road, Cookstown	0.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	2.7%	0.0%	7.5%	2.7%	5.5%	0.0%	0.0%
Tesco Superstore, Orritor Road, Cookstown	0.9%	0.0%	0.0%	3.9%	1.4%	0.0%	0.0%
Ballinderry Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coagh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnamore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildress Village Centre	0.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Moneymore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Sweep Road, Cookstown	1.1%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toymaster, Dungannon Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 3	21.9%	4.8%	14.4%	70.3%	27.8%	4.3%	0.0%

Table 13: Small Household goods shopping patterns

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 2 H'hold (%)	Zone 3 H'hold (%)	Zone 4 H'hold (%)	Zone 5 H'hold (%)	Zone 6 H'hold (%)
Zone 4							
Coalisland Town Centre	1.2%	0.0%	0.0%	0.0%	12.1%	0.0%	0.0%
Ardboe Village Centre	0.2%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
Brackaville Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stewartstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Campbell Electrics, Brackaville Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 4	1.4%	0.0%	0.0%	0.0%	14.1%	0.0%	0.0%
Zone 5							
Dungannon Town Centre	13.4%	3.3%	0.0%	0.0%	22.6%	36.4%	6.5%
Lidl, John Street, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aughnacloy Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygawley Village Centre	1.1%	1.7%	0.0%	0.0%	0.0%	2.9%	0.0%
Eglish Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Killyman Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moy Village Centre	0.4%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Moygashel Village Centre	1.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%
Pomeroy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Shopping Centre, Oaks Road, Dungannon	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.6%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	1.2%	0.0%	0.0%	0.0%	3.1%	3.3%	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.3%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 5	18.3%	4.9%	1.6%	1.7%	31.8%	46.0%	12.9%
Zone 6							
Fivemiletown Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%
Augher Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clogher Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%
Sub-total // Study Area	59.8%	46.1%	68.3%	76.3%	73.6%	50.3%	21.1%
Total // Mid Ulster District	59.5%	44.5%	68.3%	76.3%	73.6%	50.3%	21.1%

Table 13: Small Household goods shopping patterns

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 2 H'hold (%)	Zone 3 H'hold (%)	Zone 4 H'hold (%)	Zone 5 H'hold (%)	Zone 6 H'hold (%)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen Town Centre	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	31.2%
Fintona Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnaskea Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Omagh Town Centre	2.3%	0.0%	0.0%	4.4%	0.0%	1.9%	21.3%
Asda, Dromore Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Irishtown Road, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Great Northern Retail Park, Great Northern Road, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
HM Carpets, Donaghane Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Screwfix, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Showgrounds Retail Park, Sedan Avenue, Omagh	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn City Centre	0.3%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.2%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
Mid and East Antrim Borough							
Ballymena Town Centre	3.7%	15.3%	1.6%	4.3%	0.0%	0.0%	0.0%
Broughshane Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	4.4%	4.9%	12.5%	4.4%	0.0%	0.0%	0.0%
Galgorm Spa & Golf Resort, Galgorm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pennybridge Industrial Estate, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry, Mourne and Down District							
Castlewellan Town Centre	0.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
Newry City Centre	0.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Damolly Retail Park, Armagh Road, Newry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Republic of Ireland							
Donaghadee Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre	0.3%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
Dunmoylan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilbertstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan Town Centre	0.7%	0.0%	1.5%	0.0%	0.0%	1.5%	0.0%
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Abroad							
Other, abroad	0.5%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	40.2%	53.9%	31.7%	23.7%	26.4%	49.7%	78.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 14: Small Household goods expenditure

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 2 H'hold (£m)	Zone 3 H'hold (£m)	Zone 4 H'hold (£m)	Zone 5 H'hold (£m)	Zone 6 H'hold (£m)
Zone 1							
Maghera Town Centre	4.2	3.6	0.0	0.6	0.0	0.0	0.0
R Crawford & Co, Main Street, Maghera	0.6	0.6	0.0	0.0	0.0	0.0	0.0
Mid Ulster Garden Centre, Station Road, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upperlands Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kilrea Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portglenone Village Centre	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Rasharkin Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fullens Department Store, Main Street, Portglenone	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	5.1	4.5	0.0	0.6	0.0	0.0	0.0
Zone 2							
Magherafelt Town Centre	9.9	2.0	7.5	0.4	0.0	0.0	0.0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Stewart Foodhall, Union Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.5	0.0	0.5	0.0	0.0	0.0	0.0
Ballyronan Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castledawson Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toomebridge Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Castledawson Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Ballyronan Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ballyronan Road, Magherafelt	4.5	0.0	4.5	0.0	0.0	0.0	0.0
Randalstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 2	15.0	2.0	12.5	0.4	0.0	0.0	0.0
Zone 3							
Cookstown Town Centre	18.0	0.9	1.7	11.9	2.2	1.4	0.0
Home Bargains, Burn Road, Cookstown	0.6	0.0	0.0	0.6	0.0	0.0	0.0
Broadfields Retail Park, Orritor Road, Cookstown	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	3.0	0.0	1.8	0.6	0.6	0.0	0.0
Tesco Superstore, Orritor Road, Cookstown	1.0	0.0	0.0	0.9	0.1	0.0	0.0
Ballinderry Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coagh Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnamore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kildress Village Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Moneymore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	1.2	0.0	0.0	1.2	0.0	0.0	0.0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toymaster, Dungannon Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 3	24.4	0.9	3.5	15.7	3.0	1.4	0.0

Table 14: Small Household goods expenditure

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 2 H'hold (£m)	Zone 3 H'hold (£m)	Zone 4 H'hold (£m)	Zone 5 H'hold (£m)	Zone 6 H'hold (£m)
Zone 4							
Coalisland Town Centre	1.3	0.0	0.0	0.0	1.3	0.0	0.0
Ardboe Village Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Brackaville Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stewartstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Campbell Electrics, Brackaville Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springisland Supermarket, Washing Bay Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Garden Corner, Cookstown Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 4	1.5	0.0	0.0	0.0	1.5	0.0	0.0
Zone 5							
Dungannon Town Centre	15.0	0.6	0.0	0.0	2.4	11.7	0.3
Lidl, John Street, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughnacloy Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballygawley Village Centre	1.2	0.3	0.0	0.0	0.0	0.9	0.0
Eglish Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killyman Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moy Village Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0
Moygashel Village Centre	1.1	0.0	0.0	0.0	0.0	1.1	0.0
Pomeroy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Moygashel Mills Park, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murdock Builders Merchants, Granville Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Shopping Centre, Oaks Road, Dungannon	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.7	0.0	0.0	0.0	0.7	0.0	0.0
Tesco Superstore, Beechvalley Way, Dungannon	1.4	0.0	0.0	0.0	0.3	1.1	0.0
The Linen Green, Main Road, Moygashel, Dungannon	0.4	0.0	0.4	0.0	0.0	0.0	0.0
Sub-total Zone 5	20.4	0.9	0.4	0.4	3.4	14.8	0.6
Zone 6							
Fivemiletown Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Augher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clogher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballylurgan Hardware, Main Street, Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Sub-total // Study Area	66.8	8.2	16.4	17.1	7.9	16.2	1.0
Total // Mid Ulster District	66.5	7.9	16.4	17.1	7.9	16.2	1.0

Table 14: Small Household goods expenditure

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 2 H'hold (£m)	Zone 3 H'hold (£m)	Zone 4 H'hold (£m)	Zone 5 H'hold (£m)	Zone 6 H'hold (£m)
Outside Study Area							
Antrim and Newtownabbey Borough							
Antrim Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newtownabbey Local Centre	0.8	0.0	0.0	0.6	0.2	0.0	0.0
Asda, Junction One International Outlet, Antrim	1.1	0.0	1.1	0.0	0.0	0.0	0.0
Belfast International Airport, Airport Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Junction Shopping Complex, Ballymena Road, Antrim	0.6	0.0	0.0	0.6	0.0	0.0	0.0
Ards and North Down Borough							
Newtownards Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.4	0.0	0.4	0.0	0.0	0.0	0.0
Armagh City, Banbridge and Craigavon Borough							
Armagh Town Centre	2.3	0.0	0.0	0.0	0.1	2.1	0.0
Banbridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon Town Centre	6.3	0.0	0.0	0.0	1.1	5.1	0.1
Lurgan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Markethill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moira Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portadown Town Centre	1.5	0.0	0.0	0.0	0.1	1.4	0.0
Tandragee Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rushmere Shopping Centre, Lakeview Road, Craigavon	1.1	0.0	0.0	0.0	0.1	0.9	0.0
Spires Retail Park, Moy Road, Armagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast City							
Belfast City Centre	4.5	1.7	1.1	0.0	0.0	1.4	0.3
All Direct Furniture, Antrim Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boucher Retail Park, Boucher Crescent, Belfast	2.7	0.0	0.0	0.0	0.0	2.7	0.0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Exchange Retail Park, Airport Road West, Belfast	1.2	0.0	0.0	0.0	0.0	1.2	0.0
Causeway Coast and Glens Borough							
Ballymoney Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine Town Centre	3.5	3.3	0.0	0.0	0.1	0.0	0.0
Limavady Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Portstewart Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Carpetrigh, Castleroe Road, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loguestown Industrial Estate, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Retail Park, Coleraine	1.1	0.0	0.8	0.3	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
Tesco Superstore, Castle Street, Ballymoney	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derry City and Strabane District							
Derry / Londonderry City Centre	0.9	0.7	0.0	0.0	0.2	0.0	0.0
Strabane Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 14: Small Household goods expenditure

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 2 H'hold (£m)	Zone 3 H'hold (£m)	Zone 4 H'hold (£m)	Zone 5 H'hold (£m)	Zone 6 H'hold (£m)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen Town Centre	1.4	0.0	0.0	0.0	0.0	0.0	1.4
Fintona Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Omagh Town Centre	2.6	0.0	0.0	1.0	0.0	0.6	1.0
Asda, Dromore Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Great Northern Retail Park, Great Northern Road, Omagh	0.1	0.0	0.0	0.0	0.0	0.0	0.1
HM Carpets, Donaghanie Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Screwfix, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Showgrounds Retail Park, Sedan Avenue, Omagh	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Tesco Superstore, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn City Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Mid and East Antrim Borough							
Ballymena Town Centre	4.1	2.7	0.4	1.0	0.0	0.0	0.0
Broughshane Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braidwater Retail Park, Larne Road Link, Ballymena	4.9	0.9	3.0	1.0	0.0	0.0	0.0
Galgorm Spa & Golf Resort, Galgorm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pennybridge Industrial Estate, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry, Mourne and Down District							
Castlewellan Town Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Newry City Centre	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Damolly Retail Park, Armagh Road, Newry	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Republic of Ireland							
Donaghadee Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dublin City Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0
Dunmoylan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilbertstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan Town Centre	0.8	0.0	0.3	0.0	0.0	0.5	0.0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Abroad							
Other, abroad	0.6	0.0	0.0	0.6	0.0	0.0	0.0
Sub-total Outside Study Area	44.9	9.6	7.6	5.3	2.8	16.0	3.6
Total	111.7	17.9	24.0	22.4	10.7	32.1	4.5

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 15: Recreational goods shopping patterns

Destination	Total Recreation (%)	Zone 1 Recreation (%)	Zone 2 Recreation (%)	Zone 3 Recreation (%)	Zone 4 Recreation (%)	Zone 5 Recreation (%)	Zone 6 Recreation (%)
Zone 1							
Maghera Town Centre	3.0%	12.8%	3.5%	0.0%	0.0%	0.0%	2.2%
R Crawford & Co, Main Street, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid Ulster Garden Centre, Station Road, Maghera	0.5%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Upperlands Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilrea Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portglenone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rasharkin Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullens Department Store, Main Street, Portglenone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	3.5%	16.0%	3.5%	0.0%	0.0%	0.0%	2.2%
Zone 2							
Magherafelt Town Centre	14.1%	15.1%	45.0%	9.6%	0.0%	0.0%	0.0%
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.4%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyronan Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castledawson Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toomebridge Village Centre	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
Lidl, Castledawson Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Ballyronan Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ballyronan Road, Magherafelt	0.8%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%
Randalstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 2	15.7%	15.1%	52.0%	9.6%	0.0%	0.0%	0.0%
Zone 3							
Cookstown Town Centre	17.5%	2.5%	9.6%	56.3%	36.4%	1.8%	0.0%
Home Bargains, Burn Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadfields Retail Park, Orritor Road, Cookstown	0.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	1.4%	0.0%	3.5%	3.2%	0.0%	0.0%	0.0%
Tesco Superstore, Orritor Road, Cookstown	0.9%	0.0%	1.6%	3.1%	0.0%	0.0%	0.0%
Ballinderry Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coagh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnamore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildress Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moneymore Village Centre	0.8%	0.0%	1.6%	2.1%	0.0%	0.0%	0.0%
Asda, Sweep Road, Cookstown	2.1%	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toymaster, Dungannon Road, Cookstown	0.4%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%
Sub-total Zone 3	23.6%	2.5%	18.7%	75.5%	40.4%	1.8%	0.0%

Table 15: Recreational goods shopping patterns

Destination	Total Recreation (%)	Zone 1 Recreation (%)	Zone 2 Recreation (%)	Zone 3 Recreation (%)	Zone 4 Recreation (%)	Zone 5 Recreation (%)	Zone 6 Recreation (%)
Zone 4							
Coalisland Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ardboe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brackaville Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stewartstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Campbell Electrics, Brackaville Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 5							
Dungannon Town Centre	15.8%	0.0%	0.0%	0.0%	25.6%	46.2%	5.0%
Lidl, John Street, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aughnacloy Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygawley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eglish Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Killyman Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moygashel Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pomeroy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A N Irwin & Sons, Carrowcolman Road, Dungannon	1.1%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Shopping Centre, Oaks Road, Dungannon	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.9%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	0.5%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 5	18.6%	0.0%	0.0%	0.0%	34.1%	51.8%	11.6%
Zone 6							
Fivemiletown Village Centre	1.4%	0.0%	0.0%	0.0%	0.0%	3.8%	7.2%
Augher Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%
Clogher Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	1.6%	0.0%	0.0%	0.0%	0.0%	3.8%	12.2%
Sub-total // Study Area	62.9%	33.6%	74.3%	85.2%	74.5%	57.3%	25.9%
Total // Mid Ulster District	62.9%	33.6%	74.3%	85.2%	74.5%	57.3%	25.9%

Table 15: Recreational goods shopping patterns

Destination	Total Recreation (%)	Zone 1 Recreation (%)	Zone 2 Recreation (%)	Zone 3 Recreation (%)	Zone 4 Recreation (%)	Zone 5 Recreation (%)	Zone 6 Recreation (%)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen Town Centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	35.1%
Fintona Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnaskea Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Omagh Town Centre	2.2%	0.0%	0.0%	3.2%	2.7%	2.5%	15.1%
Asda, Dromore Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Irishtown Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Great Northern Road, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%
HM Carpets, Donaghane Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Showgrounds Retail Park, Sedan Avenue, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
Mid and East Antrim Borough							
Ballymena Town Centre	10.2%	38.5%	13.0%	5.3%	0.0%	0.0%	0.0%
Broughshane Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	1.9%	4.9%	2.3%	3.2%	0.0%	0.0%	0.0%
Galgorm Spa & Golf Resort, Galgorm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pennybridge Industrial Estate, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Damolly Retail Park, Armagh Road, Newry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Republic of Ireland							
Donaghadee Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunmoylan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilbertstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad							
Other, abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	37.1%	66.4%	25.7%	14.8%	25.5%	42.7%	74.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 16: Recreational goods expenditure

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 2 Recreation (£m)	Zone 3 Recreation (£m)	Zone 4 Recreation (£m)	Zone 5 Recreation (£m)	Zone 6 Recreation (£m)
Zone 1							
Maghera Town Centre	1.9	1.3	0.5	0.0	0.0	0.0	0.1
R Crawford & Co, Main Street, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid Ulster Garden Centre, Station Road, Maghera	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Upperlands Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kilrea Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portglenone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rasharkin Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fullens Department Store, Main Street, Portglenone	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	2.2	1.7	0.5	0.0	0.0	0.0	0.1
Zone 2							
Magherafelt Town Centre	8.8	1.6	6.1	1.1	0.0	0.0	0.0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.2	0.0	0.2	0.0	0.0	0.0	0.0
JC Stewart Foodhall, Union Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballyronan Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castledawson Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toomebridge Village Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Lidl, Castledawson Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Ballyronan Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ballyronan Road, Magherafelt	0.5	0.0	0.5	0.0	0.0	0.0	0.0
Randalstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 2	9.8	1.6	7.1	1.1	0.0	0.0	0.0
Zone 3							
Cookstown Town Centre	10.9	0.3	1.3	6.7	2.4	0.3	0.0
Home Bargains, Burn Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadfields Retail Park, Orritor Road, Cookstown	0.3	0.0	0.3	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.9	0.0	0.5	0.4	0.0	0.0	0.0
Tesco Superstore, Orritor Road, Cookstown	0.6	0.0	0.2	0.4	0.0	0.0	0.0
Ballinderry Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coagh Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnamore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kildress Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moneymore Village Centre	0.5	0.0	0.2	0.2	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	1.3	0.0	0.0	1.3	0.0	0.0	0.0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toymaster, Dungannon Road, Cookstown	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Sub-total Zone 3	14.7	0.3	2.5	9.0	2.6	0.3	0.0

Table 16: Recreational goods expenditure

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 2 Recreation (£m)	Zone 3 Recreation (£m)	Zone 4 Recreation (£m)	Zone 5 Recreation (£m)	Zone 6 Recreation (£m)
Zone 4							
Coalisland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ardboe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brackaville Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stewartstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Campbell Electrics, Brackaville Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springisland Supermarket, Washing Bay Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Garden Corner, Cookstown Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5							
Dungannon Town Centre	9.9	0.0	0.0	0.0	1.7	8.1	0.1
Lidl, John Street, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughnacloy Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballygawley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eglish Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killyman Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moygashel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pomeroy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.7	0.0	0.0	0.0	0.0	0.7	0.0
Costcutter, Moygashel Mills Park, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murdock Builders Merchants, Granville Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Shopping Centre, Oaks Road, Dungannon	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.6	0.0	0.0	0.0	0.6	0.0	0.0
Tesco Superstore, Beechvalley Way, Dungannon	0.3	0.0	0.0	0.0	0.0	0.3	0.0
The Linen Green, Main Road, Moygashel, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 5	11.6	0.0	0.0	0.0	2.2	9.1	0.3
Zone 6							
Fivemiletown Village Centre	0.9	0.0	0.0	0.0	0.0	0.7	0.2
Augher Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Clogher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballylurgan Hardware, Main Street, Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	1.0	0.0	0.0	0.0	0.0	0.7	0.3
Sub-total // Study Area	39.3	3.5	10.1	10.1	4.9	10.0	0.7
Total // Mid Ulster District	39.3	3.5	10.1	10.1	4.9	10.0	0.7

Table 16: Recreational goods expenditure

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 2 Recreation (£m)	Zone 3 Recreation (£m)	Zone 4 Recreation (£m)	Zone 5 Recreation (£m)	Zone 6 Recreation (£m)
Outside Study Area							
Antrim and Newtownabbey Borough							
Antrim Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newtownabbey Local Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0
Asda, Junction One International Outlet, Antrim	0.5	0.0	0.5	0.0	0.0	0.0	0.0
Belfast International Airport, Airport Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Junction Shopping Complex, Ballymena Road, Antrim	1.2	0.5	0.5	0.0	0.2	0.0	0.0
Ards and North Down Borough							
Newtownards Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armagh City, Banbridge and Craigavon Borough							
Armagh Town Centre	3.1	0.0	0.0	0.0	0.3	2.9	0.0
Banbridge Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Craigavon Town Centre	2.3	0.0	0.0	0.0	0.4	1.9	0.0
Lurgan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Markethill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moira Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portadown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tandragee Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.5	0.0	0.0	0.0	0.0	0.3	0.1
Spires Retail Park, Moy Road, Armagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast City							
Belfast City Centre	2.7	0.5	0.0	0.0	0.4	1.6	0.2
All Direct Furniture, Antrim Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boucher Retail Park, Boucher Crescent, Belfast	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Causeway Coast and Glens Borough							
Ballymoney Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine Town Centre	1.4	1.4	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
Portstewart Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetrigh, Castleroe Road, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loguestown Industrial Estate, Coleraine	0.2	0.0	0.2	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
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Castle Street, Ballymoney	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derry City and Strabane District							
Derry / Londonderry City Centre	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
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 16: Recreational goods expenditure

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 2 Recreation (£m)	Zone 3 Recreation (£m)	Zone 4 Recreation (£m)	Zone 5 Recreation (£m)	Zone 6 Recreation (£m)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.9
Fintona Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Omagh Town Centre	1.4	0.0	0.0	0.4	0.2	0.4	0.4
Asda, Dromore Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Great Northern Road, Omagh	0.1	0.0	0.0	0.0	0.0	0.0	0.1
HM Carpets, Donaghanie Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Mid and East Antrim Borough							
Ballymena Town Centre	6.4	4.0	1.8	0.6	0.0	0.0	0.0
Broughshane Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braidwater Retail Park, Larne Road Link, Ballymena	1.2	0.5	0.3	0.4	0.0	0.0	0.0
Galgorm Spa & Golf Resort, Galgorm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pennybridge Industrial Estate, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Damolly Retail Park, Armagh Road, Newry	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Republic of Ireland							
Donaghadee Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dublin City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmoylan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilbertstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad							
Other, abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	23.2	6.9	3.5	1.8	1.7	7.5	1.9
Total	62.4	10.3	13.6	11.9	6.5	17.5	2.6

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)
Zone 1							
Maghera Town Centre	2.6%	43.1%	3.0%	0.0%	0.0%	0.0%	0.0%
R Crawford & Co, Main Street, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upperlands Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilrea Village Centre	0.4%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Portglenone Village Centre	0.3%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Rasharkin Village Centre	0.1%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullens Department Store, Main Street, Portglenone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	3.4%	60.4%	3.0%	0.0%	0.0%	0.0%	0.0%
Zone 2							
Magherafelt Town Centre	9.1%	5.9%	60.8%	4.4%	0.0%	0.0%	0.0%
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
JC Stewart Foodhall, Union Road, Magherafelt	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.2%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Ballyronan Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castledawson Village Centre	0.5%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%
Toomebridge Village Centre	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Lidl, Castledawson Road, Magherafelt	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Spar, Ballyronan Road, Magherafelt	0.3%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Tesco Superstore, Ballyronan Road, Magherafelt	1.7%	0.0%	11.3%	1.1%	0.0%	0.0%	0.0%
Randalstown Town Centre	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 2	12.6%	5.9%	83.2%	5.4%	0.0%	0.7%	0.0%
Zone 3							
Cookstown Town Centre	12.5%	0.0%	1.2%	53.1%	14.2%	1.5%	0.0%
Home Bargains, Burn Road, Cookstown	0.2%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%
Broadfields Retail Park, Orritor Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Orritor Road, Cookstown	2.8%	0.0%	1.7%	11.1%	4.3%	0.0%	0.0%
Ballinderry Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coagh Village Centre	1.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%
Draperstown Village Centre	0.3%	0.0%	0.9%	0.8%	0.0%	0.0%	0.0%
Dunnamore Village Centre	0.7%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Kildress Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moneymore Village Centre	1.4%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%
Asda, Sweep Road, Cookstown	2.3%	0.0%	0.0%	9.1%	2.4%	0.7%	0.0%
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toymaster, Dungannon Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 3	21.5%	1.4%	3.9%	88.6%	21.6%	3.8%	0.0%

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)
Zone 4							
Coalisland Town Centre	6.0%	0.0%	0.0%	0.0%	30.6%	4.7%	1.7%
Ardboe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brackaville Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stewartstown Town Centre	0.7%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%
JC Campbell Electrics, Brackaville Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Springisland Supermarket, Washing Bay Road, Coalisland	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 4	6.8%	0.0%	0.0%	0.0%	36.7%	4.7%	1.7%
Zone 5							
Dungannon Town Centre	22.3%	0.0%	0.0%	1.7%	19.8%	45.4%	0.8%
Lidl, John Street, Dungannon	0.4%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Aughnacloy Town Centre	1.9%	0.0%	0.0%	0.0%	0.0%	4.3%	0.8%
Ballygawley Village Centre	1.4%	0.0%	0.0%	0.0%	0.0%	2.7%	2.8%
Eglish Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Killyman Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moy Village Centre	4.3%	0.0%	0.0%	0.0%	1.6%	9.6%	0.0%
Moygashel Village Centre	0.5%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Pomeroy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.7%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Shopping Centre, Oaks Road, Dungannon	2.7%	0.0%	0.0%	0.0%	2.9%	5.6%	0.0%
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.4%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	5.5%	0.0%	0.0%	0.0%	4.1%	11.6%	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 5	40.1%	0.0%	0.0%	1.7%	31.9%	82.6%	4.4%
Zone 6							
Fivemiletown Village Centre	4.0%	0.0%	0.0%	0.0%	0.0%	1.6%	43.5%
Augher Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%
Clogher Village Centre	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	30.9%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	6.7%	0.0%	0.0%	0.0%	0.0%	1.6%	78.1%
Sub-total // Study Area	91.0%	67.6%	90.1%	95.7%	90.2%	93.5%	84.2%
Total // Mid Ulster District	89.9%	50.3%	88.3%	95.7%	90.2%	93.5%	84.2%

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Enniskillen Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Fintona Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnaskea Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Omagh Town Centre	0.9%	0.0%	0.0%	1.7%	0.0%	0.7%	4.0%
Asda, Dromore Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Irishtown Road, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Great Northern Retail Park, Great Northern Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
HM Carpets, Donaghane Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Derrychara Link, Enniskillen	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid and East Antrim Borough							
Ballymena Town Centre	1.5%	15.6%	2.7%	1.9%	0.0%	0.0%	0.0%
Broughshane Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Galgorm Spa & Golf Resort, Galgorm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pennybridge Industrial Estate, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Damolly Retail Park, Armagh Road, Newry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Republic of Ireland							
Donaghadee Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunmoylan Town Centre	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Gilbertstown Town Centre	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Monaghan Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad							
Other, abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	9.0%	32.4%	9.9%	4.3%	9.8%	6.5%	15.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)
Zone 1							
Maghera Town Centre	2.4	2.0	0.4	0.0	0.0	0.0	0.0
R Crawford & Co, Main Street, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid Ulster Garden Centre, Station Road, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upperlands Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kilrea Village Centre	0.4	0.4	0.0	0.0	0.0	0.0	0.0
Portglenone Village Centre	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Rasharkin Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fullens Department Store, Main Street, Portglenone	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	3.2	2.9	0.4	0.0	0.0	0.0	0.0
Zone 2							
Magherafelt Town Centre	8.7	0.3	7.6	0.8	0.0	0.0	0.0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.1	0.0	0.1	0.0	0.0	0.0	0.0
JC Stewart Foodhall, Union Road, Magherafelt	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Ballyronan Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castledawson Village Centre	0.5	0.0	0.5	0.0	0.0	0.0	0.0
Toomebridge Village Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Lidl, Castledawson Road, Magherafelt	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Spar, Ballyronan Road, Magherafelt	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Tesco Superstore, Ballyronan Road, Magherafelt	1.6	0.0	1.4	0.2	0.0	0.0	0.0
Randalstown Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Sub-total Zone 2	12.0	0.3	10.4	1.0	0.0	0.3	0.0
Zone 3							
Cookstown Town Centre	11.8	0.0	0.1	9.4	1.7	0.6	0.0
Home Bargains, Burn Road, Cookstown	0.2	0.1	0.0	0.0	0.1	0.0	0.0
Broadfields Retail Park, Orritor Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Orritor Road, Cookstown	2.7	0.0	0.2	2.0	0.5	0.0	0.0
Ballinderry Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coagh Village Centre	1.3	0.0	0.0	1.3	0.0	0.0	0.0
Draperstown Village Centre	0.3	0.0	0.1	0.1	0.0	0.0	0.0
Dunnamore Village Centre	0.7	0.0	0.0	0.0	0.0	0.7	0.0
Kildress Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moneymore Village Centre	1.3	0.0	0.0	1.3	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	2.2	0.0	0.0	1.6	0.3	0.3	0.0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toymaster, Dungannon Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 3	20.3	0.1	0.5	15.7	2.6	1.6	0.0

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)
Zone 4							
Coalisland Town Centre	5.7	0.0	0.0	0.0	3.7	1.9	0.1
Ardboe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brackaville Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stewartstown Town Centre	0.6	0.0	0.0	0.0	0.6	0.0	0.0
JC Campbell Electronics, Brackaville Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springisland Supermarket, Washing Bay Road, Coalisland	0.1	0.0	0.0	0.0	0.1	0.0	0.0
The Garden Corner, Cookstown Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 4	6.4	0.0	0.0	0.0	4.4	1.9	0.1
Zone 5							
Dungannon Town Centre	21.2	0.0	0.0	0.3	2.4	18.5	0.1
Lidl, John Street, Dungannon	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Aughnacloy Town Centre	1.8	0.0	0.0	0.0	0.0	1.7	0.1
Ballygawley Village Centre	1.3	0.0	0.0	0.0	0.0	1.1	0.2
Eglish Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killyman Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moy Village Centre	4.1	0.0	0.0	0.0	0.2	3.9	0.0
Moygashel Village Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Pomeroy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Moygashel Mills Park, Dungannon	0.7	0.0	0.0	0.0	0.0	0.7	0.0
Murdock Builders Merchants, Granville Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Shopping Centre, Oaks Road, Dungannon	2.6	0.0	0.0	0.0	0.3	2.3	0.0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.4	0.0	0.0	0.0	0.4	0.0	0.0
Tesco Superstore, Beechvalley Way, Dungannon	5.2	0.0	0.0	0.0	0.5	4.7	0.0
The Linen Green, Main Road, Moygashel, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 5	38.0	0.0	0.0	0.3	3.8	33.6	0.3
Zone 6							
Fivemiletown Village Centre	3.8	0.0	0.0	0.0	0.0	0.7	3.1
Augher Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Clogher Village Centre	2.2	0.0	0.0	0.0	0.0	0.0	2.2
Ballylurgan Hardware, Main Street, Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	6.3	0.0	0.0	0.0	0.0	0.7	5.7
Sub-total // Study Area	86.3	3.2	11.3	16.9	10.8	38.0	6.1
Total // Mid Ulster District	85.3	2.4	11.1	16.9	10.8	38.0	6.1

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)
Outside Study Area							
Antrim and Newtownabbey Borough							
Antrim Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Newtownabbey Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Junction One International Outlet, Antrim	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Belfast International Airport, Airport Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Junction Shopping Complex, Ballymena Road, Antrim	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ards and North Down Borough							
Newtownards Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armagh City, Banbridge and Craigavon Borough							
Armagh Town Centre	1.7	0.0	0.0	0.0	0.0	1.7	0.0
Banbridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon Town Centre	1.1	0.0	0.0	0.0	1.0	0.0	0.1
Lurgan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Markethill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moirá Village Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Portadown Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Tandragee Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spires Retail Park, Moy Road, Armagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast City							
Belfast City Centre	0.4	0.0	0.1	0.0	0.1	0.0	0.1
All Direct Furniture, Antrim Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boucher Retail Park, Boucher Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Causeway Coast and Glens Borough							
Ballymoney Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine Town Centre	0.7	0.7	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
Portstewart Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetrighť, Castleroe Road, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loguestown Industrial Estate, Coleraine	0.0	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
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Tesco Superstore, Castle Street, Ballymoney	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derry City and Strabane District							
Derry / Londonderry City Centre	0.2	0.0	0.1	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
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Enniskillen Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Fintona Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Omagh Town Centre	0.9	0.0	0.0	0.3	0.0	0.3	0.3
Asda, Dromore Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Great Northern Retail Park, Great Northern Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HM Carpets, Donaghane Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Derrychara Link, Enniskillen	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid and East Antrim Borough							
Ballymena Town Centre	1.4	0.7	0.3	0.3	0.0	0.0	0.0
Broughshane Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braidwater Retail Park, Larne Road Link, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Galgorm Spa & Golf Resort, Galgorm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pennybridge Industrial Estate, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Damolly Retail Park, Armagh Road, Newry	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Republic of Ireland							
Donaghadee Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dublin City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmoylan Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Gilbertstown Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Monaghan Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad							
Other, abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	8.5	1.5	1.2	0.8	1.2	2.6	1.1
Total	94.8	4.7	12.5	17.7	12.0	40.6	7.2

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 19: Large electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)
Zone 1							
Maghera Town Centre	4.2%	19.7%	3.8%	0.0%	2.5%	0.0%	0.0%
R Crawford & Co, Main Street, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upperlands Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilrea Village Centre	4.5%	11.7%	7.0%	3.8%	3.8%	0.0%	0.0%
Portglenone Village Centre	0.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Rasharkin Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.7%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullens Department Store, Main Street, Portglenone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	9.5%	37.1%	10.8%	3.8%	6.3%	0.0%	0.0%
Zone 2							
Magherafelt Town Centre	9.8%	5.7%	37.6%	2.6%	0.0%	0.9%	0.0%
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyronan Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castledawson Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toomebridge Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Castledawson Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Ballyronan Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ballyronan Road, Magherafelt	1.2%	1.2%	4.7%	0.0%	0.0%	0.0%	0.0%
Randalstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 2	11.1%	6.9%	42.4%	2.6%	0.0%	0.9%	0.0%
Zone 3							
Cookstown Town Centre	13.9%	0.0%	6.1%	54.4%	11.6%	1.9%	0.0%
Home Bargains, Burn Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadfields Retail Park, Orritor Road, Cookstown	0.6%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	2.9%	0.0%	6.5%	3.9%	7.9%	0.0%	0.0%
Tesco Superstore, Orritor Road, Cookstown	0.4%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
Ballinderry Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coagh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown Village Centre	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Dunnamore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildress Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moneymore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Sweep Road, Cookstown	0.6%	0.0%	0.0%	2.3%	1.7%	0.0%	0.0%
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toymaster, Dungannon Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 3	18.8%	0.0%	16.5%	62.8%	21.2%	1.9%	0.0%

Table 19: Large electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)
Zone 4							
Coalisland Town Centre	12.8%	0.0%	1.6%	10.9%	38.5%	23.0%	0.0%
Ardboe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brackaville Village Centre	0.1%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Stewartstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Campbell Electrics, Brackaville Road, Coalisland	0.3%	0.0%	0.0%	1.1%	1.2%	0.0%	0.0%
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 4	13.3%	0.0%	1.6%	11.9%	40.9%	23.0%	0.0%
Zone 5							
Dungannon Town Centre	10.3%	0.0%	0.0%	1.1%	13.1%	30.1%	3.3%
Lidl, John Street, Dungannon	0.3%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Aughnacloy Town Centre	0.6%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Ballygawley Village Centre	1.1%	0.0%	1.3%	0.0%	0.0%	2.7%	1.1%
Eglish Village Centre	0.9%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%
Killyman Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moygashel Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pomeroy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Shopping Centre, Oaks Road, Dungannon	1.6%	0.0%	0.0%	0.0%	0.0%	5.0%	4.4%
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Tesco Superstore, Beechvalley Way, Dungannon	1.3%	0.0%	0.0%	0.0%	2.9%	3.4%	1.1%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 5	16.1%	0.0%	1.3%	1.1%	16.0%	47.1%	11.4%
Zone 6							
Fivemiletown Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Augher Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clogher Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Sub-total // Study Area	68.8%	44.0%	72.6%	82.3%	84.4%	72.9%	13.7%
Total // Mid Ulster District	63.5%	26.7%	65.5%	78.5%	80.7%	72.9%	13.7%

Table 19: Large electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Enniskillen Town Centre	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	43.3%
Fintona Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnaskea Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%
Omagh Town Centre	2.0%	0.0%	0.0%	2.3%	0.0%	2.0%	23.2%
Asda, Dromore Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Irishtown Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Great Northern Retail Park, Great Northern Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
HM Carpets, Donaghane Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%
Screwfix, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Showgrounds Retail Park, Sedan Avenue, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Lisburn and Castlereagh City							
Carryduff Town Centre	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Lisburn City Centre	0.6%	0.0%	0.0%	0.0%	2.5%	1.3%	0.0%
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.3%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Mid and East Antrim Borough							
Ballymena Town Centre	5.9%	20.0%	9.2%	3.9%	0.0%	0.0%	0.0%
Broughshane Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	2.4%	2.9%	5.2%	4.2%	0.0%	0.0%	0.0%
Galgorm Spa & Golf Resort, Galgorm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pennybridge Industrial Estate, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Damolly Retail Park, Armagh Road, Newry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Republic of Ireland							
Donaghadee Town Centre	0.4%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunmoylan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilbertstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan Town Centre	0.9%	0.0%	2.8%	0.0%	0.0%	0.9%	1.1%
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad							
Other, abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	31.2%	56.0%	27.5%	17.7%	15.6%	27.1%	86.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 20: Large electrical goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)
Zone 1							
Maghera Town Centre	1.9	1.4	0.4	0.0	0.1	0.0	0.0
R Crawford & Co, Main Street, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid Ulster Garden Centre, Station Road, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upperlands Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kilrea Village Centre	2.0	0.8	0.7	0.3	0.2	0.0	0.0
Portglenone Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Rasharkin Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Fullens Department Store, Main Street, Portglenone	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	4.3	2.6	1.1	0.3	0.3	0.0	0.0
Zone 2							
Magherafelt Town Centre	4.4	0.4	3.7	0.2	0.0	0.1	0.0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Stewart Foodhall, Union Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballyronan Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castledawson Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toomebridge Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Castledawson Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Ballyronan Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ballyronan Road, Magherafelt	0.5	0.1	0.5	0.0	0.0	0.0	0.0
Randalstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 2	5.0	0.5	4.1	0.2	0.0	0.1	0.0
Zone 3							
Cookstown Town Centre	6.3	0.0	0.6	5.0	0.5	0.2	0.0
Home Bargains, Burn Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadfields Retail Park, Orritor Road, Cookstown	0.3	0.0	0.3	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	1.3	0.0	0.6	0.4	0.3	0.0	0.0
Tesco Superstore, Orritor Road, Cookstown	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Ballinderry Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coagh Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Dunnamore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kildress Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moneymore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	0.3	0.0	0.0	0.2	0.1	0.0	0.0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toymaster, Dungannon Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 3	8.5	0.0	1.6	5.7	0.9	0.2	0.0

Table 20: Large electrical goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)
Zone 4							
Coalisland Town Centre	5.8	0.0	0.2	1.0	1.6	3.0	0.0
Ardboe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brackaville Village Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Stewartstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Campbell Electrics, Brackaville Road, Coalisland	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Springisland Supermarket, Washing Bay Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Garden Corner, Cookstown Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 4	6.0	0.0	0.2	1.1	1.7	3.0	0.0
Zone 5							
Dungannon Town Centre	4.6	0.0	0.0	0.1	0.6	3.9	0.1
Lidl, John Street, Dungannon	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Aughnacloy Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Ballygawley Village Centre	0.5	0.0	0.1	0.0	0.0	0.3	0.0
Eglish Village Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Killyman Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moygashel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pomeroy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Moygashel Mills Park, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murdock Builders Merchants, Granville Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Shopping Centre, Oaks Road, Dungannon	0.7	0.0	0.0	0.0	0.0	0.7	0.1
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Beechvalley Way, Dungannon	0.6	0.0	0.0	0.0	0.1	0.4	0.0
The Linen Green, Main Road, Moygashel, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 5	7.3	0.0	0.1	0.1	0.7	6.1	0.2
Zone 6							
Fivemiletown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Augher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clogher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballylurgan Hardware, Main Street, Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total // Study Area	31.0	3.1	7.1	7.5	3.6	9.5	0.2
Total // Mid Ulster District	28.6	1.9	6.4	7.1	3.4	9.5	0.2

Table 20: Large electrical goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)
Outside Study Area							
Antrim and Newtownabbey Borough							
Antrim Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Newtownabbey Local Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Asda, Junction One International Outlet, Antrim	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Belfast International Airport, Airport Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Junction Shopping Complex, Ballymena Road, Antrim	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Ards and North Down Borough							
Newtownards Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armagh City, Banbridge and Craigavon Borough							
Armagh Town Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Banbridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon Town Centre	2.4	0.0	0.0	0.2	0.3	2.0	0.0
Lurgan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Markethill Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Moirá Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portadown Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Tandragee Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.4	0.0	0.0	0.0	0.2	0.2	0.0
Spires Retail Park, Moy Road, Armagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast City							
Belfast City Centre	0.7	0.1	0.1	0.1	0.1	0.3	0.0
All Direct Furniture, Antrim Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boucher Retail Park, Boucher Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Causeway Coast and Glens Borough							
Ballymoney Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Coleraine Town Centre	1.8	1.4	0.3	0.1	0.0	0.0	0.0
Limavady Town Centre	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
Carpetrighť, Castleroe Road, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loguestown Industrial Estate, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Retail Park, Coleraine	0.2	0.2	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
Tesco Superstore, Castle Street, Ballymoney	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Derry City and Strabane District							
Derry / Londonderry City Centre	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
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 20: Large electrical goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.8
Fintona Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Omagh Town Centre	0.9	0.0	0.0	0.2	0.0	0.3	0.4
Asda, Dromore Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Great Northern Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HM Carpets, Donaghane Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Screwfix, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn and Castlereagh City							
Carryduff Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Lisburn City Centre	0.3	0.0	0.0	0.0	0.1	0.2	0.0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Mid and East Antrim Borough							
Ballymena Town Centre	2.7	1.4	0.9	0.4	0.0	0.0	0.0
Broughshane Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braidwater Retail Park, Larne Road Link, Ballymena	1.1	0.2	0.5	0.4	0.0	0.0	0.0
Galgorm Spa & Golf Resort, Galgorm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pennybridge Industrial Estate, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Damolly Retail Park, Armagh Road, Newry	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Republic of Ireland							
Donaghadee Town Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Dublin City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmoylan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilbertstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan Town Centre	0.4	0.0	0.3	0.0	0.0	0.1	0.0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad							
Other, abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	14.0	4.0	2.7	1.6	0.7	3.5	1.6
Total	45.1	7.1	9.8	9.1	4.2	13.1	1.8

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 21: DIY goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)
Zone 1							
Maghera Town Centre	8.5%	38.5%	8.1%	1.5%	0.0%	0.0%	0.0%
R Crawford & Co, Main Street, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upperlands Village Centre	0.2%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilrea Village Centre	0.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Portglenone Village Centre	0.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Rasharkin Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullens Department Store, Main Street, Portglenone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	9.8%	46.3%	8.1%	1.5%	0.0%	0.0%	0.0%
Zone 2							
Magherafelt Town Centre	13.5%	8.6%	53.1%	2.6%	0.0%	0.0%	0.0%
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyronan Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castledawson Village Centre	0.6%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%
Toomebridge Village Centre	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Lidl, Castledawson Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Ballyronan Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ballyronan Road, Magherafelt	0.6%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%
Randalstown Town Centre	0.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 2	15.2%	8.6%	61.1%	2.6%	0.0%	0.0%	0.0%
Zone 3							
Cookstown Town Centre	15.9%	1.4%	1.4%	54.4%	25.5%	7.6%	2.2%
Home Bargains, Burn Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadfields Retail Park, Orritor Road, Cookstown	12.6%	0.0%	13.9%	30.9%	26.3%	3.4%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	1.5%	0.0%	0.0%	2.4%	4.3%	2.3%	0.0%
Tesco Superstore, Orritor Road, Cookstown	0.5%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
Ballinderry Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coagh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown Village Centre	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Dunnamore Village Centre	0.7%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Kildress Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moneymore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Sweep Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toymaster, Dungannon Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 3	31.4%	1.4%	16.6%	90.0%	56.1%	15.7%	2.2%

Table 21: DIY goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)
Zone 4							
Coalisland Town Centre	2.3%	0.0%	1.8%	0.0%	5.7%	4.9%	0.0%
Ardboe Village Centre	0.2%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%
Brackaville Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stewartstown Town Centre	0.5%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%
JC Campbell Electrics, Brackaville Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.7%	0.0%	0.0%	1.2%	0.0%	1.5%	0.0%
Sub-total Zone 4	3.7%	0.0%	1.8%	1.2%	13.1%	6.5%	0.0%
Zone 5							
Dungannon Town Centre	8.4%	0.0%	0.0%	1.2%	15.0%	24.0%	0.0%
Lidl, John Street, Dungannon	0.3%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Aughnacloy Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygawley Village Centre	2.5%	1.4%	0.0%	0.0%	0.0%	7.5%	3.3%
Eglish Village Centre	1.1%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%
Killyman Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moy Village Centre	1.6%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%
Moygashel Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pomeroy Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.3%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%
Oaks Shopping Centre, Oaks Road, Dungannon	0.7%	0.0%	0.0%	0.0%	3.0%	1.5%	0.0%
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.1%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Sub-total Zone 5	15.4%	1.4%	0.0%	1.2%	22.8%	44.8%	3.3%
Zone 6							
Fivemiletown Village Centre	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	31.1%
Augher Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%
Clogher Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
Ballylurgan Hardware, Main Street, Fivemiletown	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Sub-total Zone 6	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	47.3%
Sub-total // Study Area	77.4%	57.7%	87.5%	96.5%	92.0%	66.9%	52.9%
Total // Mid Ulster District	76.0%	51.3%	86.2%	96.5%	92.0%	66.9%	52.9%

Table 21: DIY goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen Town Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%
Fintona Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnaskea Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%
Omagh Town Centre	1.1%	0.0%	0.0%	2.3%	0.0%	1.1%	7.1%
Asda, Dromore Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Irishtown Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Great Northern Road, Omagh	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%
HM Carpets, Donaghane Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Derrychara Link, Enniskillen	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Showgrounds Retail Park, Sedan Avenue, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn City Centre	0.6%	0.0%	0.0%	0.0%	1.4%	1.5%	0.0%
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.7%	0.0%	0.0%	0.0%	2.7%	1.1%	3.4%
Mid and East Antrim Borough							
Ballymena Town Centre	1.0%	4.1%	1.4%	0.0%	0.0%	0.0%	0.0%
Broughshane Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.4%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Galgorm Spa & Golf Resort, Galgorm	0.3%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Pennybridge Industrial Estate, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry City Centre	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Damolly Retail Park, Armagh Road, Newry	0.7%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Republic of Ireland							
Donaghadee Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunmoylan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilbertstown Town Centre	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Monaghan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad							
Other, abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	22.6%	42.3%	12.5%	3.5%	8.0%	33.1%	47.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)
Zone 1							
Maghera Town Centre	2.6	2.0	0.5	0.1	0.0	0.0	0.0
R Crawford & Co, Main Street, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid Ulster Garden Centre, Station Road, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upperlands Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Kilrea Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Portglenone Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Rasharkin Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fullens Department Store, Main Street, Portglenone	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	3.0	2.4	0.5	0.1	0.0	0.0	0.0
Zone 2							
Magherafelt Town Centre	4.2	0.4	3.6	0.2	0.0	0.0	0.0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Stewart Foodhall, Union Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballyronan Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castledawson Village Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Toomebridge Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Lidl, Castledawson Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Ballyronan Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ballyronan Road, Magherafelt	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Randalstown Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Sub-total Zone 2	4.7	0.4	4.1	0.2	0.0	0.0	0.0
Zone 3							
Cookstown Town Centre	4.9	0.1	0.1	3.3	0.7	0.7	0.0
Home Bargains, Burn Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadfields Retail Park, Orritor Road, Cookstown	3.9	0.0	0.9	1.9	0.8	0.3	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.5	0.0	0.0	0.1	0.1	0.2	0.0
Tesco Superstore, Orritor Road, Cookstown	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Ballinderry Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coagh Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Dunnamore Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Kildress Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moneymore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toymaster, Dungannon Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 3	9.7	0.1	1.1	5.5	1.6	1.4	0.0

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)
Zone 4							
Coalisland Town Centre	0.7	0.0	0.1	0.0	0.2	0.4	0.0
Ardboe Village Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Brackaville Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stewartstown Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
JC Campbell Electrics, Brackaville Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springisland Supermarket, Washing Bay Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Garden Corner, Cookstown Road, Dungannon	0.2	0.0	0.0	0.1	0.0	0.1	0.0
Sub-total Zone 4	1.1	0.0	0.1	0.1	0.4	0.6	0.0
Zone 5							
Dungannon Town Centre	2.6	0.0	0.0	0.1	0.4	2.1	0.0
Lidl, John Street, Dungannon	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Aughnacloy Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballygawley Village Centre	0.8	0.1	0.0	0.0	0.0	0.7	0.0
Eglish Village Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Killyman Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moy Village Centre	0.5	0.0	0.0	0.0	0.0	0.5	0.0
Moygashel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pomeroy Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Moygashel Mills Park, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murdock Builders Merchants, Granville Road, Dungannon	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Oaks Shopping Centre, Oaks Road, Dungannon	0.2	0.0	0.0	0.0	0.1	0.1	0.0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Beechvalley Way, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Linen Green, Main Road, Moygashel, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 5	4.8	0.1	0.0	0.1	0.7	3.9	0.0
Zone 6							
Fivemiletown Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Augher Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Clogher Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Ballylurgan Hardware, Main Street, Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	0.6	0.0	0.0	0.0	0.0	0.0	0.6
Sub-total // Study Area	24.0	3.0	5.9	5.9	2.7	5.8	0.7
Total // Mid Ulster District	23.5	2.6	5.8	5.9	2.7	5.8	0.7

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)
Outside Study Area							
Antrim and Newtownabbey Borough							
Antrim Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Newtownabbey Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Junction One International Outlet, Antrim	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast International Airport, Airport Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.1	0.0	0.0	0.1	0.0	0.0	0.0
The Junction Shopping Complex, Ballymena Road, Antrim	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Ards and North Down Borough							
Newtownards Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armagh City, Banbridge and Craigavon Borough							
Armagh Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Banbridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon Town Centre	1.0	0.0	0.0	0.0	0.0	1.0	0.0
Lurgan Town Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Markethill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moirá Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portadown Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Tandragee Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Spires Retail Park, Moy Road, Armagh	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Belfast City							
Belfast City Centre	0.4	0.1	0.1	0.0	0.0	0.2	0.0
All Direct Furniture, Antrim Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boucher Retail Park, Boucher Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Causeway Coast and Glens Borough							
Ballymoney Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine Town Centre	1.4	1.2	0.1	0.0	0.0	0.1	0.0
Limavady Town Centre	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
Carpetrighť, Castleroe Road, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loguestown Industrial Estate, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Retail Park, Coleraine	0.6	0.5	0.1	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
Tesco Superstore, Castle Street, Ballymoney	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derry City and Strabane District							
Derry / Londonderry City Centre	0.1	0.1	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
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Fintona Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Omagh Town Centre	0.3	0.0	0.0	0.1	0.0	0.1	0.1
Asda, Dromore Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Great Northern Road, Omagh	0.2	0.0	0.0	0.0	0.0	0.0	0.2
HM Carpets, Donaghane Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn City Centre	0.2	0.0	0.0	0.0	0.0	0.1	0.0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.2	0.0	0.0	0.0	0.1	0.1	0.0
Mid and East Antrim Borough							
Ballymena Town Centre	0.3	0.2	0.1	0.0	0.0	0.0	0.0
Broughshane Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Braidwater Retail Park, Larne Road Link, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Galgorm Spa & Golf Resort, Galgorm	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Pennybridge Industrial Estate, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Damolly Retail Park, Armagh Road, Newry	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Republic of Ireland							
Donaghadee Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dublin City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmoylan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilbertstown Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Monaghan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad							
Other, abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	7.0	2.2	0.8	0.2	0.2	2.9	0.6
Total	31.0	5.2	6.7	6.1	2.9	8.7	1.4

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)
Zone 1							
Maghera Town Centre	7.5%	33.8%	6.2%	3.3%	0.0%	0.0%	0.0%
R Crawford & Co, Main Street, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid Ulster Garden Centre, Station Road, Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upperlands Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilrea Village Centre	0.5%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portglenone Village Centre	0.7%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Rasharkin Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fullens Department Store, Main Street, Portglenone	0.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	9.0%	42.9%	6.2%	3.3%	0.0%	0.0%	0.0%
Zone 2							
Magherafelt Town Centre	16.2%	12.0%	59.9%	6.2%	0.0%	0.0%	0.0%
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
JC Stewart Foodhall, Union Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.1%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Ballyronan Village Centre	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Castledawson Village Centre	0.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toomebridge Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Castledawson Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Ballyronan Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ballyronan Road, Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Randalstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 2	17.2%	14.0%	61.2%	7.3%	1.3%	0.0%	0.0%
Zone 3							
Cookstown Town Centre	23.6%	4.6%	6.3%	81.5%	28.8%	8.5%	0.0%
Home Bargains, Burn Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadfields Retail Park, Orritor Road, Cookstown	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.6%	0.0%	1.3%	0.0%	3.4%	0.0%	0.0%
Tesco Superstore, Orritor Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballinderry Local Centre	0.2%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
Coagh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnamore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildress Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moneymore Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Sweep Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.4%	0.0%	0.0%	1.0%	1.7%	0.0%	0.0%
Toymaster, Dungannon Road, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 3	25.1%	4.6%	8.7%	82.5%	36.4%	8.5%	0.0%

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)
Zone 4							
Coalisland Town Centre	3.0%	0.0%	0.0%	0.0%	16.1%	5.2%	0.0%
Ardboe Village Centre	0.2%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%
Brackaville Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stewartstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
JC Campbell Electrics, Brackaville Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Springisland Supermarket, Washing Bay Road, Coalisland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Garden Corner, Cookstown Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 4	3.2%	0.0%	0.0%	0.0%	17.8%	5.2%	0.0%
Zone 5							
Dungannon Town Centre	9.8%	0.0%	0.0%	1.1%	24.2%	24.7%	6.1%
Lidl, John Street, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aughnacloy Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygawley Village Centre	0.7%	0.0%	0.0%	0.0%	0.0%	2.4%	1.1%
Eglish Village Centre	0.7%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
Killyman Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Moy Village Centre	5.8%	0.0%	1.3%	1.5%	6.4%	16.3%	1.1%
Moygashel Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pomeroy Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Moygashel Mills Park, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Murdock Builders Merchants, Granville Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Shopping Centre, Oaks Road, Dungannon	1.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Beechvalley Way, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Linen Green, Main Road, Moygashel, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 5	18.3%	0.0%	1.3%	2.6%	30.6%	50.5%	8.3%
Zone 6							
Fivemiletown Village Centre	1.3%	0.0%	0.0%	0.0%	0.0%	2.4%	14.4%
Augher Village Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%
Clogher Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Ballylurgan Hardware, Main Street, Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	1.7%	0.0%	0.0%	0.0%	0.0%	2.4%	25.6%
Sub-total // Study Area	74.5%	61.5%	77.4%	95.7%	86.1%	66.6%	33.8%
Total // Mid Ulster District	73.0%	52.4%	77.4%	95.7%	86.1%	66.6%	33.8%

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen Town Centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	36.4%
Fintona Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Irvinestown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Lisnaskea Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Omagh Town Centre	2.2%	0.0%	0.0%	2.2%	0.0%	4.0%	15.7%
Asda, Dromore Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Irishtown Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Great Northern Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
HM Carpets, Donaghane Road, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Lidl, Main Street, Lisnaskea, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Showgrounds Retail Park, Sedan Avenue, Omagh	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Tesco Superstore, Derrychara Link, Enniskillen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn City Centre	0.2%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	2.4%
Mid and East Antrim Borough							
Ballymena Town Centre	2.5%	8.1%	3.8%	2.1%	0.0%	0.0%	0.0%
Broughshane Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braidwater Retail Park, Larne Road Link, Ballymena	1.8%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%
Galgorm Spa & Golf Resort, Galgorm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pennybridge Industrial Estate, Ballymena	0.4%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Damolly Retail Park, Armagh Road, Newry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Republic of Ireland							
Donaghadee Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunmoylan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilbertstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan Town Centre	1.3%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad							
Other, abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	25.5%	38.5%	22.6%	4.3%	13.9%	33.4%	66.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)
Zone 1							
Maghera Town Centre	2.1	1.5	0.4	0.2	0.0	0.0	0.0
R Crawford & Co, Main Street, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mid Ulster Garden Centre, Station Road, Maghera	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upperlands Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kilrea Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Portglenone Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Rasharkin Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fullens Department Store, Main Street, Portglenone	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	2.5	2.0	0.4	0.2	0.0	0.0	0.0
Zone 2							
Magherafelt Town Centre	4.5	0.5	3.6	0.3	0.0	0.0	0.0
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	0.1	0.0	0.1	0.0	0.0	0.0	0.0
JC Stewart Foodhall, Union Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballyronan Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Castledawson Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Toomebridge Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Castledawson Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Ballyronan Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ballyronan Road, Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Randalstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 2	4.8	0.6	3.7	0.4	0.0	0.0	0.0
Zone 3							
Cookstown Town Centre	6.6	0.2	0.4	4.6	0.8	0.7	0.0
Home Bargains, Burn Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadfields Retail Park, Orritor Road, Cookstown	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.2	0.0	0.1	0.0	0.1	0.0	0.0
Tesco Superstore, Orritor Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballinderry Local Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Coagh Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnamore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kildress Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moneymore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Toymaster, Dungannon Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 3	7.0	0.2	0.5	4.6	1.0	0.7	0.0

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)
Zone 4							
Coalisland Town Centre	0.8	0.0	0.0	0.0	0.4	0.4	0.0
Ardboe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brackaville Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stewartstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JC Campbell Electrics, Brackaville Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springisland Supermarket, Washing Bay Road, Coalisland	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Garden Corner, Cookstown Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 4	0.9	0.0	0.0	0.0	0.5	0.4	0.0
Zone 5							
Dungannon Town Centre	2.7	0.0	0.0	0.1	0.6	1.9	0.1
Lidl, John Street, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughnacloy Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballygawley Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Eglish Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Killyman Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Moy Village Centre	1.6	0.0	0.1	0.1	0.2	1.3	0.0
Moygashel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pomeroy Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Moygashel Mills Park, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murdock Builders Merchants, Granville Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Shopping Centre, Oaks Road, Dungannon	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Beechvalley Way, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Linen Green, Main Road, Moygashel, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 5	5.1	0.0	0.1	0.1	0.8	4.0	0.1
Zone 6							
Fivemiletown Village Centre	0.4	0.0	0.0	0.0	0.0	0.2	0.2
Augher Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Clogher Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ballylurgan Hardware, Main Street, Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	0.5	0.0	0.0	0.0	0.0	0.2	0.3
Sub-total // Study Area	20.8	2.8	4.7	5.4	2.3	5.2	0.4
Total // Mid Ulster District	20.4	2.4	4.7	5.4	2.3	5.2	0.4

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)
Outside Study Area							
Antrim and Newtownabbey Borough							
Antrim Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Newtownabbey Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Junction One International Outlet, Antrim	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast International Airport, Airport Road, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Junction Shopping Complex, Ballymena Road, Antrim	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ards and North Down Borough							
Newtownards Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armagh City, Banbridge and Craigavon Borough							
Armagh Town Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Banbridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Lurgan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Markethill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moirá Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portadown Town Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Tandragee Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rushmere Shopping Centre, Lakeview Road, Craigavon	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spires Retail Park, Moy Road, Armagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belfast City							
Belfast City Centre	0.7	0.3	0.0	0.0	0.1	0.4	0.0
All Direct Furniture, Antrim Road, Belfast	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Boucher Retail Park, Boucher Crescent, Belfast	0.7	0.1	0.2	0.0	0.1	0.4	0.0
Harbour Exchange, Airport Road West, Holywood, Belfast	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Hollywood Exchange Retail Park, Airport Road West, Belfast	0.4	0.1	0.0	0.0	0.1	0.2	0.0
Causeway Coast and Glens Borough							
Ballymoney Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine Town Centre	0.8	0.7	0.0	0.0	0.1	0.0	0.0
Limavady Town Centre	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
Carpetrighť, Castleroe Road, Coleraine	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Loguestown Industrial Estate, Coleraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Retail Park, Coleraine	0.2	0.2	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
Tesco Superstore, Castle Street, Ballymoney	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derry City and Strabane District							
Derry / Londonderry City Centre	0.1	0.0	0.1	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
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)
Fermanagh and Omagh District							
Brookeborough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Fintona Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Omagh Town Centre	0.6	0.0	0.0	0.1	0.0	0.3	0.2
Asda, Dromore Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Great Northern Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
HM Carpets, Donaghanie Road, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Main Street, Lisnaskea, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Showgrounds Retail Park, Sedan Avenue, Omagh	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Derrychara Link, Enniskillen	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn and Castlereagh City							
Carryduff Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn City Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Mid and East Antrim Borough							
Ballymena Town Centre	0.7	0.4	0.2	0.1	0.0	0.0	0.0
Broughshane Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braidwater Retail Park, Larne Road Link, Ballymena	0.5	0.0	0.5	0.0	0.0	0.0	0.0
Galgorm Spa & Golf Resort, Galgorm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pennybridge Industrial Estate, Ballymena	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Newry, Mourne and Down District							
Castlewellan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newry City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Damolly Retail Park, Armagh Road, Newry	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Republic of Ireland							
Donaghadee Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dublin City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmoylan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilbertstown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan Town Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad							
Other, abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	7.1	1.8	1.4	0.2	0.4	2.6	0.7
Total	27.9	4.5	6.1	5.6	2.7	7.9	1.1

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Table 25: Comparison goods expenditure

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Inflow from Beyond Study Area (£m)	Total Comparison (inc. Inflow) (£m)
Zone 1										
Maghera Town Centre	17.9	3.3%	13.4	3.5	0.9	0.1	0.0	0.1	0.0	17.9
R Crawford & Co, Main Street, Maghera	0.6	0.1%	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Mid Ulster Garden Centre, Station Road, Maghera	0.3	0.1%	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Upperlands Village Centre	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Kilrea Village Centre	3.5	0.6%	2.3	0.7	0.3	0.2	0.0	0.0	0.0	3.5
Portglenone Village Centre	1.6	0.3%	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Rasharkin Village Centre	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Donaghy Bros, Maghera Street, Kilrea, Coleraine	0.3	0.1%	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Fullens Department Store, Main Street, Portglenone	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total Zone 1	24.4	4.5%	18.7	4.2	1.2	0.3	0.0	0.1	0.0	24.4
Zone 2										
Magherafelt Town Centre	60.1	11.0%	9.9	44.8	5.3	0.0	0.1	0.0	0.0	60.1
Dunnes Stores, Meadow Lane Shopping Centre, Magherafelt	3.2	0.6%	0.3	1.1	0.9	0.0	0.9	0.0	0.0	3.2
JC Stewart Foodhall, Union Road, Magherafelt	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Meadowlane Shopping Centre, Moneymore Road, Magherafelt	3.2	0.6%	0.5	2.1	0.6	0.0	0.0	0.0	0.0	3.2
Ballyronan Village Centre	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Castledawson Village Centre	0.8	0.1%	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.8
Toomebridge Village Centre	0.5	0.1%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5
Lidl, Castledawson Road, Magherafelt	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Spar, Ballyronan Road, Magherafelt	0.3	0.1%	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Tesco Superstore, Ballyronan Road, Magherafelt	8.4	1.5%	0.1	8.2	0.2	0.0	0.0	0.0	0.0	8.4
Randalstown Town Centre	0.3	0.1%	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Sub-total Zone 2	77.2	14.1%	10.9	57.9	7.1	0.0	1.3	0.0	0.0	77.2
Zone 3										
Cookstown Town Centre	85.9	15.7%	2.3	8.8	57.6	12.4	4.8	0.0	0.0	85.9
Home Bargains, Burn Road, Cookstown	0.7	0.1%	0.1	0.0	0.6	0.1	0.0	0.0	0.0	0.7
Broadfields Retail Park, Orritor Road, Cookstown	5.9	1.1%	0.0	1.6	3.3	0.8	0.3	0.0	0.0	5.9
Station Square Retail Park, Molesworth Street, Cookstown	5.8	1.1%	0.0	3.0	1.5	1.1	0.2	0.0	0.0	5.8
Tesco Superstore, Orritor Road, Cookstown	6.4	1.2%	0.5	0.6	4.5	0.8	0.0	0.0	0.0	6.4
Ballinderry Local Centre	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Coagh Village Centre	1.3	0.2%	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.3
Draperstown Village Centre	0.7	0.1%	0.0	0.3	0.1	0.2	0.0	0.0	0.0	0.7
Dunnamore Village Centre	0.9	0.2%	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
Kildress Village Centre	0.3	0.0%	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Moneymore Village Centre	1.8	0.3%	0.0	0.2	1.5	0.0	0.0	0.0	0.0	1.8
Asda, Sweep Road, Cookstown	8.9	1.6%	0.2	0.2	7.6	0.7	0.3	0.0	0.0	8.9
Derryloran Industrial Estate, Sandholes Road, Cookstown	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Toymaster, Dungannon Road, Cookstown	0.3	0.0%	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3
Sub-total Zone 3	119.0	21.7%	3.0	14.6	78.3	16.5	6.5	0.0	0.0	119.0

Table 25: Comparison goods expenditure

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Inflow from Beyond Study Area (£m)	Total Comparison (inc. Inflow) (£m)
Zone 4										
Coalisland Town Centre	15.2	2.8%	0.0	0.3	1.0	7.7	6.1	0.1	0.0	15.2
Ardboe Village Centre	0.3	0.1%	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3
Brackaville Village Centre	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Stewartstown Town Centre	0.8	0.1%	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.8
JC Campbell Electronics, Brackaville Road, Coalisland	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Springisland Supermarket, Washing Bay Road, Coalisland	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
The Garden Corner, Cookstown Road, Dungannon	0.2	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.2
Sub-total Zone 4	16.8	3.1%	0.0	0.3	1.2	9.0	6.3	0.1	0.0	16.8
Zone 5										
Dungannon Town Centre	75.3	13.8%	0.6	0.5	0.5	11.7	61.3	0.8	3.8	79.1
Lidl, John Street, Dungannon	0.6	0.1%	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6
Aughnacloy Town Centre	2.1	0.4%	0.0	0.0	0.0	0.0	2.0	0.1	0.0	2.1
Ballygawley Village Centre	4.0	0.7%	0.4	0.1	0.0	0.0	3.2	0.3	0.0	4.0
Eglish Village Centre	0.9	0.2%	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
Killyman Village Centre	0.1	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Moy Village Centre	7.2	1.3%	0.0	0.1	0.5	0.4	6.3	0.0	0.0	7.2
Moygashel Village Centre	1.9	0.4%	0.0	0.0	0.0	0.0	1.9	0.0	0.0	1.9
Pomeroy Village Centre	0.1	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
A N Irwin & Sons, Carrowcolman Road, Dungannon	0.7	0.1%	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Costcutter, Moygashel Mills Park, Dungannon	0.7	0.1%	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Murdock Builders Merchants, Granville Road, Dungannon	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Oaks Shopping Centre, Oaks Road, Dungannon	5.4	1.0%	0.0	0.0	0.0	0.4	4.2	0.8	0.0	5.4
Sainsbury's Superstore, The Oaks Centre, Oaks Road, Dungannon	2.1	0.4%	0.0	0.0	0.0	1.7	0.4	0.0	0.0	2.1
Tesco Superstore, Beechvalley Way, Dungannon	10.6	1.9%	0.0	0.7	0.0	1.3	8.6	0.1	0.0	10.6
The Linen Green, Main Road, Moygashel, Dungannon	0.5	0.1%	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.5
Sub-total Zone 5	112.3	20.5%	1.0	1.8	1.0	15.6	90.8	2.2	3.8	116.1
Zone 6										
Fivemiletown Village Centre	6.3	1.2%	0.0	0.0	0.0	0.0	1.5	4.8	0.0	6.3
Augher Village Centre	0.6	0.1%	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6
Clogher Village Centre	2.4	0.4%	0.0	0.0	0.0	0.0	0.0	2.4	0.0	2.4
Ballylurgan Hardware, Main Street, Fivemiletown	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	9.3	1.7%	0.0	0.0	0.0	0.0	1.5	7.8	0.0	9.3
Sub-total // Study Area	359.1	65.6%	33.6	78.7	88.8	41.4	106.4	10.2	3.8	362.8
Total // Mid Ulster District	353.2	64.5%	29.2	77.7	88.5	41.2	106.4	10.2	3.8	356.9

Table 25: Comparison goods expenditure

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Inflow from Beyond Study Area (£m)	Total Comparison (inc. Inflow) (£m)
Outside Study Area										
Antrim and Newtownabbey Borough										
Antrim Town Centre	2.2	0.4%	0.3	1.9	0.0	0.0	0.0	0.0		
Newtownabbey Local Centre	1.4	0.3%	0.0	0.0	1.2	0.2	0.0	0.0		
Asda, Junction One International Outlet, Antrim	2.0	0.4%	0.2	1.8	0.0	0.0	0.0	0.0		
Belfast International Airport, Airport Road, Belfast	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0		
Coleman's Garden Centre, Old Ballyclare Road, Ballyclare	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0		
The Junction Shopping Complex, Ballymena Road, Antrim	3.4	0.6%	0.5	1.9	0.8	0.2	0.0	0.0		
Ards and North Down Borough										
Newtownards Town Centre	0.5	0.1%	0.0	0.0	0.0	0.5	0.0	0.0		
Duncrue Industrial Estate, Dargan Crescent, Belfast	0.4	0.1%	0.0	0.4	0.0	0.0	0.0	0.0		
Armagh City, Banbridge and Craigavon Borough										
Armagh Town Centre	9.4	1.7%	0.0	0.0	0.0	0.4	9.0	0.0		
Banbridge Town Centre	0.2	0.0%	0.0	0.2	0.0	0.0	0.0	0.0		
Craigavon Town Centre	30.9	5.6%	0.0	0.0	1.5	6.7	22.3	0.3		
Lurgan Town Centre	0.1	0.0%	0.0	0.0	0.0	0.0	0.1	0.0		
Markethill Village Centre	0.2	0.0%	0.0	0.0	0.0	0.0	0.2	0.0		
Moirá Village Centre	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0		
Portadown Town Centre	4.2	0.8%	0.0	0.0	0.0	0.3	3.9	0.0		
Tandragee Village Centre	0.4	0.1%	0.0	0.0	0.0	0.0	0.4	0.0		
Rushmere Shopping Centre, Lakeview Road, Craigavon	4.4	0.8%	0.0	0.0	0.2	0.8	2.9	0.5		
Spires Retail Park, Moy Road, Armagh	0.3	0.0%	0.0	0.0	0.0	0.0	0.3	0.0		
Belfast City										
Belfast City Centre	23.2	4.2%	5.2	5.9	1.9	1.6	7.7	0.9		
All Direct Furniture, Antrim Road, Belfast	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0		
Boucher Retail Park, Boucher Crescent, Belfast	4.0	0.7%	0.1	0.2	0.0	0.3	3.5	0.0		
Harbour Exchange, Airport Road West, Holywood, Belfast	0.2	0.0%	0.0	0.0	0.0	0.0	0.2	0.0		
Hollywood Exchange Retail Park, Airport Road West, Belfast	1.6	0.3%	0.1	0.0	0.0	0.1	1.4	0.0		
Causeway Coast and Glens Borough										
Ballymoney Town Centre	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0		
Coleraine Town Centre	15.0	2.7%	13.2	1.1	0.4	0.2	0.1	0.0		
Limavady Town Centre	0.6	0.1%	0.0	0.0	0.4	0.0	0.0	0.1		
Portstewart Town Centre	0.2	0.0%	0.0	0.0	0.0	0.2	0.0	0.0		
Carpetright, Castleroe Road, Coleraine	0.2	0.0%	0.0	0.2	0.0	0.0	0.0	0.0		
Loguestown Industrial Estate, Coleraine	0.2	0.0%	0.0	0.2	0.0	0.0	0.0	0.0		
Riverside Retail Park, Coleraine	2.1	0.4%	0.9	1.0	0.3	0.0	0.0	0.0		
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0		
Tesco Superstore, Castle Street, Ballymoney	0.6	0.1%	0.6	0.0	0.0	0.0	0.0	0.0		
Derry City and Strabane District										
Derry / Londonderry City Centre	3.4	0.6%	1.8	0.9	0.5	0.2	0.0	0.0		
Strabane Town Centre	0.1	0.0%	0.0	0.0	0.0	0.0	0.0	0.1		
Lisnagelvin Retail Park, Crescent Road, Londonderry	0.3	0.0%	0.3	0.0	0.0	0.0	0.0	0.0		

Table 25: Comparison goods expenditure

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Inflow from Beyond Study Area (£m)	Total Comparison (inc. Inflow) (£m)
Fermanagh and Omagh District										
Brookeborough Village Centre	0.1	0.0%	0.0	0.0	0.0	0.0	0.0	0.1		
Enniskillen Town Centre	7.0	1.3%	0.0	0.0	0.1	0.0	0.0	6.9		
Fintona Village Centre	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0		
Irvinestown Town Centre	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0		
Lisnaskea Town Centre	0.6	0.1%	0.0	0.0	0.0	0.0	0.0	0.6		
Omagh Town Centre	14.0	2.6%	0.0	0.0	3.4	0.9	5.6	4.1		
Asda, Dromore Road, Omagh	0.1	0.0%	0.0	0.0	0.0	0.0	0.0	0.1		
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.1	0.0%	0.0	0.0	0.0	0.0	0.0	0.1		
Dunnes Stores, Irishtown Road, Omagh	0.3	0.0%	0.0	0.0	0.0	0.0	0.0	0.3		
Great Northern Retail Park, Great Northern Road, Omagh	0.3	0.1%	0.0	0.0	0.0	0.0	0.0	0.3		
HM Carpets, Donaghane Road, Omagh	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0		
Lidl, Main Street, Lisnaskea, Enniskillen	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0		
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.2	0.0%	0.0	0.0	0.0	0.0	0.0	0.2		
Screwfix, Derrychara Link, Enniskillen	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0		
Showgrounds Retail Park, Sedan Avenue, Omagh	1.6	0.3%	0.0	0.0	0.0	0.0	0.9	0.7		
Tesco Superstore, Derrychara Link, Enniskillen	0.1	0.0%	0.0	0.0	0.0	0.0	0.0	0.1		
Lisburn and Castlereagh City										
Carryduff Town Centre	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0		
Lisburn City Centre	1.2	0.2%	0.0	0.0	0.0	0.9	0.3	0.0		
Marks & Spencer, Sprucefield Centre, Hillsborough Road, Lisburn	0.4	0.1%	0.0	0.0	0.0	0.0	0.4	0.0		
Sprucefield Park & Shopping Centre, Hillsborough Road, Lisburn	1.1	0.2%	0.0	0.0	0.3	0.3	0.3	0.2		
Mid and East Antrim Borough										
Ballymena Town Centre	34.1	6.2%	18.6	9.8	4.3	0.1	1.3	0.0		
Broughshane Village Centre	0.2	0.0%	0.2	0.0	0.0	0.0	0.0	0.0		
Ben Vista Garden Centre, Crosskeys Road, Ballymena	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0		
Braidwater Retail Park, Larne Road Link, Ballymena	7.7	1.4%	1.6	4.3	1.7	0.0	0.0	0.0		
Galgorm Spa & Golf Resort, Galgorm	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0		
Pennybridge Industrial Estate, Ballymena	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0		
Newry, Mourne and Down District										
Castlewellan Town Centre	0.3	0.1%	0.0	0.0	0.3	0.0	0.0	0.0		
Newry City Centre	1.0	0.2%	0.3	0.0	0.6	0.0	0.1	0.0		
Damolly Retail Park, Armagh Road, Newry	0.2	0.0%	0.0	0.0	0.0	0.0	0.2	0.0		
Republic of Ireland										
Donaghadee Town Centre	0.2	0.0%	0.2	0.0	0.0	0.0	0.0	0.0		
Dublin City Centre	0.4	0.1%	0.0	0.4	0.0	0.0	0.0	0.0		
Dunmoylan Town Centre	0.2	0.0%	0.0	0.0	0.2	0.0	0.0	0.0		
Gilbertstown Town Centre	0.2	0.0%	0.0	0.2	0.0	0.0	0.0	0.0		
Monaghan Town Centre	2.8	0.5%	0.0	0.6	0.0	0.0	2.1	0.0		
Kildare Village Designer Outlet, Nurney Road, Kildare Town	0.1	0.0%	0.0	0.0	0.0	0.0	0.0	0.1		
Abroad										
Other, abroad	1.4	0.2%	0.0	0.0	0.6	0.2	0.6	0.0		
Sub-total Outside Study Area	188.3	34.4%	44.1	31.5	19.1	14.1	63.7	15.8		
Total	547.3	100.0%	77.7	110.1	107.9	55.5	170.1	26.0		

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November to December 2019)
b. Excludes 'don't know/varies', markets and internet sales
c. Primary Retail Core facilities are identified in bold and Town Centre facilities are identified in italics
d. Facilities within Mid Ulster District are identified in plain text
e. Facilities outside of Mid Ulster are identified in grey

Mid Ulster Retail and Commercial Leisure Capacity Study

Nexus Planning

Table 26a: Estimated 'capacity' for new comparison goods facilities in Mid Ulster

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2020	356.9	353.2	3.8	0.0
2025	419.4	410.5	4.1	-4.8
2030	481.5	479.1	4.5	2.1
Market Share of Study Area (%)		64.5%	-	-

Notes:

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

b. Assumes constant market share claimed by Mid Ulster facilities at 64.5% from the Study Area

2018 Prices

Table 26b: Estimated 'capacity' for new comparison goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2025	-4.8	-700	-1,100
2030	2.1	300	400

Notes:

a. Average sales density assumed to be £5,500 per sq m, which Nexus Planning considers to be towards the higher end of what would be achieved in Mid Ulster

b. Average sales density assumed to be £3,500 per sq m, which Nexus Planning considers to be towards the lower end of what would be achieved in Mid Ulster

c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 Prices

Mid Ulster Retail and Commercial Leisure Capacity Study

Nexus Planning

Table 26c: Extant comparison goods commitments in Mid Ulster

Destination	Reference	Decision Date	Net Comparison Floorspace (sq m)	Estimated Sales Density (£ per sq m)	Estimated Comparison Turnover (£m)	Proposal
39-41 Rainey Street, Magherafelt	LA09/2015/0536/F	12/01/2017	125	4,500	0.6	Proposed mixed use scheme comprising 11 apartments, 4 retail units (inc.retention with minor alterations to 39 Rainey Street façade and extension/alteration of existing rear return) amenity space, pedestrian link/pend and ancillary site works at lands at 39-41 Rainey Street ,Magherafelt
4-36 Perry Street, Dungannon	LA09/2015/0835/F	22/01/2018	77	4,500	0.3	Mixed Use Development to include 8 no Townhouses, 3 no Apartments, 3 no Retail Units (inclusive of commercial landmark building)
36 Charlemont Street, Moy, Dungannon	LA09/2016/1248/F	09/03/2017	280	4,500	1.3	Extensions to existing retail outlet including part demolition of existing showroom
Adjacent to 6 Old Dungannon Road, Ballygawley	LA09/2016/1495/F	22/02/2017	202	4,500	0.9	Proposed new furniture store
Land adjacent to Annagher Service Station, 137 Annagher Road, Coalisland	LA09/2017/0458/F	18/10/2018	129	4,500	0.6	3No. retail units to replace existing dwelling and associated site works
Land including 2-10 Church Street, also including lands in between Fountain Road and Loran Way, Cookstown	LA09/2017/1083/F	05/02/2020	131	4,500	0.6	Proposed retail development to include supermarket and 2.no retail units with associated carparking, site access and landscaping
Total	-	-	943	-	4.2	

Notes:

- a. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application
- b. Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application

2018 Prices

Table 26d: Net quantitative 'capacity' for new comparison goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2025	-4.8	4.7	-9.5	-1,400	-2,200
2030	2.1	5.3	-3.2	-400	-600

Notes:

- a. Average sales density assumed to be £5,500 per sq m, which Nexus Planning considers to be towards the higher end of what would be achieved in Mid Ulster
- b. Average sales density assumed to be £3,500 per sq m, which Nexus Planning considers to be towards the lower end of what would be achieved in Mid Ulster
- c. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
- d. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 Prices

Mid Ulster Retail and Commercial Leisure Capacity Study

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Table 26e: Pending comparison goods commitments in Mid Ulster

Destination	Reference	Decision Date	Net Comparison Floorspace (sq m)	Estimated Sales Density (£ per sq m)	Estimated Comparison Turnover (£m)	Proposal
Ann Street, Dungannon	LA09/2018/1274/PAD	Pre-application discussions	607	4,500	2.7	Development of former cattle market and car park (assumed one retail unit)
Total	-	-	607	-	2.7	

Notes:

- a. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application
- b. Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application

2018 Prices

Table 26f: Potential net quantitative 'capacity' for new comparison goods facilities in Mid Ulster

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2025	-9.5	3.0	-12.5	-1,800	-2,800
2030	-3.2	3.4	-6.6	-800	-1,300

Notes:

- a. Average sales density assumed to be £5,500 per sq m, which Nexus Planning considers to be towards the higher end of what would be achieved in Mid Ulster
- b. Average sales density assumed to be £3,500 per sq m, which Nexus Planning considers to be towards the lower end of what would be achieved in Mid Ulster
- c. Residual calculated by subtracting turnover of pending commitments (sourced from Table 26e) from surplus expenditure (sourced from Table 26d)
- d. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 Prices

**Nexus Planning
London**

Holmes House
4 Pear Place
London
SE1 8BT

T: 0207 261 4240
nexusplanning.co.uk

