



hollissvincent.
Planning + Development Consultants

Sunderland Retail Needs Assessment 2016

Sunderland City Council

Volume 2 – Consultees, Survey Questionnaires, Survey Results, Figures and Spreadsheet Tables – Final

October 2016



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LIST OF CONSULTEES

During March and April 2016, hollissvincent undertook consultations with the following key stakeholders:

- Michael Fawley – Partner of Fawley Watson Booth (FWB);
 - John Seagar – CEO of Siglion;
 - Ian Cansfield – Planning Director at Cundall, also representing Siglion;
 - Graham Connell – Director at White Young Green (WYG), representing M&G Real Estate, being the owners of the Galleries Shopping Centre and Retail Park (Washington Town Centre);
 - David Gustard – Senior Chartered Surveyor with Sunderland City Council’s Valuation and Estates Team;
 - Ken Dunbar – Chief Executive of Sunderland Improvement Business District;
 - Karen Wade – Director of Facilities at Sunderland College;
 - Andrew Bradley – Centre Director at the Bridges Shopping Centre (Sunderland City Centre);
 - Ian Porter – Managing Director at Gentoo, Sunderland;
 - Andrew Jones – Head of Property at Gentoo Group Limited;
 - Allison Thompson – Director and Principal Consultant at Ashmore Consulting.
-

HOUSEHOLD SURVEY QUESTIONNAIRE

Job No: 170116
Sunderland Retail Needs Assessment 2016

Good morning / afternoon / evening, I am from NEMS market research, and we are conducting a short survey in your area about shopping on behalf of Sunderland City Council. Do you have time to answer some questions? It will take about five minutes.

QA Are you the main shopper in your household?

- 1 Yes
- 2 No

IF 'YES' - CONTINUE INTERVIEW
IF 'NO' - ASK: "COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING?" IF NOT AVAILABLE, THANK AND CLOSE THE INTERVIEW.

First we have a few questions about where you undertake food and groceries shopping. In answering these questions the location may be a supermarket, a smaller store or independent retailer, or a town centre, or could be the use of facilities such as the Internet.

Q01 Where did your household last undertake a main food and grocery shop?

DO NOT PROMPT, ONE ANSWER ONLY
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'MARKET STALL' PROBE FOR LOCATION

Specified Stores & Centres: Choose one location only from Lists A and B (Food)

Other:
Internet / delivered
Home catalogue
TV / Interactive shopping
Market Stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / varies)
(Don't do a main food shop)

GO TO Q05

Q02 And where did your household go the time before that for a main food and grocery shop (was it the same, or different, and if so, please specify)?
DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores & Centres: Choose one location only from Lists A and B (Food)

Other:
Internet / delivered
Market Stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / varies)
(Nowhere else)

Q03 Approximately how much money does your household normally spend on a main food and grocery shop?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 To the nearest £: (PLEASE WRITE IN)
- 2 (Don't know / varies)
- 3 (Refused)

If a destination mentioned at Q01:

Q04 When undertaking the main food and grocery trip to (STORE MENTIONED AT Q01) did you also visit other shopping, leisure, food and drink and service destinations on the same trip?
DO NOT READ OUT. TICK ALL THAT APPLY.

- 1 Other food shopping destination
- 2 Other non-food shopping destination
- 3 Food and drink (i.e. restaurants and bars)
- 4 Leisure (i.e. cinema / ten pin bowling)
- 5 Service (i.e. bank / hairdresser / travel agent / estate agent etc.)
- 6 Other (PLEASE WRITE IN)
- 7 (Nowhere else)
- 8 (Don't know)

If a destination mentioned at Q02:

Q04A When undertaking the main food and grocery trip to (STORE MENTIONED AT Q02) did you also visit other shopping, leisure, food and drink and service destinations on the same trip?
DO NOT READ OUT. TICK ALL THAT APPLY.

- 1 Other food shopping destination
- 2 Other non-food shopping destination
- 3 Food and drink (i.e. restaurants and bars)
- 4 Leisure (i.e. cinema / ten pin bowling)
- 5 Service (i.e. bank / hairdresser / travel agent / estate agent etc.)
- 6 Other (PLEASE WRITE IN)
- 7 (Nowhere else)
- 8 (Don't know)

- Q05** **Where did your household last undertake a 'top-up' food and grocery shop?**
DO NOT READ OUT. ONE ANSWER ONLY
- Specified Stores & Centres: Choose one location only from Lists A and B (Food)**
- Other:**
Internet / delivered
Market Stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / varies)
(Don't do top-up food shopping) GO TO Q08
- Q06** **And where did your household shop the time before that for a 'top-up' food and grocery shop (was it the same, or different, and if different, please specify)?**
DO NOT READ OUT. ONE ANSWER ONLY
- Specified Stores & Centres: Choose one location only from Lists A and B (Food)**
- Other:**
Internet / delivered
Market Stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / varies)
(Nowhere else)
- Q07** **Approximately how much money does your household normally spend on a 'top-up' food and grocery shop?**
DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £
- 1 To the nearest £: (PLEASE WRITE IN)
2 (Don't know / varies)
3 (Refused)
- Q08** **Does your household also spend money on food and groceries in small shops?**
DO NOT READ OUT. ONE ANSWER ONLY
- 1 Yes GO TO Q09
2 No GO TO Q11
- Q09** **in which town / district or local centre are most of these small shops located?**
DO NOT READ OUT. ONE ANSWER ONLY.
QUOTE STORES ONLY IF RESPONDENT IS UNSURE OF DESTINATION.
- Specified centre: Choose one location only from List C (Small)**
Specific stores (write in name and location)
Other (write in name and location)
(Don't know / varies)
- Q10** **Approximately how much money does your household spend on food and groceries on a typical trip to these small shops?**
DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £
- 1 To the nearest £: (PLEASE WRITE IN)
2 (Don't know / varies)
3 (Refused)
- 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 / interactive shopping or use of a home catalogue. In the following questions, please don't include trips made solely for the purposes of Christmas shopping.**
- Q11** **So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?**
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember) GO TO Q13
(Don't do this type of shopping) GO TO Q13

- Q12** **Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q11**
And the time before that, where did you go to make a purchase of clothes or shoes?
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)
- Q13** **Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?**
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)
- GO TO Q15
GO TO Q15
- Q14** **Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q13**
And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)
- Q15** **Now can you tell me where your household last made a purchase of DIY and decorating goods?**
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)
- GO TO Q17
GO TO Q17
- Q16** **Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q15**
And the time before that, where did your household go to make a purchase of DIY and decorating goods?
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)

- Q17** Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember) GO TO Q19
(Don't do this type of shopping) GO TO Q19
- Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q17**
- Q18** And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)
- Q19** Can you tell me where you or your household last made a purchase of health, beauty or chemist items?
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember) GO TO Q21
(Don't do this type of shopping) GO TO Q21
- Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q19**
- Q20** And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)
- Q21** Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**
Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember) GO TO Q23
(Don't do this type of shopping) GO TO Q23

Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q21

Q22 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?
DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)

Other:

Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)

Q23 Can you tell me where you or your household last made a purchase of other non-food items such as books, CDs, jewellery or china and glass items?
DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)

Other:

Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)

GO TO Q25
GO TO Q25

Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q23

Q24 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?
DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)

Other:

Internet / delivered
Home catalogue
TV / Interactive shopping
Market stalls (PLEASE PROBE FOR LOCATION)
Other (PLEASE WRITE IN STORE NAME AND LOCATION)
(Don't know / can't remember)
(Don't do this type of shopping)

Finally, we have a few questions about where you or your family most frequently go to undertake various forms of leisure activity.

Q25 Where do you, or members of your household, most frequently visit to undertake the following leisure activities?

- 1 A visit to the cinema (choose one location from list G)
- 2 A visit to an indoor family entertainment centre (e.g. bowling, skating rink, adventure play centre) (choose one location from list H)
- 3 A visit to the gym / health club / sport facility (choose one location from list I)
- 4 A visit to a museum / gallery or other place of historical / cultural interest (choose one location from list J)
- 5 A visit to the theatre/ a concert hall / live music venue (choose one location from list K)
- 6 A visit to a pub / bar / nightclub (choose one location from list L)
- 7 A visit to a restaurant / café (choose one location from list M)

GEN **Gender of respondent.**
CODE FROM OBSERVATION

- 1 Male
- 2 Female

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

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

OCC **What is the occupation of the chief income earner in your household?**
(IF RETIRED, ASK PREVIOUS OCCUPATION)

- 1 Occupation / job description (PLEASE WRITE IN)
- 2 Retired - Basic State Pension
- 3 (Refused)

CAR **How many cars does your household own or have the use of?**
ONE ANSWER ONLY. DO NOT READ OUT

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

WOR **Which of the following best describes the chief wage earner of your household's current employment situation?**

READ OUT. ONE ANSWER ONLY

- 1 Working full time
- 2 Working part time
- 3 Unemployed
- 4 Retired
- 5 A housewife
- 6 A student
- 7 Other (PLEASE WRITE IN)
- 8 (Refused)

Thank & close.

RAW HOUSEHOLD SURVEY RESULTS
(Supplied separately to the Council on a disc)

PEDESTRIAN SURVEY QUESTIONNAIRE

NEMS market research
SUNDERLAND, WASHINGTON & HOUGHTON LE SPRING– IN CENTRE SURVEY

INTRODUCTION: Good morning / afternoon, I am from NEMS market research, an independent market research company. We are conducting a short survey for the Sunderland City Council among people visiting this centre. It will take about 5 minutes, do you have time please?

ASK ALL:

Q.A. First of all, can I ask you do you work in Market Research?

READ OUT:

Yes

No

CLOSE INTERVIEW

CONTINUE, GO TO Q.1

ASK ALL:

Q.1 How did you travel to(NAME OF CENTRE) today?

ONE ANSWER ONLY

(1)

| | |
|-------------------------|----------|
| Car-driver | 1 |
| Car-passenger | 2 |
| <u>Bus / coach</u> | <u>3</u> |
| Bicycle | 4 |
| Train / Metro | 5 |
| <u>Taxi</u> | <u>6</u> |
| Walk | 7 |
| Other (PLEASE WRITE IN) | 8 |

ASK ALL:

Q.2 How often do you visit(NAME OF CENTRE)?

ONE ANSWER ONLY

(2)

| | |
|-------------------------------|----------|
| 7 days a week | 1 |
| 4-6 times a week | 2 |
| 2-3 times a week | 3 |
| <u>Once a week</u> | <u>4</u> |
| Once a fortnight | 5 |
| Once a month | 6 |
| <u>Less than once a month</u> | <u>7</u> |
| First time today | 8 |
| (Don't know) | 9 |
| (Refused) | A |

ASK ALL SHOWCARD 'A'

Q.3 What is the main reason for your visit to(NAME OF CENTRE) today?

ONE ANSWER ONLY DO NOT PROMPT

(3)

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| To buy food and groceries (not take-away/café/restaurant) | 1 |
| <u>To buy non-food goods such as clothes, shoes, jewellery, etc</u> | <u>2</u> |
| Window shopping / browsing | 3 |
| To visit the Civic Centre / access Council services | 4 |
| For financial, legal, personal or other services, (e.g. banks, solicitors, <u>hairdressers, beauty parlours, post office, travel agent, estate agents etc</u> | <u>5</u> |
| To use a leisure facility such as a cinema / gym / dance class / children's play centre | 6 |
| For drinks | 7 |
| <u>To eat out (take-aways and restaurants)</u> | <u>8</u> |
| For work / business purposes | 9 |
| To meet somebody | A |
| <u>To visit the library</u> | <u>B</u> |
| To use a health service (i.e.doctor, dentist, chiropody, physiotherapy etc.) | C |
| To visit arts / cultural / tourism facilities | D |
| To attend a place of worship or religious institution | E |
| Other (PLEASE WRITE IN) | F |

(None)

G

(Don't know)

H

ASK ALL:

Q.4 What do you **like most** about(NAME OF CENTRE)?

CODE UP TO FIVE RESPONSES: DO NOT PROMPT

| | |
|----------------------------------------------------------------------------------------------------------------------|----------|
| Access/Transport | (4) |
| Near to home / convenient | 1 |
| Parking is easy / car-friendly | 2 |
| <u>Parking is cheap / free</u> | <u>3</u> |
| Good accessibility by bus | 4 |
| Pedestrian-friendly | 5 |
| Ease of access for all (with pushchairs, wheelchairs, etc) | 6 |
| The Transport Interchange and link to Metro (<i>Sunderland only</i>) | 7 |
| | |
| Environment | (5) |
| Feels safe | 1 |
| General cleanliness of shopping streets / shopping centre | 2 |
| <u>Nice street furniture / floral displays</u> | <u>3</u> |
| Nice busy feel | 4 |
| Not too crowded | 5 |
| Character / atmosphere | 6 |
| Indoor nature of The Galleries (<i>Washington only</i>) | |
| Leisure and Services | (6) |
| Good range of places to eat and drink | 1 |
| Good range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc) | <u>2</u> |
| Good range of leisure facilities | 3 |
| Retail Offer | (7) |
| Good choice / quality of independent shops | 1 |
| Good choice / quality of non-food multiple stores (e.g. high street chains: Next, Dorothy Perkins etc.) | <u>2</u> |
| Good choice / quality of foodstores | 3 |
| Quality of shops in general | 4 |
| Specified shops (PLEASE WRITE IN) | 5 |
| | |
| Other | (8) |
| I like everything about the City / Town / Centre | 1 |
| No opinion / Nothing in particular | 2 |
| Other (PLEASE WRITE IN) | 3 |

ASK ALL:

Q.5 What do you **dislike most** about(NAME OF CENTRE)?
CODE UP TO FIVE RESPONSES: DO NOT PROMPT

| | |
|---------------------------------------------------------------------------------------------|--------|
| Access / Transport | (9) |
| Pedestrian-vehicular conflict | 1 |
| Uneven / poorly maintained pavements | 2 |
| <u>Pavement clutter, e.g. A-boards or other obstructions</u> | 3 |
| Difficulties in parking / busyness of car parks/ not car-friendly | 4 |
| Location of car parks | 5 |
| <u>Expensive parking</u> | 6 |
| Poor accessibility by bus | 7 |
| Difficulties moving around the centre with pushchairs, wheelchairs, etc | 8 |
| Environment | (10) |
| Dirty streets / car parks / footpaths | 1 |
| Feels unsafe | 2 |
| Not family friendly | 3 |
| <u>Lack of street furniture / floral displays</u> | 4 |
| Not busy enough | 5 |
| Overcrowded | 6 |
| Too inward looking / too many blank facades | 7 |
| Leisure and Services | (11) |
| Inadequate range of places to eat and drink | 1 |
| Inadequate range of financial and personal services | 2 |
| <u>Inadequate range of leisure facilities</u> | 3 |
| Absence of outdoor play areas for children | 4 |
| Retail Offer | (12) |
| Lack of choice / poor quality of independent shops | 1 |
| Lack of choice / poor quality of non-food multiple stores / high street chains like Next | 2 |
| <u>Lack of choice / poor quality of supermarkets</u> | 3 |
| Lack of a larger supermarket | 4 |
| Shops too small / small range of goods in stock | 5 |
| <u>Choice / quality of shops in general is inadequate</u> | 6 |
| Specified shops absent (PLEASE WRITE IN) | 7 |
| <hr/> | |
| Other | (13) |
| I dislike everything about the City / Town / Centre | 1 |
| No opinion / Nothing in particular | 2 |
| Other (PLEASE WRITE IN) | 3 |
| <hr/> | |

ASK ALL:

Q.6 How could(NAME OF CENTRE) **best** be improved?
CODE UP TO FIVE RESPONSES: DO NOT PROMPT

| | |
|----------------------------------------------------------------------------------------------------------------------|--------|
| Access / Transport | (14) |
| More parking / make more car-friendly | 1 |
| More disabled parking | 2 |
| <u>Cheaper parking</u> | 3 |
| Better bus services to / from and within the Centre | 4 |
| Make more pedestrian-friendly | 5 |
| <u>More dropped pavements to ease access for wheelchairs / pushchairs, etc</u> | 6 |
| Better maintenance of pavements / footpaths | 7 |
| Environment | (15) |
| Improve appearance of the buildings and landscaping | 1 |
| Remove litter / clean streets more often | 2 |
| <u>Improve street furniture / floral displays</u> | 3 |
| Improve security measures / policing | 4 |
| More shelter from wind / rain | 5 |
| Leisure and Services | (16) |
| Improve range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc) | 1 |
| Improve range of health services, e.g. doctors / dentists, chiropody, etc | 2 |
| <u>More outdoor play areas for children</u> | 3 |
| More / better eating and drinking facilities | 4 |
| More / better leisure facilities | 5 |
| Specific leisure facility (PLEASE WRITE IN) | 6 |
| <hr/> | |
| Retail Offer | (17) |
| Better choice / quality of independent shops | 1 |
| More non-food multiple stores / high street chains like Next, etc | 2 |
| <u>Bigger / better supermarket</u> | 3 |
| Better choice / quality of shops in general | 4 |
| Specified shop (PLEASE WRITE IN) | 5 |
| <hr/> | |
| Other | (18) |
| Don't know / None mentioned | 1 |
| Other (PLEASE WRITE IN) | 2 |

ASK ALL

Q.7 Are there any **types of food** shops that you feel(NAME OF CENTRE) is lacking in?

| | | |
|--------------|--------|-----------|
| | (19) | |
| Yes | 1 | GO TO Q.8 |
| No | 2 | GO TO Q.9 |
| (Don't know) | 3 | GO TO Q.9 |

IF 'YES' AT Q.7 ASK Q.8, OTHERS GO TO Q.9

Q.8 What **type of food** shop/s do you think(NAME OF CENTRE) is lacking in, e.g. butchers, or is there a specific foodstore you would like to see in(NAME OF CENTRE)?
DO NOT PROMPT PROBE FULLY: Any others ?

(20)

ASK ALL

Q.9 Are there any **types of non-food** shops that you feel(NAME OF CENTRE) is lacking in?

| | | |
|--------------|--------|------------|
| | (21) | |
| Yes | 1 | GO TO Q.10 |
| No | 2 | GO TO Q.11 |
| (Don't know) | 3 | GO TO Q.11 |

IF 'YES' AT Q.9 ASK Q.10. OTHERS GO TO Q.11

- Q.10 What **type of non-food** shop/s do you think(NAME OF CENTRE) is lacking in, e.g. women's fashion, or is there a specific non-food shop that you would like to see in(NAME OF CENTRE)?
DO NOT PROMPT PROBE FULLY: Any others ?

(22)

ASK ALL

- Q.11 Are there any **leisure** facilities that you feel(NAME OF CENTRE) is lacking in?

| | | |
|--------------|--------|------------|
| | (23) | |
| Yes | 1 | GO TO Q.12 |
| No | 2 | GO TO Q.13 |
| (Don't know) | 3 | GO TO Q.13 |

IF 'YES' AT Q.11 ASK Q.12. OTHERS GO TO Q.13

- Q.12 What type of **leisure** facilities do you think(NAME OF CENTRE) is lacking in?

DO NOT PROMPT PROBE FULLY: Any others ?

(24)

ASK ALL: SHOWCARD 'B'

- Q.13 Please could you let me know how satisfied or dissatisfied you are using a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, in relation to the following characteristics of(NAME OF CENTRE)

READ OUT CODE ONE RESPONSE PER STATEMENT

| | Very dissatisfied 1 | Quite dissatisfied 2 | Neither 3 | Quite satisfied 4 | Very satisfied 5 | (DK / N/A) |
|-----------------------------------------------------------------------------------------------------------------|---------------------------|----------------------------|--------------|-------------------------|------------------------|---------------|
| | (25) | (26) | (27) | (28) | (29) | (30) |
| Range and quality of shops | 1 | 1 | 1 | 1 | 1 | 1 |
| Supermarket offer | 2 | 2 | 2 | 2 | 2 | 2 |
| Family entertainment facilities (i.e. cinema / bowling / bingo) | 3 | 3 | 3 | 3 | 3 | 3 |
| Food and drink offer | 4 | 4 | 4 | 4 | 4 | 4 |
| Range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc) | 5 | 5 | 5 | 5 | 5 | 5 |
| Cleanliness of shopping streets / centre | 6 | 6 | 6 | 6 | 6 | 6 |
| Personal safety / policing | 7 | 7 | 7 | 7 | 7 | 7 |
| Quality and overall appearance of buildings and landscaping | 8 | 8 | 8 | 8 | 8 | 8 |
| Shelter from weather | 9 | 9 | 9 | 9 | 9 | 9 |
| Pedestrian safety | A | A | A | A | A | A |
| Amount of car parking | B | B | B | B | B | B |
| Cost of car parking | C | C | C | C | C | C |
| Accessibility by bus | D | D | D | D | D | D |
| Cycle access / cycle parking | E | E | E | E | E | E |
| Ease of movement around the centre on foot | F | F | F | F | F | F |
| Access for people with mobility / hearing / sight difficulties | G | G | G | G | G | G |
| <i>Ask in Sunderland & Houghton-le-Spring only</i> Location of car parks | H | H | H | H | H | H |
| <i>Ask in Sunderland only</i> The Transport Interchange | I | I | I | I | I | I |

ASK ALL SHOWCARD 'C'

- Q.14 When visiting(NAME OF CENTRE) how often do you combine shopping with visits to services (for financial, legal, personal or health purposes), or with visits to eating and drinking outlets, or other leisure facilities?

ONE ANSWER ONLY

| | |
|-----------------------------|----------|
| | (31) |
| Almost always | 1 |
| Quite often | 2 |
| <u>Sometimes</u> | <u>3</u> |
| Rarely | 4 |
| Never | 5 |
| (Don't know / couldn't say) | 6 |

ASK ALL

Q.15 Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months (including problems related to old age)?

READ OUT ONE ANSWER ONLY

| | | | |
|-----------------------|---|--------------------|--|
| | | (32) | |
| Yes, limited a little | 1 | GO TO Q.16 | |
| Yes, limited a lot | 2 | GO TO Q.16 | |
| No | 3 | GO TO RESP DETAILS | |
| Rather not say | 4 | GO TO RESP DETAILS | |

IF 'YES' AT Q.15 ASK Q.16. OTHERS GO TO RESP DETAILS

Q.16 Does / do the health problem/s or disability/ies relate to:

READ OUT CAN BE MULTICODED

| | | | |
|-------------------------|---|--------|--|
| | | (33) | |
| Mobility | 1 | | |
| Sight | 2 | | |
| <u>Hearing</u> | 3 | | |
| Old age generally | 4 | | |
| Other (PLEASE WRITE IN) | 5 | | |
| <hr/> | | | |
| Rather not say | 5 | | |

IF 'YES' AT Q.15 ASK Q.17. OTHERS GO TO RESP DETAILS

Q.17 Could you please describe any difficulties you have when visiting(NAME OF CENTRE) in relation to access to shops and services, movement around the centre, access to transport facilities, or any other issue that you may wish to highlight?

DO NOT PROMPT PROBE FULLY: Anything else ?

(34)

IF ANY DIFFICULTIES RECORDED AT Q.17 ASK Q.18. OTHERS GO TO RESP DETAILS

Q.18 What improvements would you like to see in(NAME OF CENTRE) that you would most welcome that would help the problems you have just described?

CODE UP TO FIVE RESPONSES: DO NOT PROMPT

| | | | |
|----------------------------------------------------------------------------------------|---|--------|--|
| | | (35) | |
| Reduce amount of pavement clutter, such as A-boards or other obstructions | 1 | | |
| Provide more pedestrian crossings | 2 | | |
| <u>Better maintenance of pavements</u> | 3 | | |
| Better signage within the centre | 4 | | |
| More disabled parking | 5 | | |
| <u>More dropped pavements to aid access by wheelchair</u> | 6 | | |
| Wider pavements / footpaths / walkways | 7 | | |
| More lifts within shops / shopping centre | 8 | | |
| <u>Ramped access within and at the entrance of shops</u> | 9 | | |
| More street / shop seating / seating in general | A | | |
| More circulation space in shops | B | | |
| More public / customer toilets, including disabled toilets and babychanging facilities | D | | |
| Other (PLEASE WRITE IN) | E | | |
| <hr/> | | | |
| (Don't know / none mentioned) | F | | |

RESPONDENT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE?

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS.

NAME: _____

ADDRESS: _____

POST CODE: TEL. NO. _____

CLASSIFICATION

| | | | |
|----------------|--------|----------------------|----------|
| GENDER: | (36) | AGE GROUP: | (37) |
| Male | 1 | 18 - 24 years | 1 |
| Female | 2 | 25 - 34 years | 2 |
| | | <u>35 - 44 years</u> | <u>3</u> |
| | | 45 - 54 years | 4 |
| | | 55 - 64 years | 5 |
| | | 65+ years | 6 |

WHICH OF THE FOLLOWING BEST DESCRIBES THE CHIEF WAGE EARNER OF YOUR HOUSEHOLD'S CURRENT EMPLOYMENT SITUATION?

| | |
|-------------------------|----------|
| | (38) |
| Working full time | 1 |
| Working part time | 2 |
| <u>Unemployed</u> | <u>3</u> |
| Retired | 4 |
| A housewife | 5 |
| <u>A student</u> | <u>6</u> |
| Other (PLEASE WRITE IN) | 7 |
| <hr/> | |
| (Refused) | 8 |

OCCUPATION OF CHIEF WAGE EARNER: _____

| | |
|-----------|----------|
| | (39) |
| AB | 1 |
| <u>C1</u> | <u>2</u> |
| C2 | 3 |
| DE | 4 |

| | | | |
|-------------------------------------|--------------|---------------------------|--------|
| HOUSEHOLD COMPOSITION: | | TIME OF INTERVIEW: | (40) |
| Number of adults incl Resp: | (41) | 10.00 – 12.00 | 1 |
| | | 12.01 – 14.00 | 2 |
| No. of children 15 years and under: | (42) | 14.01 – 16.00 | 3 |
| Number of cars in household: | (43) | | |

| | | | | | |
|--------------------------|----------|--------------------|--------|------------------------------|----------|
| DAY OF INTERVIEW: | (44) | CENTRE: | (45) | LOCATION (SEE INSTR): | (46) |
| Monday | 1 | Sunderland | 1 | Location 1 | 1 |
| Tuesday | 2 | Washington | 2 | Location 2 | 2 |
| <u>Wednesday</u> | <u>3</u> | Houghton-le-Spring | 3 | <u>Location 3</u> | <u>3</u> |
| Thursday | 4 | | | Location 4 | 4 |
| Friday | 5 | | | Location 5 | 5 |
| Saturday | 6 | | | <u>Location 6</u> | <u>6</u> |
| | | | | Location 7 | 7 |

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: _____ DATE: _____
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PEDESTRIAN SURVEY RESULTS

(Unweighted)

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | |
|---------------------------------------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------------|------------|--------------------|-------|-----|-------|-----|-------|-----|
| Q01 How did you travel to(NAME OF CENTRE) today? | | | | | | | | | | | | | | | | | | | | | | |
| Car-driver | 30.2% | 166 | 34.0% | 66 | 28.1% | 100 | 22.9% | 38 | 38.9% | 70 | 28.4% | 58 | 40.7% | 83 | 24.0% | 83 | 23.1% | 58 | 43.9% | 65 | 28.5% | 43 |
| Car-passenger | 10.2% | 56 | 10.3% | 20 | 10.1% | 36 | 10.2% | 17 | 10.0% | 18 | 10.3% | 21 | 10.3% | 21 | 10.1% | 35 | 10.4% | 26 | 10.8% | 16 | 9.3% | 14 |
| Bus / coach | 38.9% | 214 | 32.0% | 62 | 42.7% | 152 | 41.0% | 68 | 36.1% | 65 | 39.7% | 81 | 29.9% | 61 | 44.2% | 153 | 43.4% | 109 | 31.1% | 46 | 39.1% | 59 |
| Bicycle | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 1.0% | 2 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.7% | 1 |
| Train / Metro | 2.7% | 15 | 4.1% | 8 | 2.0% | 7 | 5.4% | 9 | 1.7% | 3 | 1.5% | 3 | 3.9% | 8 | 2.0% | 7 | 6.0% | 15 | 0.0% | 0 | 0.0% | 0 |
| Taxi | 1.5% | 8 | 1.5% | 3 | 1.4% | 5 | 2.4% | 4 | 0.0% | 0 | 2.0% | 4 | 1.5% | 3 | 1.4% | 5 | 2.0% | 5 | 2.0% | 3 | 0.0% | 0 |
| Walk | 16.0% | 88 | 17.5% | 34 | 15.2% | 54 | 17.5% | 29 | 13.3% | 24 | 17.2% | 35 | 12.7% | 26 | 17.9% | 62 | 14.7% | 37 | 11.5% | 17 | 22.5% | 34 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mobility scooter | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Mean score [Number of times per week]: 7 days a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5 Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1, First time today = 0

Q02 How often do you visit(NAME OF CENTRE)?

| | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| 7 days a week | 8.0% | 44 | 6.2% | 12 | 9.0% | 32 | 9.0% | 15 | 3.9% | 7 | 10.8% | 22 | 3.9% | 8 | 10.4% | 36 | 5.6% | 14 | 10.8% | 16 | 9.3% | 14 |
| 4-6 times a week | 17.1% | 94 | 17.5% | 34 | 16.9% | 60 | 18.1% | 30 | 12.8% | 23 | 20.1% | 41 | 13.7% | 28 | 19.1% | 66 | 19.5% | 49 | 14.2% | 21 | 15.9% | 24 |
| 2-3 times a week | 36.9% | 203 | 36.1% | 70 | 37.4% | 133 | 34.9% | 58 | 39.4% | 71 | 36.3% | 74 | 38.2% | 78 | 36.1% | 125 | 36.7% | 92 | 33.8% | 50 | 40.4% | 61 |
| Once a week | 19.1% | 105 | 22.7% | 44 | 17.1% | 61 | 16.3% | 27 | 22.8% | 41 | 18.1% | 37 | 20.6% | 42 | 18.2% | 63 | 17.1% | 43 | 19.6% | 29 | 21.9% | 33 |
| Once a fortnight | 6.0% | 33 | 4.1% | 8 | 7.0% | 25 | 7.2% | 12 | 6.1% | 11 | 4.9% | 10 | 7.4% | 15 | 5.2% | 18 | 6.4% | 16 | 6.1% | 9 | 5.3% | 8 |
| Once a month | 6.2% | 34 | 7.2% | 14 | 5.6% | 20 | 7.8% | 13 | 7.2% | 13 | 3.9% | 8 | 7.4% | 15 | 5.5% | 19 | 6.8% | 17 | 6.8% | 10 | 4.6% | 7 |
| Less than once a month | 6.2% | 34 | 5.7% | 11 | 6.5% | 23 | 6.0% | 10 | 6.7% | 12 | 5.9% | 12 | 7.4% | 15 | 5.5% | 19 | 7.2% | 18 | 8.8% | 13 | 2.0% | 3 |
| First time today | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.0% | 0 | 1.1% | 2 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.7% | 1 |
| (Don't know) | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------|--------|---------|---------|------|-------|------|------------|------------|--------------------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Q03 What is the main reason for your visit to(NAME OF CENTRE) today? | | | | | | | | | | | | | | | | | | | | | | |
| To buy food and groceries (not take-away/café/restaurant) | 33.5% | 184 | 29.4% | 57 | 35.7% | 127 | 21.1% | 35 | 38.9% | 70 | 38.7% | 79 | 31.4% | 64 | 34.7% | 120 | 21.5% | 54 | 35.8% | 53 | 51.0% | 77 |
| To buy non-food goods such as clothes, shoes, jewellery, etc | 22.4% | 123 | 23.2% | 45 | 21.9% | 78 | 25.3% | 42 | 21.1% | 38 | 21.1% | 43 | 23.5% | 48 | 21.7% | 75 | 25.5% | 64 | 29.1% | 43 | 10.6% | 16 |
| Window shopping / browsing | 9.5% | 52 | 12.4% | 24 | 7.9% | 28 | 11.4% | 19 | 7.2% | 13 | 9.8% | 20 | 10.8% | 22 | 8.7% | 30 | 11.2% | 28 | 11.5% | 17 | 4.6% | 7 |
| To visit the Civic Centre / access Council services | 1.5% | 8 | 2.1% | 4 | 1.1% | 4 | 1.8% | 3 | 1.7% | 3 | 1.0% | 2 | 0.5% | 1 | 2.0% | 7 | 1.6% | 4 | 0.0% | 0 | 2.6% | 4 |
| For financial, legal, personal or other services, (e.g. banks, solicitors, hairdressers, beauty parlours, post office, travel agent, estate agents etc | 8.0% | 44 | 11.9% | 23 | 5.9% | 21 | 7.2% | 12 | 9.4% | 17 | 7.4% | 15 | 7.4% | 15 | 8.4% | 29 | 7.6% | 19 | 6.8% | 10 | 9.9% | 15 |
| To use a leisure facility such as a cinema / gym / dance class / children's play centre | 2.2% | 12 | 3.1% | 6 | 1.7% | 6 | 3.6% | 6 | 1.7% | 3 | 1.5% | 3 | 2.0% | 4 | 2.3% | 8 | 2.0% | 5 | 1.4% | 2 | 3.3% | 5 |
| For drinks | 0.4% | 2 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.6% | 2 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 |
| To eat out (take-aways and restaurants) | 3.1% | 17 | 1.5% | 3 | 3.9% | 14 | 4.2% | 7 | 3.3% | 6 | 2.0% | 4 | 3.9% | 8 | 2.6% | 9 | 4.8% | 12 | 2.7% | 4 | 0.7% | 1 |
| For work / business purposes | 6.4% | 35 | 4.6% | 9 | 7.3% | 26 | 9.0% | 15 | 5.0% | 9 | 5.4% | 11 | 7.4% | 15 | 5.8% | 20 | 10.0% | 25 | 2.7% | 4 | 4.0% | 6 |
| To meet somebody | 7.1% | 39 | 6.2% | 12 | 7.6% | 27 | 9.0% | 15 | 5.0% | 9 | 7.4% | 15 | 7.8% | 16 | 6.6% | 23 | 6.8% | 17 | 8.1% | 12 | 6.6% | 10 |
| To visit the library | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.6% | 1 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.7% | 1 |
| To use a health service (i.e.doctor, dentist, chiropody, physiotherapy etc.) | 3.1% | 17 | 3.1% | 6 | 3.1% | 11 | 3.0% | 5 | 3.3% | 6 | 2.9% | 6 | 1.0% | 2 | 4.3% | 15 | 6.0% | 15 | 1.4% | 2 | 0.0% | 0 |
| To visit arts / cultural / tourism facilities | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| To attend a place of worship or religious institution | 0.5% | 3 | 0.0% | 0 | 0.8% | 3 | 0.6% | 1 | 0.6% | 1 | 0.5% | 1 | 1.0% | 2 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 1.3% | 2 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| School / college / university | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| To catch a bus | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| (None) | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 1.3% | 7 | 0.5% | 1 | 1.7% | 6 | 1.2% | 2 | 2.2% | 4 | 0.5% | 1 | 1.0% | 2 | 1.4% | 5 | 0.4% | 1 | 0.0% | 0 | 4.0% | 6 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|-------------------------------------------------------------------------------------------------------------------|-------|------|--------|---------|---------|------|-------|------|------------|------------|--------------------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Q04 What do you like most about(NAME OF CENTRE)? [MR] | | | | | | | | | | | | | | | | | | | | | | |
| Access / Transport | | | | | | | | | | | | | | | | | | | | | | |
| Near to home / convenient | 49.5% | 272 | 52.6% | 102 | 47.8% | 170 | 39.2% | 65 | 54.4% | 98 | 53.4% | 109 | 46.6% | 95 | 51.2% | 177 | 38.6% | 97 | 54.7% | 81 | 62.3% | 94 |
| Parking is easy / car-friendly | 6.0% | 33 | 6.2% | 12 | 5.9% | 21 | 4.2% | 7 | 10.6% | 19 | 3.4% | 7 | 6.9% | 14 | 5.5% | 19 | 4.4% | 11 | 10.8% | 16 | 4.0% | 6 |
| Parking is cheap / free | 4.7% | 26 | 5.2% | 10 | 4.5% | 16 | 4.2% | 7 | 6.1% | 11 | 3.9% | 8 | 5.9% | 12 | 4.0% | 14 | 0.8% | 2 | 12.2% | 18 | 4.0% | 6 |
| Good accessibility by bus | 7.1% | 39 | 6.2% | 12 | 7.6% | 27 | 6.6% | 11 | 5.6% | 10 | 8.8% | 18 | 9.3% | 19 | 5.8% | 20 | 5.2% | 13 | 6.8% | 10 | 10.6% | 16 |
| Pedestrian-friendly | 2.0% | 11 | 3.6% | 7 | 1.1% | 4 | 1.8% | 3 | 3.3% | 6 | 1.0% | 2 | 2.9% | 6 | 1.4% | 5 | 1.6% | 4 | 3.4% | 5 | 1.3% | 2 |
| Ease of access for all (with pushchairs, wheelchairs, etc) | 1.5% | 8 | 0.5% | 1 | 2.0% | 7 | 1.2% | 2 | 0.6% | 1 | 2.5% | 5 | 1.5% | 3 | 1.4% | 5 | 1.6% | 4 | 1.4% | 2 | 1.3% | 2 |
| The Transport Interchange and link to Metro (Sunderland only) | 0.9% | 5 | 2.1% | 4 | 0.3% | 1 | 1.8% | 3 | 1.1% | 2 | 0.0% | 0 | 1.0% | 2 | 0.9% | 3 | 2.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Environment | | | | | | | | | | | | | | | | | | | | | | |
| Feels safe | 6.4% | 35 | 5.7% | 11 | 6.7% | 24 | 3.0% | 5 | 10.0% | 18 | 5.9% | 12 | 4.4% | 9 | 7.5% | 26 | 5.2% | 13 | 10.1% | 15 | 4.6% | 7 |
| General cleanliness of shopping streets / shopping centre | 5.1% | 28 | 6.2% | 12 | 4.5% | 16 | 5.4% | 9 | 6.7% | 12 | 3.4% | 7 | 7.4% | 15 | 3.8% | 13 | 2.8% | 7 | 14.2% | 21 | 0.0% | 0 |
| Nice street furniture / floral displays | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Nice busy feel | 1.6% | 9 | 2.1% | 4 | 1.4% | 5 | 2.4% | 4 | 2.2% | 4 | 0.5% | 1 | 2.0% | 4 | 1.4% | 5 | 1.6% | 4 | 3.4% | 5 | 0.0% | 0 |
| Not too crowded | 4.9% | 27 | 5.7% | 11 | 4.5% | 16 | 5.4% | 9 | 5.0% | 9 | 4.4% | 9 | 5.4% | 11 | 4.6% | 16 | 4.4% | 11 | 6.1% | 9 | 4.6% | 7 |
| Character / atmosphere | 5.5% | 30 | 6.7% | 13 | 4.8% | 17 | 4.2% | 7 | 4.4% | 8 | 7.4% | 15 | 2.5% | 5 | 7.2% | 25 | 2.4% | 6 | 12.2% | 18 | 4.0% | 6 |
| Indoor nature of The Galleries (Washington only) | 2.0% | 11 | 2.1% | 4 | 2.0% | 7 | 0.0% | 0 | 2.2% | 4 | 3.4% | 7 | 0.5% | 1 | 2.9% | 10 | 0.0% | 0 | 7.4% | 11 | 0.0% | 0 |
| Leisure and Services | | | | | | | | | | | | | | | | | | | | | | |
| Good range of places to eat and drink | 10.4% | 57 | 9.3% | 18 | 11.0% | 39 | 11.4% | 19 | 11.1% | 20 | 8.8% | 18 | 8.3% | 17 | 11.6% | 40 | 6.4% | 16 | 16.9% | 25 | 10.6% | 16 |
| Good range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc) | 1.3% | 7 | 1.5% | 3 | 1.1% | 4 | 1.8% | 3 | 1.1% | 2 | 1.0% | 2 | 0.5% | 1 | 1.7% | 6 | 1.6% | 4 | 2.0% | 3 | 0.0% | 0 |
| Good range of leisure facilities | 2.4% | 13 | 2.1% | 4 | 2.5% | 9 | 4.8% | 8 | 2.2% | 4 | 0.5% | 1 | 2.9% | 6 | 2.0% | 7 | 3.2% | 8 | 2.0% | 3 | 1.3% | 2 |
| Retail Offer | | | | | | | | | | | | | | | | | | | | | | |
| Good choice / quality of independent shops | 9.3% | 51 | 9.3% | 18 | 9.3% | 33 | 13.9% | 23 | 6.7% | 12 | 7.8% | 16 | 9.3% | 19 | 9.2% | 32 | 6.0% | 15 | 16.9% | 25 | 7.3% | 11 |
| Good choice / quality of non-food multiple stores (e.g. high street chains: Next, Dorothy Perkins etc.) | 5.6% | 31 | 4.6% | 9 | 6.2% | 22 | 7.2% | 12 | 5.0% | 9 | 4.9% | 10 | 5.4% | 11 | 5.8% | 20 | 7.6% | 19 | 8.1% | 12 | 0.0% | 0 |
| Good choice / quality of foodstores | 3.8% | 21 | 2.1% | 4 | 4.8% | 17 | 3.0% | 5 | 5.0% | 9 | 3.4% | 7 | 2.5% | 5 | 4.6% | 16 | 2.0% | 5 | 4.7% | 7 | 6.0% | 9 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Sunderland | | Washington | | Houghton-Le-Spring | | |
|--------------------------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|------------|-------|------------|------|--------------------|------|-----|
| Quality of shops in general | 5.1% | 28 | 4.1% | 8 | 5.6% | 20 | 6.0% | 10 | 3.9% | 7 | 5.4% | 11 | 3.9% | 8 | 5.8% | 20 | 3.2% | 8 | 8.1% | 12 | 5.3% | 8 |
| Specified shops (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | | | | | | | | | | | | | | | | | | | | | | |
| I like everything about the City / Town / Centre | 3.6% | 20 | 4.6% | 9 | 3.1% | 11 | 2.4% | 4 | 2.2% | 4 | 5.9% | 12 | 2.5% | 5 | 4.3% | 15 | 5.2% | 13 | 2.7% | 4 | 2.0% | 3 |
| No opinion / Nothing in particular | 13.6% | 75 | 13.9% | 27 | 13.5% | 48 | 13.3% | 22 | 11.7% | 21 | 15.7% | 32 | 14.2% | 29 | 13.3% | 46 | 21.1% | 53 | 8.1% | 12 | 6.6% | 10 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B & M Bargains | 1.6% | 9 | 1.0% | 2 | 2.0% | 7 | 2.4% | 4 | 0.6% | 1 | 2.0% | 4 | 2.0% | 4 | 1.4% | 5 | 0.0% | 0 | 0.0% | 0 | 6.0% | 9 |
| Compact | 1.5% | 8 | 1.5% | 3 | 1.4% | 5 | 1.8% | 3 | 0.6% | 1 | 2.0% | 4 | 2.0% | 4 | 1.2% | 4 | 2.4% | 6 | 0.7% | 1 | 0.7% | 1 |
| Familiarity | 1.1% | 6 | 0.5% | 1 | 1.4% | 5 | 1.2% | 2 | 0.0% | 0 | 2.0% | 4 | 0.0% | 0 | 1.7% | 6 | 0.8% | 2 | 0.0% | 0 | 2.6% | 4 |
| Friendly people | 2.7% | 15 | 1.5% | 3 | 3.4% | 12 | 1.8% | 3 | 2.2% | 4 | 3.9% | 8 | 2.5% | 5 | 2.9% | 10 | 4.0% | 10 | 0.0% | 0 | 3.3% | 5 |
| Good market | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Heron Foods | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 2 |
| Marks & Spencer | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.5% | 1 | 0.3% | 1 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 |
| Peppercorn Café | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.6% | 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.3% | 2 |
| Sainsbury's | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Subway | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| The Bridges | 1.8% | 10 | 1.0% | 2 | 2.2% | 8 | 2.4% | 4 | 1.7% | 3 | 1.5% | 3 | 3.9% | 8 | 0.6% | 2 | 4.0% | 10 | 0.0% | 0 | 0.0% | 0 |
| Undercover | 0.9% | 5 | 0.5% | 1 | 1.1% | 4 | 1.2% | 2 | 0.6% | 1 | 1.0% | 2 | 0.5% | 1 | 1.2% | 4 | 1.2% | 3 | 1.4% | 2 | 0.0% | 0 |
| (Don't know) | 0.9% | 5 | 0.5% | 1 | 1.1% | 4 | 1.2% | 2 | 1.7% | 3 | 0.0% | 0 | 1.0% | 2 | 0.9% | 3 | 1.6% | 4 | 0.0% | 0 | 0.7% | 1 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|------------------------------------------------------------------------------------------|-------|------|--------|---------|---------|------|-------|------|------------|------------|--------------------|----|------|----|-------|----|-------|----|------|----|-------|----|
| Q05 What do you dislike most about(NAME OF CENTRE)? [MR] | | | | | | | | | | | | | | | | | | | | | | |
| Access / Transport | | | | | | | | | | | | | | | | | | | | | | |
| Pedestrian-vehicular conflict | 1.5% | 8 | 1.5% | 3 | 1.4% | 5 | 0.6% | 1 | 1.7% | 3 | 2.0% | 4 | 1.5% | 3 | 1.4% | 5 | 0.4% | 1 | 0.7% | 1 | 4.0% | 6 |
| Uneven / poorly maintained pavements | 0.7% | 4 | 0.5% | 1 | 0.8% | 3 | 0.6% | 1 | 1.1% | 2 | 0.5% | 1 | 1.5% | 3 | 0.3% | 1 | 1.6% | 4 | 0.0% | 0 | 0.0% | 0 |
| Pavement clutter, e.g. A-boards or other obstructions | 0.5% | 3 | 1.0% | 2 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.9% | 3 | 0.8% | 2 | 0.0% | 0 | 0.7% | 1 |
| Difficulties in parking / busyness of car parks / not car-friendly | 4.0% | 22 | 5.2% | 10 | 3.4% | 12 | 4.2% | 7 | 4.4% | 8 | 3.4% | 7 | 5.9% | 12 | 2.9% | 10 | 2.8% | 7 | 6.8% | 10 | 3.3% | 5 |
| Location of car parks | 1.3% | 7 | 1.5% | 3 | 1.1% | 4 | 1.2% | 2 | 1.1% | 2 | 1.5% | 3 | 2.0% | 4 | 0.9% | 3 | 2.0% | 5 | 0.0% | 0 | 1.3% | 2 |
| Expensive parking | 1.3% | 7 | 1.0% | 2 | 1.4% | 5 | 1.8% | 3 | 1.7% | 3 | 0.5% | 1 | 2.5% | 5 | 0.6% | 2 | 2.8% | 7 | 0.0% | 0 | 0.0% | 0 |
| Poor accessibility by bus | 0.5% | 3 | 1.0% | 2 | 0.3% | 1 | 0.6% | 1 | 1.1% | 2 | 0.0% | 0 | 1.0% | 2 | 0.3% | 1 | 1.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Difficulties moving around the centre with pushchairs, wheelchairs, etc | 1.6% | 9 | 2.6% | 5 | 1.1% | 4 | 1.2% | 2 | 0.6% | 1 | 2.9% | 6 | 1.5% | 3 | 1.7% | 6 | 0.8% | 2 | 2.0% | 3 | 2.6% | 4 |
| Environment | | | | | | | | | | | | | | | | | | | | | | |
| Dirty streets / car parks / footpaths | 10.4% | 57 | 13.9% | 27 | 8.4% | 30 | 6.6% | 11 | 13.9% | 25 | 10.3% | 21 | 9.3% | 19 | 11.0% | 38 | 14.3% | 36 | 0.7% | 1 | 13.2% | 20 |
| Feels unsafe | 1.1% | 6 | 2.6% | 5 | 0.3% | 1 | 1.2% | 2 | 0.6% | 1 | 1.5% | 3 | 0.5% | 1 | 1.4% | 5 | 0.8% | 2 | 0.0% | 0 | 2.6% | 4 |
| Not family friendly | 0.9% | 5 | 1.5% | 3 | 0.6% | 2 | 0.6% | 1 | 0.0% | 0 | 2.0% | 4 | 1.0% | 2 | 0.9% | 3 | 0.8% | 2 | 0.7% | 1 | 1.3% | 2 |
| Lack of street furniture / floral displays | 2.4% | 13 | 4.1% | 8 | 1.4% | 5 | 0.0% | 0 | 3.3% | 6 | 3.4% | 7 | 3.4% | 7 | 1.7% | 6 | 3.2% | 8 | 0.7% | 1 | 2.6% | 4 |
| Not busy enough | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Overcrowded | 1.8% | 10 | 0.5% | 1 | 2.5% | 9 | 3.0% | 5 | 2.2% | 4 | 0.5% | 1 | 1.0% | 2 | 2.3% | 8 | 1.6% | 4 | 2.7% | 4 | 1.3% | 2 |
| Too inward looking / too many blank facades | 1.8% | 10 | 2.1% | 4 | 1.7% | 6 | 1.8% | 3 | 1.1% | 2 | 2.5% | 5 | 0.0% | 0 | 2.9% | 10 | 3.2% | 8 | 0.0% | 0 | 1.3% | 2 |
| Leisure and Services | | | | | | | | | | | | | | | | | | | | | | |
| Inadequate range of places to eat and drink | 1.6% | 9 | 1.0% | 2 | 2.0% | 7 | 3.0% | 5 | 1.7% | 3 | 0.5% | 1 | 1.0% | 2 | 2.0% | 7 | 2.0% | 5 | 0.7% | 1 | 2.0% | 3 |
| Inadequate range of financial and personal services | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Inadequate range of leisure facilities | 0.9% | 5 | 0.5% | 1 | 1.1% | 4 | 1.2% | 2 | 0.6% | 1 | 1.0% | 2 | 0.5% | 1 | 1.2% | 4 | 2.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Absence of outdoor play areas for children | 1.6% | 9 | 0.0% | 0 | 2.5% | 9 | 3.6% | 6 | 1.1% | 2 | 0.5% | 1 | 1.5% | 3 | 1.7% | 6 | 2.8% | 7 | 0.0% | 0 | 1.3% | 2 |
| Retail Offer | | | | | | | | | | | | | | | | | | | | | | |
| Lack of choice / poor quality of independent shops | 12.2% | 67 | 11.3% | 22 | 12.6% | 45 | 13.9% | 23 | 11.1% | 20 | 11.8% | 24 | 9.8% | 20 | 13.6% | 47 | 17.9% | 45 | 6.1% | 9 | 8.6% | 13 |
| Lack of choice / poor quality of non-food multiple stores / high street chains like Next | 9.1% | 50 | 7.7% | 15 | 9.8% | 35 | 11.4% | 19 | 6.1% | 11 | 9.8% | 20 | 8.3% | 17 | 9.5% | 33 | 11.6% | 29 | 4.1% | 6 | 9.9% | 15 |
| Lack of choice / poor quality of supermarkets | 4.5% | 25 | 7.2% | 14 | 3.1% | 11 | 4.2% | 7 | 3.9% | 7 | 5.4% | 11 | 4.4% | 9 | 4.6% | 16 | 4.0% | 10 | 3.4% | 5 | 6.6% | 10 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Sunderland | | Washington | | Houghton-Le-Spring | | |
|-----------------------------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|------------|-------|------------|-------|--------------------|-------|-----|
| Lack of a larger supermarket | 4.4% | 24 | 3.1% | 6 | 5.1% | 18 | 1.8% | 3 | 5.6% | 10 | 5.4% | 11 | 3.4% | 7 | 4.9% | 17 | 0.8% | 2 | 1.4% | 2 | 13.2% | 20 |
| Shops too small / small range of goods in stock | 1.8% | 10 | 1.5% | 3 | 2.0% | 7 | 1.8% | 3 | 2.8% | 5 | 1.0% | 2 | 2.9% | 6 | 1.2% | 4 | 2.0% | 5 | 0.0% | 0 | 3.3% | 5 |
| Choice / quality of shops in general is inadequate | 6.0% | 33 | 9.8% | 19 | 3.9% | 14 | 6.6% | 11 | 6.7% | 12 | 4.9% | 10 | 10.3% | 21 | 3.5% | 12 | 4.4% | 11 | 2.0% | 3 | 12.6% | 19 |
| Specified shops absent (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | | | | | | | | | | | | | | | | | | | | | | |
| I dislike everything about the City / Town / Centre | 1.8% | 10 | 4.1% | 8 | 0.6% | 2 | 1.2% | 2 | 2.2% | 4 | 2.0% | 4 | 1.0% | 2 | 2.3% | 8 | 3.2% | 8 | 0.0% | 0 | 1.3% | 2 |
| No opinion / Nothing in particular | 38.9% | 214 | 36.1% | 70 | 40.4% | 144 | 41.0% | 68 | 36.7% | 66 | 39.2% | 80 | 35.8% | 73 | 40.8% | 141 | 33.1% | 83 | 58.1% | 86 | 29.8% | 45 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of public toilets | 2.0% | 11 | 1.5% | 3 | 2.2% | 8 | 0.6% | 1 | 1.7% | 3 | 3.4% | 7 | 2.0% | 4 | 2.0% | 7 | 0.4% | 1 | 3.4% | 5 | 3.3% | 5 |
| Lack of seating | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Lifts / escalators often out of order | 0.9% | 5 | 0.5% | 1 | 1.1% | 4 | 0.6% | 1 | 0.6% | 1 | 1.5% | 3 | 0.5% | 1 | 1.2% | 4 | 0.0% | 0 | 3.4% | 5 | 0.0% | 0 |
| Marks & Spencer | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 1.0% | 2 | 0.0% | 0 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 |
| Not undercover | 0.5% | 3 | 0.5% | 1 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.5% | 3 | 0.0% | 0 | 0.9% | 3 | 0.4% | 1 | 0.0% | 0 | 1.3% | 2 |
| Poor market | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Galleries | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.5% | 1 | 0.3% | 1 | 0.0% | 0 | 1.4% | 2 | 0.0% | 0 |
| The tip | 0.7% | 4 | 0.5% | 1 | 0.8% | 3 | 0.0% | 0 | 1.1% | 2 | 1.0% | 2 | 0.5% | 1 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 2.6% | 4 |
| Too hot | 0.5% | 3 | 0.5% | 1 | 0.6% | 2 | 0.6% | 1 | 0.6% | 1 | 0.5% | 1 | 0.5% | 1 | 0.6% | 2 | 0.0% | 0 | 2.0% | 3 | 0.0% | 0 |
| Too many charity shops | 2.7% | 15 | 1.5% | 3 | 3.4% | 12 | 1.8% | 3 | 2.8% | 5 | 3.4% | 7 | 2.9% | 6 | 2.6% | 9 | 4.4% | 11 | 0.7% | 1 | 2.0% | 3 |
| Too many fast food shops | 1.3% | 7 | 0.0% | 0 | 2.0% | 7 | 2.4% | 4 | 1.7% | 3 | 0.0% | 0 | 1.0% | 2 | 1.4% | 5 | 1.2% | 3 | 0.7% | 1 | 2.0% | 3 |
| Too many vacant shops | 4.9% | 27 | 4.1% | 8 | 5.3% | 19 | 4.8% | 8 | 3.9% | 7 | 5.9% | 12 | 5.9% | 12 | 4.3% | 15 | 9.6% | 24 | 0.0% | 0 | 2.0% | 3 |
| Unappealing / rundown | 2.5% | 14 | 3.1% | 6 | 2.2% | 8 | 2.4% | 4 | 3.9% | 7 | 1.5% | 3 | 3.9% | 8 | 1.7% | 6 | 4.4% | 11 | 1.4% | 2 | 0.7% | 1 |
| Undersireables | 2.9% | 16 | 3.1% | 6 | 2.8% | 10 | 3.6% | 6 | 2.2% | 4 | 2.9% | 6 | 3.4% | 7 | 2.6% | 9 | 2.4% | 6 | 4.1% | 6 | 2.6% | 4 |
| WHSmith | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|----------------------------------------------------------------------------------------------------------------------|-------|------|--------|---------|---------|------|-------|------|------------|------------|--------------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q06 How could(NAME OF CENTRE) best be improved? [MR] | | | | | | | | | | | | | | | | | | | | | | |
| Access / Transport | | | | | | | | | | | | | | | | | | | | | | |
| More parking / make more car-friendly | 5.6% | 31 | 7.7% | 15 | 4.5% | 16 | 4.8% | 8 | 5.6% | 10 | 6.4% | 13 | 6.4% | 13 | 5.2% | 18 | 4.8% | 12 | 7.4% | 11 | 5.3% | 8 |
| More disabled parking | 1.3% | 7 | 2.1% | 4 | 0.8% | 3 | 1.8% | 3 | 0.6% | 1 | 1.5% | 3 | 2.0% | 4 | 0.9% | 3 | 1.6% | 4 | 2.0% | 3 | 0.0% | 0 |
| Cheaper parking | 1.5% | 8 | 1.0% | 2 | 1.7% | 6 | 1.8% | 3 | 1.7% | 3 | 1.0% | 2 | 2.0% | 4 | 1.2% | 4 | 2.8% | 7 | 0.0% | 0 | 0.7% | 1 |
| Better bus services to / from and within the Centre | 0.9% | 5 | 0.5% | 1 | 1.1% | 4 | 1.8% | 3 | 0.6% | 1 | 0.5% | 1 | 0.5% | 1 | 1.2% | 4 | 2.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Make more pedestrian-friendly | 3.6% | 20 | 5.2% | 10 | 2.8% | 10 | 3.0% | 5 | 1.1% | 2 | 6.4% | 13 | 4.4% | 9 | 3.2% | 11 | 2.8% | 7 | 0.0% | 0 | 8.6% | 13 |
| More dropped pavements to ease access for wheelchairs / pushchairs, etc | 1.1% | 6 | 1.0% | 2 | 1.1% | 4 | 0.6% | 1 | 0.6% | 1 | 2.0% | 4 | 2.0% | 4 | 0.6% | 2 | 0.8% | 2 | 0.7% | 1 | 2.0% | 3 |
| Better maintenance of pavements / footpaths | 2.2% | 12 | 2.6% | 5 | 2.0% | 7 | 1.8% | 3 | 2.2% | 4 | 2.5% | 5 | 0.5% | 1 | 3.2% | 11 | 2.8% | 7 | 0.7% | 1 | 2.6% | 4 |
| Environment | | | | | | | | | | | | | | | | | | | | | | |
| Improve appearance of the buildings and landscaping | 11.8% | 65 | 14.9% | 29 | 10.1% | 36 | 10.2% | 17 | 11.7% | 21 | 13.2% | 27 | 12.7% | 26 | 11.3% | 39 | 16.7% | 42 | 1.4% | 2 | 13.9% | 21 |
| Remove litter / clean streets more often | 8.9% | 49 | 10.3% | 20 | 8.1% | 29 | 5.4% | 9 | 11.7% | 21 | 9.3% | 19 | 7.4% | 15 | 9.8% | 34 | 13.1% | 33 | 0.7% | 1 | 9.9% | 15 |
| Improve street furniture / floral displays | 1.8% | 10 | 2.6% | 5 | 1.4% | 5 | 0.6% | 1 | 1.7% | 3 | 2.9% | 6 | 2.0% | 4 | 1.7% | 6 | 2.0% | 5 | 0.7% | 1 | 2.6% | 4 |
| Improve security measures / policing | 1.3% | 7 | 2.6% | 5 | 0.6% | 2 | 1.2% | 2 | 1.7% | 3 | 1.0% | 2 | 1.0% | 2 | 1.4% | 5 | 1.2% | 3 | 0.7% | 1 | 2.0% | 3 |
| More shelter from wind / rain | 1.3% | 7 | 1.0% | 2 | 1.4% | 5 | 1.2% | 2 | 0.6% | 1 | 2.0% | 4 | 0.5% | 1 | 1.7% | 6 | 1.2% | 3 | 2.7% | 4 | 0.0% | 0 |
| Leisure and Services | | | | | | | | | | | | | | | | | | | | | | |
| Improve range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc) | 1.3% | 7 | 2.1% | 4 | 0.8% | 3 | 1.2% | 2 | 1.7% | 3 | 1.0% | 2 | 0.0% | 0 | 2.0% | 7 | 1.6% | 4 | 1.4% | 2 | 0.7% | 1 |
| Improve range of health services, e.g. doctors / dentists, chiropody, etc | 0.5% | 3 | 1.5% | 3 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.9% | 3 | 1.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| More outdoor play areas for children | 2.9% | 16 | 2.1% | 4 | 3.4% | 12 | 4.8% | 8 | 2.8% | 5 | 1.5% | 3 | 2.0% | 4 | 3.5% | 12 | 4.8% | 12 | 0.7% | 1 | 2.0% | 3 |
| More / better eating and drinking facilities | 3.5% | 19 | 4.1% | 8 | 3.1% | 11 | 6.6% | 11 | 2.8% | 5 | 1.5% | 3 | 3.9% | 8 | 3.2% | 11 | 6.0% | 15 | 2.0% | 3 | 0.7% | 1 |
| More / better leisure facilities | 2.5% | 14 | 1.0% | 2 | 3.4% | 12 | 3.0% | 5 | 3.3% | 6 | 1.5% | 3 | 1.0% | 2 | 3.5% | 12 | 4.8% | 12 | 0.7% | 1 | 0.7% | 1 |
| Specific leisure facility (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better choice / quality of independent shops | 18.2% | 100 | 17.5% | 34 | 18.5% | 66 | 21.7% | 36 | 19.4% | 35 | 14.2% | 29 | 19.1% | 39 | 17.6% | 61 | 26.3% | 66 | 10.1% | 15 | 12.6% | 19 |
| More non-food multiple | 11.1% | 61 | 10.8% | 21 | 11.2% | 40 | 12.7% | 21 | 10.0% | 18 | 10.8% | 22 | 11.3% | 23 | 11.0% | 38 | 16.7% | 42 | 6.8% | 10 | 6.0% | 9 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|---------------------------------------------|-------|------|--------|---------|---------|------|-------|------|------------|------------|--------------------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| stores / high street chains like Next, etc | | | | | | | | | | | | | | | | | | | | | | |
| Bigger / better supermarket Retail Offer | 9.1% | 50 | 6.2% | 12 | 10.7% | 38 | 6.6% | 11 | 10.6% | 19 | 9.8% | 20 | 8.3% | 17 | 9.5% | 33 | 1.6% | 4 | 2.0% | 3 | 28.5% | 43 |
| Better choice / quality of shops in general | 13.1% | 72 | 16.0% | 31 | 11.5% | 41 | 12.7% | 21 | 12.8% | 23 | 13.7% | 28 | 14.2% | 29 | 12.4% | 43 | 12.4% | 31 | 7.4% | 11 | 19.9% | 30 |
| Specified shop (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | | | | | | | | | | | | | | | | | | | | | | |
| Don't know / None mentioned | 30.4% | 167 | 30.4% | 59 | 30.3% | 108 | 28.9% | 48 | 29.4% | 53 | 32.4% | 66 | 28.9% | 59 | 31.2% | 108 | 24.3% | 61 | 48.6% | 72 | 22.5% | 34 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A decent market | 0.7% | 4 | 1.0% | 2 | 0.6% | 2 | 0.6% | 1 | 0.6% | 1 | 1.0% | 2 | 0.5% | 1 | 0.9% | 3 | 1.6% | 4 | 0.0% | 0 | 0.0% | 0 |
| Adapt the Vaux site | 0.4% | 2 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 | 0.0% | 0 | 0.6% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Aldi | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Christmas markets | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.6% | 1 | 0.5% | 1 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 2 |
| Fill the vacant shops | 3.1% | 17 | 2.1% | 4 | 3.7% | 13 | 1.8% | 3 | 3.3% | 6 | 3.9% | 8 | 3.9% | 8 | 2.6% | 9 | 5.6% | 14 | 0.7% | 1 | 1.3% | 2 |
| Improve the condition of the roads | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.6% | 2 | 0.4% | 1 | 0.0% | 0 | 0.7% | 1 |
| Lidl | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Lifts / escalators working all of the time | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 1.4% | 2 | 0.0% | 0 |
| Make undercover | 1.1% | 6 | 0.5% | 1 | 1.4% | 5 | 0.6% | 1 | 0.6% | 1 | 2.0% | 4 | 0.5% | 1 | 1.4% | 5 | 1.6% | 4 | 0.7% | 1 | 0.7% | 1 |
| More public toilets | 3.5% | 19 | 2.1% | 4 | 4.2% | 15 | 2.4% | 4 | 1.1% | 2 | 6.4% | 13 | 2.9% | 6 | 3.8% | 13 | 1.2% | 3 | 4.7% | 7 | 6.0% | 9 |
| More seating | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| New Look | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Next | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Primark | 1.1% | 6 | 0.0% | 0 | 1.7% | 6 | 2.4% | 4 | 0.6% | 1 | 0.5% | 1 | 1.0% | 2 | 1.2% | 4 | 0.0% | 0 | 2.7% | 4 | 1.3% | 2 |
| Regenerate more areas | 2.5% | 14 | 4.1% | 8 | 1.7% | 6 | 3.6% | 6 | 2.2% | 4 | 2.0% | 4 | 3.4% | 7 | 2.0% | 7 | 5.6% | 14 | 0.0% | 0 | 0.0% | 0 |
| Remove the tip | 1.5% | 8 | 1.0% | 2 | 1.7% | 6 | 0.6% | 1 | 2.2% | 4 | 1.5% | 3 | 0.5% | 1 | 2.0% | 7 | 0.8% | 2 | 0.0% | 0 | 4.0% | 6 |
| Remove the undesirable people | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.6% | 1 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.7% | 1 |
| Turn the heating down | 0.5% | 3 | 0.5% | 1 | 0.6% | 2 | 0.6% | 1 | 0.6% | 1 | 0.5% | 1 | 0.5% | 1 | 0.6% | 2 | 0.0% | 0 | 2.0% | 3 | 0.0% | 0 |
| WHSmith | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Zara | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Q07 Are there any types of food shops that you feel(NAME OF CENTRE) is lacking in?

| | | | | | | | | | | | | | | | | | | | | | | |
|--------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Yes | 34.2% | 188 | 30.9% | 60 | 36.0% | 128 | 30.7% | 51 | 38.9% | 70 | 32.8% | 67 | 34.8% | 71 | 33.8% | 117 | 26.7% | 67 | 21.6% | 32 | 58.9% | 89 |
| No | 55.3% | 304 | 57.7% | 112 | 53.9% | 192 | 55.4% | 92 | 52.2% | 94 | 57.8% | 118 | 50.5% | 103 | 58.1% | 201 | 58.2% | 146 | 71.6% | 106 | 34.4% | 52 |
| (Don't know) | 10.5% | 58 | 11.3% | 22 | 10.1% | 36 | 13.9% | 23 | 8.9% | 16 | 9.3% | 19 | 14.7% | 30 | 8.1% | 28 | 15.1% | 38 | 6.8% | 10 | 6.6% | 10 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring |
|--|-------|------|--------|---------|---------|------|------|------|------------|------------|--------------------|
|--|-------|------|--------|---------|---------|------|------|------|------------|------------|--------------------|

Q08 What type of food shop/s do you think(NAME OF CENTRE) is lacking in, e.g. butchers, or is there a specific foodstore you would like to see in(NAME OF CENTRE)?

Those who said yes at Q07

| | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------------|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| A food market | 4.3% | 8 | 6.7% | 4 | 3.1% | 4 | 3.9% | 2 | 4.3% | 3 | 4.5% | 3 | 4.2% | 3 | 4.3% | 5 | 10.4% | 7 | 0.0% | 0 | 1.1% | 1 |
| Aldi | 12.8% | 24 | 13.3% | 8 | 12.5% | 16 | 5.9% | 3 | 17.1% | 12 | 13.4% | 9 | 5.6% | 4 | 17.1% | 20 | 4.5% | 3 | 18.8% | 6 | 16.9% | 15 |
| Asda | 19.7% | 37 | 20.0% | 12 | 19.5% | 25 | 17.6% | 9 | 11.4% | 8 | 29.9% | 20 | 12.7% | 9 | 23.9% | 28 | 19.4% | 13 | 0.0% | 0 | 27.0% | 24 |
| Butchers | 2.7% | 5 | 1.7% | 1 | 3.1% | 4 | 5.9% | 3 | 1.4% | 1 | 1.5% | 1 | 5.6% | 4 | 0.9% | 1 | 7.5% | 5 | 0.0% | 0 | 0.0% | 0 |
| Co-op | 3.7% | 7 | 0.0% | 0 | 5.5% | 7 | 0.0% | 0 | 5.7% | 4 | 4.5% | 3 | 2.8% | 2 | 4.3% | 5 | 0.0% | 0 | 0.0% | 0 | 7.9% | 7 |
| Delicatessen | 4.3% | 8 | 5.0% | 3 | 3.9% | 5 | 3.9% | 2 | 5.7% | 4 | 3.0% | 2 | 5.6% | 4 | 3.4% | 4 | 7.5% | 5 | 0.0% | 0 | 3.4% | 3 |
| Fresh food shops | 1.1% | 2 | 0.0% | 0 | 1.6% | 2 | 3.9% | 2 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 |
| Greengrocers | 3.7% | 7 | 3.3% | 2 | 3.9% | 5 | 3.9% | 2 | 7.1% | 5 | 0.0% | 0 | 5.6% | 4 | 2.6% | 3 | 6.0% | 4 | 6.3% | 2 | 1.1% | 1 |
| Jacket potato shop | 1.1% | 2 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 1.4% | 1 | 1.5% | 1 | 1.4% | 1 | 0.9% | 1 | 0.0% | 0 | 6.3% | 2 | 0.0% | 0 |
| Lidl | 5.9% | 11 | 8.3% | 5 | 4.7% | 6 | 5.9% | 3 | 2.9% | 2 | 9.0% | 6 | 4.2% | 3 | 6.8% | 8 | 1.5% | 1 | 12.5% | 4 | 6.7% | 6 |
| Local produce stores | 2.1% | 4 | 5.0% | 3 | 0.8% | 1 | 2.0% | 1 | 4.3% | 3 | 0.0% | 0 | 1.4% | 1 | 2.6% | 3 | 6.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer | 0.5% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| More choice of supermarket | 20.7% | 39 | 21.7% | 13 | 20.3% | 26 | 19.6% | 10 | 22.9% | 16 | 19.4% | 13 | 29.6% | 21 | 15.4% | 18 | 13.4% | 9 | 0.0% | 0 | 33.7% | 30 |
| More takeaway / fast food shops | 6.4% | 12 | 6.7% | 4 | 6.3% | 8 | 15.7% | 8 | 4.3% | 3 | 1.5% | 1 | 7.0% | 5 | 6.0% | 7 | 13.4% | 9 | 6.3% | 2 | 1.1% | 1 |
| Morrisons | 15.4% | 29 | 11.7% | 7 | 17.2% | 22 | 13.7% | 7 | 11.4% | 8 | 20.9% | 14 | 9.9% | 7 | 18.8% | 22 | 10.4% | 7 | 25.0% | 8 | 15.7% | 14 |
| Restaurants | 4.3% | 8 | 3.3% | 2 | 4.7% | 6 | 7.8% | 4 | 2.9% | 2 | 3.0% | 2 | 4.2% | 3 | 4.3% | 5 | 6.0% | 4 | 12.5% | 4 | 0.0% | 0 |
| Sainsbury's | 1.1% | 2 | 0.0% | 0 | 1.6% | 2 | 2.0% | 1 | 0.0% | 0 | 1.5% | 1 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 |
| Specialised food shops eg Chinese, Mexican | 3.7% | 7 | 6.7% | 4 | 2.3% | 3 | 7.8% | 4 | 2.9% | 2 | 1.5% | 1 | 7.0% | 5 | 1.7% | 2 | 7.5% | 5 | 6.3% | 2 | 0.0% | 0 |
| Tesco | 6.9% | 13 | 3.3% | 2 | 8.6% | 11 | 3.9% | 2 | 7.1% | 5 | 9.0% | 6 | 4.2% | 3 | 8.5% | 10 | 6.0% | 4 | 12.5% | 4 | 5.6% | 5 |
| Waitrose | 0.5% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Base: | | 188 | | 60 | | 128 | | 51 | | 70 | | 67 | | 71 | | 117 | | 67 | | 32 | | 89 |

Q09 Are there any types of non-food shops that you feel(NAME OF CENTRE) is lacking in?

| | | | | | | | | | | | | | | | | | | | | | | |
|--------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Yes | 44.9% | 247 | 41.2% | 80 | 46.9% | 167 | 48.8% | 81 | 45.6% | 82 | 41.2% | 84 | 45.1% | 92 | 44.8% | 155 | 42.6% | 107 | 45.9% | 68 | 47.7% | 72 |
| No | 46.7% | 257 | 50.0% | 97 | 44.9% | 160 | 42.8% | 71 | 47.2% | 85 | 49.5% | 101 | 44.1% | 90 | 48.3% | 167 | 46.6% | 117 | 50.7% | 75 | 43.0% | 65 |
| (Don't know) | 8.4% | 46 | 8.8% | 17 | 8.1% | 29 | 8.4% | 14 | 7.2% | 13 | 9.3% | 19 | 10.8% | 22 | 6.9% | 24 | 10.8% | 27 | 3.4% | 5 | 9.3% | 14 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Sunderland | Washington | Houghton-Le-Spring | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|------------|------------|--------------------|-------|----|-------|----|
| Q10 What type of non-food shop/s do you think(NAME OF CENTRE) is lacking in, e.g. women's fashion, or is there a specific non-food shop that you would like to see in(NAME OF CENTRE)? <i>Those who said yes at Q09</i> | | | | | | | | | | | | | | | | | | | | | | |
| B&M Bargains | 2.4% | 6 | 2.5% | 2 | 2.4% | 4 | 4.9% | 4 | 2.4% | 2 | 0.0% | 0 | 1.1% | 1 | 3.2% | 5 | 1.9% | 2 | 5.9% | 4 | 0.0% | 0 |
| BHS | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Bon Marche | 0.8% | 2 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 1.2% | 1 | 1.2% | 1 | 0.0% | 0 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 |
| Childrens clothes shops | 5.3% | 13 | 1.3% | 1 | 7.2% | 12 | 6.2% | 5 | 7.3% | 6 | 2.4% | 2 | 4.3% | 4 | 5.8% | 9 | 10.3% | 11 | 1.5% | 1 | 1.4% | 1 |
| Clothing shops in general | 10.1% | 25 | 10.0% | 8 | 10.2% | 17 | 11.1% | 9 | 11.0% | 9 | 8.3% | 7 | 13.0% | 12 | 8.4% | 13 | 11.2% | 12 | 11.8% | 8 | 6.9% | 5 |
| Craft shops | 2.4% | 6 | 2.5% | 2 | 2.4% | 4 | 1.2% | 1 | 2.4% | 2 | 3.6% | 3 | 2.2% | 2 | 2.6% | 4 | 2.8% | 3 | 1.5% | 1 | 2.8% | 2 |
| Debenhams | 2.4% | 6 | 0.0% | 0 | 3.6% | 6 | 0.0% | 0 | 2.4% | 2 | 4.8% | 4 | 1.1% | 1 | 3.2% | 5 | 0.0% | 0 | 8.8% | 6 | 0.0% | 0 |
| Department store | 9.7% | 24 | 10.0% | 8 | 9.6% | 16 | 3.7% | 3 | 11.0% | 9 | 14.3% | 12 | 12.0% | 11 | 8.4% | 13 | 21.5% | 23 | 1.5% | 1 | 0.0% | 0 |
| Designer clothes shops | 2.0% | 5 | 2.5% | 2 | 1.8% | 3 | 0.0% | 0 | 6.1% | 5 | 0.0% | 0 | 1.1% | 1 | 2.6% | 4 | 3.7% | 4 | 0.0% | 0 | 1.4% | 1 |
| Dorothy Perkins | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Electrical shop | 5.7% | 14 | 12.5% | 10 | 2.4% | 4 | 3.7% | 3 | 7.3% | 6 | 6.0% | 5 | 5.4% | 5 | 5.8% | 9 | 5.6% | 6 | 0.0% | 0 | 11.1% | 8 |
| Ethnic shops | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.6% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Furniture shop | 0.4% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Gift shops | 3.6% | 9 | 5.0% | 4 | 3.0% | 5 | 7.4% | 6 | 1.2% | 1 | 2.4% | 2 | 2.2% | 2 | 4.5% | 7 | 2.8% | 3 | 5.9% | 4 | 2.8% | 2 |
| Hardware shop | 6.1% | 15 | 11.3% | 9 | 3.6% | 6 | 2.5% | 2 | 6.1% | 5 | 9.5% | 8 | 5.4% | 5 | 6.5% | 10 | 0.9% | 1 | 1.5% | 1 | 18.1% | 13 |
| Health food shop | 0.8% | 2 | 0.0% | 0 | 1.2% | 2 | 1.2% | 1 | 1.2% | 1 | 0.0% | 0 | 1.1% | 1 | 0.6% | 1 | 0.9% | 1 | 0.0% | 0 | 1.4% | 1 |
| HMV | 0.8% | 2 | 1.3% | 1 | 0.6% | 1 | 1.2% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 |
| Independent retailers | 4.9% | 12 | 5.0% | 4 | 4.8% | 8 | 1.2% | 1 | 4.9% | 4 | 8.3% | 7 | 5.4% | 5 | 4.5% | 7 | 10.3% | 11 | 1.5% | 1 | 0.0% | 0 |
| Jewellers | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Ladies clothes shops | 9.7% | 24 | 2.5% | 2 | 13.2% | 22 | 8.6% | 7 | 9.8% | 8 | 10.7% | 9 | 13.0% | 12 | 7.7% | 12 | 12.2% | 13 | 0.0% | 0 | 15.3% | 11 |
| Laura Ashley | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Market | 0.4% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.6% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer | 2.4% | 6 | 0.0% | 0 | 3.6% | 6 | 1.2% | 1 | 1.2% | 1 | 4.8% | 4 | 2.2% | 2 | 2.6% | 4 | 0.0% | 0 | 7.4% | 5 | 1.4% | 1 |
| Matalan | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Mens clothes shops | 9.3% | 23 | 20.0% | 16 | 4.2% | 7 | 9.9% | 8 | 8.5% | 7 | 9.5% | 8 | 12.0% | 11 | 7.7% | 12 | 4.7% | 5 | 10.3% | 7 | 15.3% | 11 |
| Music shop | 1.6% | 4 | 3.8% | 3 | 0.6% | 1 | 1.2% | 1 | 1.2% | 1 | 2.4% | 2 | 2.2% | 2 | 1.3% | 2 | 0.9% | 1 | 0.0% | 0 | 4.2% | 3 |
| Newsagent | 0.8% | 2 | 2.5% | 2 | 0.0% | 0 | 1.2% | 1 | 1.2% | 1 | 0.0% | 0 | 1.1% | 1 | 0.6% | 1 | 0.9% | 1 | 1.5% | 1 | 0.0% | 0 |
| Next | 1.2% | 3 | 2.5% | 2 | 0.6% | 1 | 1.2% | 1 | 2.4% | 2 | 0.0% | 0 | 2.2% | 2 | 0.6% | 1 | 0.0% | 0 | 1.5% | 1 | 2.8% | 2 |
| Primark | 14.2% | 35 | 8.8% | 7 | 16.8% | 28 | 17.3% | 14 | 19.5% | 16 | 6.0% | 5 | 6.5% | 6 | 18.7% | 29 | 0.0% | 0 | 39.7% | 27 | 11.1% | 8 |
| River Island | 3.6% | 9 | 0.0% | 0 | 5.4% | 9 | 7.4% | 6 | 3.7% | 3 | 0.0% | 0 | 3.3% | 3 | 3.9% | 6 | 0.0% | 0 | 8.8% | 6 | 4.2% | 3 |
| Shoe shop | 11.7% | 29 | 8.8% | 7 | 13.2% | 22 | 6.2% | 5 | 9.8% | 8 | 19.0% | 16 | 12.0% | 11 | 11.6% | 18 | 5.6% | 6 | 4.4% | 3 | 27.8% | 20 |
| Sports shop | 0.8% | 2 | 2.5% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.2% | 1 | 1.1% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 |
| Top Shop | 1.2% | 3 | 1.3% | 1 | 1.2% | 2 | 2.5% | 2 | 1.2% | 1 | 0.0% | 0 | 2.2% | 2 | 0.6% | 1 | 0.9% | 1 | 1.5% | 1 | 1.4% | 1 |
| Toy shop | 1.2% | 3 | 0.0% | 0 | 1.8% | 3 | 1.2% | 1 | 2.4% | 2 | 0.0% | 0 | 2.2% | 2 | 0.6% | 1 | 1.9% | 2 | 1.5% | 1 | 0.0% | 0 |
| WHSmith | 2.0% | 5 | 2.5% | 2 | 1.8% | 3 | 1.2% | 1 | 1.2% | 1 | 3.6% | 3 | 2.2% | 2 | 1.9% | 3 | 3.7% | 4 | 1.5% | 1 | 0.0% | 0 |
| Wilko | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Zara | 2.8% | 7 | 0.0% | 0 | 4.2% | 7 | 7.4% | 6 | 1.2% | 1 | 0.0% | 0 | 5.4% | 5 | 1.3% | 2 | 6.5% | 7 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 247 | | 80 | | 167 | | 81 | | 82 | | 84 | | 92 | | 155 | | 107 | | 68 | | 72 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|------------------------------------------------------------------------------------------------|-------|------|--------|---------|---------|------|-------|------|------------|------------|--------------------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Q11 Are there any leisure facilities that you feel(NAME OF CENTRE) is lacking in? | | | | | | | | | | | | | | | | | | | | | | |
| Yes | 22.9% | 126 | 22.7% | 44 | 23.0% | 82 | 33.1% | 55 | 22.2% | 40 | 15.2% | 31 | 21.1% | 43 | 24.0% | 83 | 37.8% | 95 | 9.5% | 14 | 11.3% | 17 |
| No | 59.1% | 325 | 60.3% | 117 | 58.4% | 208 | 50.6% | 84 | 58.3% | 105 | 66.7% | 136 | 59.3% | 121 | 59.0% | 204 | 44.6% | 112 | 82.4% | 122 | 60.3% | 91 |
| (Don't know) | 18.0% | 99 | 17.0% | 33 | 18.5% | 66 | 16.3% | 27 | 19.4% | 35 | 18.1% | 37 | 19.6% | 40 | 17.1% | 59 | 17.5% | 44 | 8.1% | 12 | 28.5% | 43 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Q12 What type of leisure facilities do you think(NAME OF CENTRE) is lacking in?

Those who said yes at Q11

| | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| A leisure centre | 43.7% | 55 | 61.4% | 27 | 34.1% | 28 | 32.7% | 18 | 47.5% | 19 | 58.1% | 18 | 30.2% | 13 | 50.6% | 42 | 56.8% | 54 | 0.0% | 0 | 5.9% | 1 |
| Activities for elderly | 0.8% | 1 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 | 1.2% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Cafes / restaurants | 3.2% | 4 | 4.5% | 2 | 2.4% | 2 | 3.6% | 2 | 2.5% | 1 | 3.2% | 1 | 4.7% | 2 | 2.4% | 2 | 0.0% | 0 | 21.4% | 3 | 5.9% | 1 |
| Childrens activities / youth club | 9.5% | 12 | 4.5% | 2 | 12.2% | 10 | 14.5% | 8 | 5.0% | 2 | 6.5% | 2 | 9.3% | 4 | 9.6% | 8 | 7.4% | 7 | 14.3% | 2 | 17.6% | 3 |
| Cinema | 5.6% | 7 | 0.0% | 0 | 8.5% | 7 | 3.6% | 2 | 7.5% | 3 | 6.5% | 2 | 4.7% | 2 | 6.0% | 5 | 0.0% | 0 | 50.0% | 7 | 0.0% | 0 |
| Gym | 2.4% | 3 | 0.0% | 0 | 3.7% | 3 | 3.6% | 2 | 2.5% | 1 | 0.0% | 0 | 4.7% | 2 | 1.2% | 1 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Ice rink | 8.7% | 11 | 6.8% | 3 | 9.8% | 8 | 5.5% | 3 | 12.5% | 5 | 9.7% | 3 | 7.0% | 3 | 9.6% | 8 | 11.6% | 11 | 0.0% | 0 | 0.0% | 0 |
| Music venues | 2.4% | 3 | 4.5% | 2 | 1.2% | 1 | 3.6% | 2 | 0.0% | 0 | 3.2% | 1 | 2.3% | 1 | 2.4% | 2 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Nicer pubs | 1.6% | 2 | 2.3% | 1 | 1.2% | 1 | 0.0% | 0 | 2.5% | 1 | 3.2% | 1 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 7.1% | 1 | 5.9% | 1 |
| Snooker club | 0.8% | 1 | 2.3% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Soft play area | 6.3% | 8 | 0.0% | 0 | 9.8% | 8 | 10.9% | 6 | 2.5% | 1 | 3.2% | 1 | 9.3% | 4 | 4.8% | 4 | 7.4% | 7 | 0.0% | 0 | 5.9% | 1 |
| Squash court | 0.8% | 1 | 2.3% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Swimming pool | 23.8% | 30 | 20.5% | 9 | 25.6% | 21 | 23.6% | 13 | 30.0% | 12 | 16.1% | 5 | 32.6% | 14 | 19.3% | 16 | 20.0% | 19 | 7.1% | 1 | 58.8% | 10 |
| Base: | | 126 | | 44 | | 82 | | 55 | | 40 | | 31 | | 43 | | 83 | | 95 | | 14 | | 17 |

Mean score [Very dissatisfied=1|Quite dissatisfied=2|Neither=3|Quite satisfied=4|Very satisfied=5|(Don't know / N/A=-99)]

Q13 Please could you let me know how satisfied or dissatisfied you are using a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, in relation to the following characteristics of(NAME OF CENTRE)

Range and quality of shops

| | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Very dissatisfied | 7.6% | 42 | 7.7% | 15 | 7.6% | 27 | 5.4% | 9 | 8.9% | 16 | 8.3% | 17 | 8.8% | 18 | 6.9% | 24 | 8.8% | 22 | 2.0% | 3 | 11.3% | 17 |
| Quite dissatisfied | 19.5% | 107 | 19.6% | 38 | 19.4% | 69 | 23.5% | 39 | 17.2% | 31 | 18.1% | 37 | 18.1% | 37 | 20.2% | 70 | 23.1% | 58 | 6.8% | 10 | 25.8% | 39 |
| Neither | 13.5% | 74 | 11.3% | 22 | 14.6% | 52 | 16.3% | 27 | 16.1% | 29 | 8.8% | 18 | 16.7% | 34 | 11.6% | 40 | 17.9% | 45 | 8.1% | 12 | 11.3% | 17 |
| Quite satisfied | 46.5% | 256 | 47.4% | 92 | 46.1% | 164 | 46.4% | 77 | 47.8% | 86 | 45.6% | 93 | 46.6% | 95 | 46.5% | 161 | 43.0% | 108 | 51.4% | 76 | 47.7% | 72 |
| Very satisfied | 11.1% | 61 | 11.9% | 23 | 10.7% | 38 | 7.2% | 12 | 8.9% | 16 | 16.2% | 33 | 8.8% | 18 | 12.4% | 43 | 5.6% | 14 | 29.7% | 44 | 2.0% | 3 |
| (Don't know / N/A) | 1.8% | 10 | 2.1% | 4 | 1.7% | 6 | 1.2% | 2 | 1.1% | 2 | 2.9% | 6 | 1.0% | 2 | 2.3% | 8 | 1.6% | 4 | 2.0% | 3 | 2.0% | 3 |
| Mean: | | 3.35 | | 3.37 | | 3.33 | | 3.27 | | 3.31 | | 3.44 | | 3.29 | | 3.38 | | 3.14 | | 4.02 | | 3.03 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Sunderland | Washington | Houghton-Le-Spring | | | | |
|---------------------------------------------------------------------------------------------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|------------|------------|--------------------|-------|------|-------|------|
| Supermarket offer | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 9.8% | 54 | 8.8% | 17 | 10.4% | 37 | 6.0% | 10 | 8.9% | 16 | 13.7% | 28 | 8.8% | 18 | 10.4% | 36 | 7.6% | 19 | 0.7% | 1 | 22.5% | 34 |
| Quite dissatisfied | 21.6% | 119 | 20.1% | 39 | 22.5% | 80 | 24.7% | 41 | 23.3% | 42 | 17.6% | 36 | 24.0% | 49 | 20.2% | 70 | 23.1% | 58 | 5.4% | 8 | 35.1% | 53 |
| Neither | 10.7% | 59 | 14.9% | 29 | 8.4% | 30 | 14.5% | 24 | 11.7% | 21 | 6.9% | 14 | 12.3% | 25 | 9.8% | 34 | 15.9% | 40 | 6.1% | 9 | 6.6% | 10 |
| Quite satisfied | 37.8% | 208 | 36.1% | 70 | 38.8% | 138 | 39.2% | 65 | 36.7% | 66 | 37.7% | 77 | 35.8% | 73 | 39.0% | 135 | 41.4% | 104 | 43.9% | 65 | 25.8% | 39 |
| Very satisfied | 12.7% | 70 | 9.3% | 18 | 14.6% | 52 | 7.2% | 12 | 14.4% | 26 | 15.7% | 32 | 10.3% | 21 | 14.2% | 49 | 3.2% | 8 | 40.5% | 60 | 1.3% | 2 |
| (Don't know / N/A) | 7.3% | 40 | 10.8% | 21 | 5.3% | 19 | 8.4% | 14 | 5.0% | 9 | 8.3% | 17 | 8.8% | 18 | 6.4% | 22 | 8.8% | 22 | 3.4% | 5 | 8.6% | 13 |
| Mean: | | 3.24 | | 3.19 | | 3.26 | | 3.18 | | 3.26 | | 3.26 | | 3.16 | | 3.28 | | 3.10 | | 4.22 | | 2.43 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| Family entertainment facilities (i.e. cinema / bowling / bingo) | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 4.5% | 25 | 4.6% | 9 | 4.5% | 16 | 4.2% | 7 | 5.0% | 9 | 4.4% | 9 | 3.9% | 8 | 4.9% | 17 | 3.2% | 8 | 0.0% | 0 | 11.3% | 17 |
| Quite dissatisfied | 10.0% | 55 | 10.3% | 20 | 9.8% | 35 | 15.1% | 25 | 10.0% | 18 | 5.9% | 12 | 9.8% | 20 | 10.1% | 35 | 12.0% | 30 | 4.7% | 7 | 11.9% | 18 |
| Neither | 13.8% | 76 | 12.9% | 25 | 14.3% | 51 | 12.7% | 21 | 16.1% | 29 | 12.7% | 26 | 13.7% | 28 | 13.9% | 48 | 16.7% | 42 | 15.5% | 23 | 7.3% | 11 |
| Quite satisfied | 39.6% | 218 | 40.7% | 79 | 39.0% | 139 | 47.0% | 78 | 35.6% | 64 | 37.3% | 76 | 41.2% | 84 | 38.7% | 134 | 47.8% | 120 | 35.8% | 53 | 29.8% | 45 |
| Very satisfied | 17.6% | 97 | 13.4% | 26 | 19.9% | 71 | 13.9% | 23 | 18.9% | 34 | 19.6% | 40 | 11.8% | 24 | 21.1% | 73 | 11.2% | 28 | 32.4% | 48 | 13.9% | 21 |
| (Don't know / N/A) | 14.4% | 79 | 18.0% | 35 | 12.4% | 44 | 7.2% | 12 | 14.4% | 26 | 20.1% | 41 | 19.6% | 40 | 11.3% | 39 | 9.2% | 23 | 11.5% | 17 | 25.8% | 39 |
| Mean: | | 3.65 | | 3.58 | | 3.69 | | 3.55 | | 3.62 | | 3.77 | | 3.59 | | 3.69 | | 3.57 | | 4.08 | | 3.31 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| Food and drink offer | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 2.4% | 13 | 1.0% | 2 | 3.1% | 11 | 1.8% | 3 | 2.2% | 4 | 2.9% | 6 | 2.0% | 4 | 2.6% | 9 | 2.4% | 6 | 0.0% | 0 | 4.6% | 7 |
| Quite dissatisfied | 8.7% | 48 | 6.7% | 13 | 9.8% | 35 | 10.8% | 18 | 8.9% | 16 | 6.9% | 14 | 13.2% | 27 | 6.1% | 21 | 10.8% | 27 | 5.4% | 8 | 8.6% | 13 |
| Neither | 10.0% | 55 | 11.9% | 23 | 9.0% | 32 | 10.2% | 17 | 12.8% | 23 | 7.4% | 15 | 10.8% | 22 | 9.5% | 33 | 8.8% | 22 | 12.2% | 18 | 9.9% | 15 |
| Quite satisfied | 54.7% | 301 | 62.9% | 122 | 50.3% | 179 | 60.2% | 100 | 55.0% | 99 | 50.0% | 102 | 52.5% | 107 | 56.1% | 194 | 65.3% | 164 | 33.1% | 49 | 58.3% | 88 |
| Very satisfied | 20.4% | 112 | 13.9% | 27 | 23.9% | 85 | 15.7% | 26 | 17.8% | 32 | 26.5% | 54 | 15.2% | 31 | 23.4% | 81 | 10.8% | 27 | 45.3% | 67 | 11.9% | 18 |
| (Don't know / N/A) | 3.8% | 21 | 3.6% | 7 | 3.9% | 14 | 1.2% | 2 | 3.3% | 6 | 6.4% | 13 | 6.4% | 13 | 2.3% | 8 | 2.0% | 5 | 4.1% | 6 | 6.6% | 10 |
| Mean: | | 3.85 | | 3.85 | | 3.85 | | 3.78 | | 3.80 | | 3.96 | | 3.70 | | 3.94 | | 3.73 | | 4.23 | | 3.69 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| Range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc) | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 0.5% | 3 | 0.5% | 1 | 0.6% | 2 | 0.0% | 0 | 1.1% | 2 | 0.5% | 1 | 0.5% | 1 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 3 |
| Quite dissatisfied | 3.6% | 20 | 5.2% | 10 | 2.8% | 10 | 3.6% | 6 | 3.9% | 7 | 3.4% | 7 | 4.9% | 10 | 2.9% | 10 | 4.4% | 11 | 0.0% | 0 | 6.0% | 9 |
| Neither | 12.0% | 66 | 11.9% | 23 | 12.1% | 43 | 14.5% | 24 | 15.6% | 28 | 6.9% | 14 | 13.2% | 27 | 11.3% | 39 | 13.1% | 33 | 13.5% | 20 | 8.6% | 13 |
| Quite satisfied | 49.6% | 273 | 52.1% | 101 | 48.3% | 172 | 54.8% | 91 | 47.2% | 85 | 47.5% | 97 | 53.4% | 109 | 47.4% | 164 | 62.2% | 156 | 23.6% | 35 | 54.3% | 82 |
| Very satisfied | 28.7% | 158 | 24.7% | 48 | 30.9% | 110 | 22.9% | 38 | 27.8% | 50 | 34.3% | 70 | 20.1% | 41 | 33.8% | 117 | 14.3% | 36 | 56.1% | 83 | 25.8% | 39 |
| (Don't know / N/A) | 5.5% | 30 | 5.7% | 11 | 5.3% | 19 | 4.2% | 7 | 4.4% | 8 | 7.4% | 15 | 7.8% | 16 | 4.0% | 14 | 6.0% | 15 | 6.8% | 10 | 3.3% | 5 |
| Mean: | | 4.08 | | 4.01 | | 4.12 | | 4.01 | | 4.01 | | 4.21 | | 3.95 | | 4.16 | | 3.92 | | 4.46 | | 3.99 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Sunderland | Washington | Houghton-Le-Spring | | | | |
|--------------------------------------------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|------------|------------|--------------------|-------|-----|-------|-----|
| Cleanliness of shopping streets / centre | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 7.3% | 40 | 7.2% | 14 | 7.3% | 26 | 3.6% | 6 | 12.8% | 23 | 5.4% | 11 | 9.3% | 19 | 6.1% | 21 | 11.2% | 28 | 0.0% | 0 | 7.9% | 12 |
| Quite dissatisfied | 19.8% | 109 | 23.7% | 46 | 17.7% | 63 | 20.5% | 34 | 17.2% | 31 | 21.6% | 44 | 23.0% | 47 | 17.9% | 62 | 30.7% | 77 | 0.7% | 1 | 20.5% | 31 |
| Neither | 8.9% | 49 | 9.3% | 18 | 8.7% | 31 | 11.4% | 19 | 10.0% | 18 | 5.9% | 12 | 8.8% | 18 | 9.0% | 31 | 12.0% | 30 | 2.7% | 4 | 9.9% | 15 |
| Quite satisfied | 39.3% | 216 | 38.1% | 74 | 39.9% | 142 | 49.4% | 82 | 33.9% | 61 | 35.8% | 73 | 37.7% | 77 | 40.2% | 139 | 36.7% | 92 | 27.0% | 40 | 55.6% | 84 |
| Very satisfied | 23.3% | 128 | 19.6% | 38 | 25.3% | 90 | 15.1% | 25 | 25.0% | 45 | 28.4% | 58 | 20.1% | 41 | 25.1% | 87 | 8.8% | 22 | 67.6% | 100 | 4.0% | 6 |
| (Don't know / N/A) | 1.5% | 8 | 2.1% | 4 | 1.1% | 4 | 0.0% | 0 | 1.1% | 2 | 2.9% | 6 | 1.0% | 2 | 1.7% | 6 | 0.8% | 2 | 2.0% | 3 | 2.0% | 3 |
| Mean: | 3.52 | | 3.40 | | 3.59 | | 3.52 | | 3.42 | | 3.62 | | 3.37 | | 3.61 | | 3.01 | | 4.65 | | 3.28 | |
| Base: | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 | |
| Personal safety / policing | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 2.0% | 11 | 2.1% | 4 | 2.0% | 7 | 1.8% | 3 | 3.9% | 7 | 0.5% | 1 | 2.0% | 4 | 2.0% | 7 | 2.4% | 6 | 0.0% | 0 | 3.3% | 5 |
| Quite dissatisfied | 14.2% | 78 | 14.9% | 29 | 13.8% | 49 | 13.3% | 22 | 14.4% | 26 | 14.7% | 30 | 14.7% | 30 | 13.9% | 48 | 21.9% | 55 | 0.0% | 0 | 15.2% | 23 |
| Neither | 11.8% | 65 | 11.3% | 22 | 12.1% | 43 | 15.7% | 26 | 12.8% | 26 | 7.8% | 16 | 11.8% | 24 | 11.9% | 41 | 18.3% | 46 | 6.8% | 10 | 6.0% | 9 |
| Quite satisfied | 45.8% | 252 | 48.5% | 94 | 44.4% | 158 | 49.4% | 82 | 47.2% | 85 | 41.7% | 85 | 48.0% | 98 | 44.5% | 154 | 43.8% | 110 | 28.4% | 42 | 66.2% | 100 |
| Very satisfied | 23.5% | 129 | 21.1% | 41 | 24.7% | 88 | 18.1% | 30 | 19.4% | 35 | 31.4% | 64 | 20.6% | 42 | 25.1% | 87 | 11.2% | 28 | 60.1% | 89 | 7.9% | 12 |
| (Don't know / N/A) | 2.7% | 15 | 2.1% | 4 | 3.1% | 11 | 1.8% | 3 | 2.2% | 4 | 3.9% | 8 | 2.9% | 6 | 2.6% | 9 | 2.4% | 6 | 4.7% | 7 | 1.3% | 2 |
| Mean: | 3.77 | | 3.73 | | 3.79 | | 3.70 | | 3.65 | | 3.92 | | 3.73 | | 3.79 | | 3.40 | | 4.56 | | 3.61 | |
| Base: | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 | |
| Quality and overall appearance of buildings and landscaping | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 9.6% | 53 | 10.8% | 21 | 9.0% | 32 | 5.4% | 9 | 10.0% | 18 | 12.7% | 26 | 14.7% | 30 | 6.6% | 23 | 14.3% | 36 | 0.7% | 1 | 10.6% | 16 |
| Quite dissatisfied | 21.5% | 118 | 26.3% | 51 | 18.8% | 67 | 22.3% | 37 | 20.0% | 36 | 22.1% | 45 | 23.5% | 48 | 20.2% | 70 | 29.9% | 75 | 1.4% | 2 | 27.2% | 41 |
| Neither | 13.8% | 76 | 10.3% | 20 | 15.7% | 56 | 18.7% | 31 | 16.1% | 29 | 7.8% | 16 | 17.6% | 36 | 11.6% | 40 | 18.7% | 47 | 8.1% | 12 | 11.3% | 17 |
| Quite satisfied | 36.4% | 200 | 37.6% | 73 | 35.7% | 127 | 41.6% | 69 | 36.7% | 66 | 31.9% | 65 | 29.4% | 60 | 40.5% | 140 | 30.3% | 76 | 36.5% | 54 | 46.4% | 70 |
| Very satisfied | 16.5% | 91 | 12.4% | 24 | 18.8% | 67 | 10.8% | 18 | 15.6% | 28 | 22.1% | 45 | 12.7% | 26 | 18.8% | 65 | 5.6% | 14 | 48.6% | 72 | 3.3% | 5 |
| (Don't know / N/A) | 2.2% | 12 | 2.6% | 5 | 2.0% | 7 | 1.2% | 2 | 1.7% | 3 | 3.4% | 7 | 2.0% | 4 | 2.3% | 8 | 1.2% | 3 | 4.7% | 7 | 1.3% | 2 |
| Mean: | 3.29 | | 3.15 | | 3.37 | | 3.30 | | 3.28 | | 3.29 | | 3.02 | | 3.46 | | 2.83 | | 4.38 | | 3.05 | |
| Base: | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 | |
| Shelter from weather | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 13.8% | 76 | 12.9% | 25 | 14.3% | 51 | 7.2% | 12 | 10.6% | 19 | 22.1% | 45 | 16.7% | 34 | 12.1% | 42 | 7.6% | 19 | 2.7% | 4 | 35.1% | 53 |
| Quite dissatisfied | 22.0% | 121 | 23.2% | 45 | 21.3% | 76 | 26.5% | 44 | 21.7% | 39 | 18.6% | 38 | 21.6% | 44 | 22.3% | 77 | 29.1% | 73 | 4.1% | 6 | 27.8% | 42 |
| Neither | 12.9% | 71 | 12.4% | 24 | 13.2% | 47 | 16.3% | 27 | 13.9% | 25 | 9.3% | 19 | 11.8% | 24 | 13.6% | 47 | 21.1% | 53 | 2.0% | 3 | 9.9% | 15 |
| Quite satisfied | 30.7% | 169 | 34.5% | 67 | 28.7% | 102 | 34.9% | 58 | 35.0% | 63 | 23.5% | 48 | 32.8% | 67 | 29.5% | 102 | 35.1% | 88 | 31.1% | 46 | 23.2% | 35 |
| Very satisfied | 18.7% | 103 | 14.4% | 28 | 21.1% | 75 | 13.9% | 23 | 18.3% | 33 | 23.0% | 47 | 16.2% | 33 | 20.2% | 70 | 5.2% | 13 | 58.8% | 87 | 2.0% | 3 |
| (Don't know / N/A) | 1.8% | 10 | 2.6% | 5 | 1.4% | 5 | 1.2% | 2 | 0.6% | 1 | 3.4% | 7 | 1.0% | 2 | 2.3% | 8 | 2.0% | 5 | 1.4% | 2 | 2.0% | 3 |
| Mean: | 3.19 | | 3.15 | | 3.21 | | 3.22 | | 3.29 | | 3.07 | | 3.10 | | 3.24 | | 3.01 | | 4.41 | | 2.28 | |
| Base: | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 | |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Sunderland | | Washington | | Houghton-Le-Spring | | |
|------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|------------|-------|------------|-------|--------------------|-------|------|
| Pedestrian safety | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 4.5% | 25 | 4.1% | 8 | 4.8% | 17 | 4.8% | 8 | 3.3% | 6 | 5.4% | 11 | 4.4% | 9 | 4.6% | 16 | 2.0% | 5 | 0.7% | 1 | 12.6% | 19 |
| Quite dissatisfied | 9.6% | 53 | 10.3% | 20 | 9.3% | 33 | 9.6% | 16 | 7.8% | 14 | 11.3% | 23 | 10.8% | 22 | 9.0% | 31 | 12.4% | 31 | 2.7% | 4 | 11.9% | 18 |
| Neither | 8.9% | 49 | 10.8% | 21 | 7.9% | 28 | 8.4% | 14 | 12.2% | 22 | 6.4% | 13 | 7.4% | 15 | 9.8% | 34 | 13.5% | 34 | 4.1% | 6 | 6.0% | 9 |
| Quite satisfied | 54.5% | 300 | 54.1% | 105 | 54.8% | 195 | 59.0% | 98 | 56.1% | 101 | 49.5% | 101 | 57.4% | 117 | 52.9% | 183 | 62.9% | 158 | 34.5% | 51 | 60.3% | 91 |
| Very satisfied | 19.8% | 109 | 17.5% | 34 | 21.1% | 75 | 16.3% | 27 | 17.8% | 32 | 24.5% | 50 | 18.6% | 38 | 20.5% | 71 | 7.6% | 19 | 54.7% | 81 | 6.0% | 9 |
| (Don't know / N/A) | 2.5% | 14 | 3.1% | 6 | 2.2% | 8 | 1.8% | 3 | 2.8% | 5 | 2.9% | 6 | 1.5% | 3 | 3.2% | 11 | 1.6% | 4 | 3.4% | 5 | 3.3% | 5 |
| Mean: | | 3.77 | | 3.73 | | 3.80 | | 3.74 | | 3.79 | | 3.79 | | 3.76 | | 3.78 | | 3.63 | | 4.45 | | 3.36 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| Amount of car parking | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 4.2% | 23 | 4.6% | 9 | 3.9% | 14 | 3.6% | 6 | 6.1% | 11 | 2.9% | 6 | 6.4% | 13 | 2.9% | 10 | 4.4% | 11 | 2.7% | 4 | 5.3% | 8 |
| Quite dissatisfied | 8.0% | 44 | 10.3% | 20 | 6.7% | 24 | 8.4% | 14 | 9.4% | 17 | 6.4% | 13 | 10.3% | 21 | 6.6% | 23 | 8.8% | 22 | 2.7% | 4 | 11.9% | 18 |
| Neither | 10.0% | 55 | 12.4% | 24 | 8.7% | 31 | 14.5% | 24 | 11.1% | 20 | 5.4% | 11 | 8.3% | 17 | 11.0% | 38 | 13.9% | 35 | 7.4% | 11 | 6.0% | 9 |
| Quite satisfied | 35.6% | 196 | 37.6% | 73 | 34.6% | 123 | 30.1% | 50 | 42.8% | 77 | 33.8% | 69 | 40.2% | 82 | 32.9% | 114 | 41.0% | 103 | 30.4% | 45 | 31.8% | 48 |
| Very satisfied | 21.1% | 116 | 16.5% | 32 | 23.6% | 84 | 15.7% | 26 | 16.1% | 29 | 29.9% | 61 | 16.2% | 33 | 24.0% | 83 | 6.0% | 15 | 45.9% | 68 | 21.9% | 33 |
| (Don't know / N/A) | 21.1% | 116 | 18.6% | 36 | 22.5% | 80 | 27.7% | 46 | 14.4% | 26 | 21.6% | 44 | 18.6% | 38 | 22.5% | 78 | 25.9% | 65 | 10.8% | 16 | 23.2% | 35 |
| Mean: | | 3.78 | | 3.63 | | 3.87 | | 3.63 | | 3.62 | | 4.04 | | 3.61 | | 3.88 | | 3.48 | | 4.28 | | 3.69 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| Cost of car parking | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 3.8% | 21 | 2.6% | 5 | 4.5% | 16 | 3.0% | 5 | 6.1% | 11 | 2.5% | 5 | 7.8% | 16 | 1.4% | 5 | 8.0% | 20 | 0.0% | 0 | 0.7% | 1 |
| Quite dissatisfied | 6.2% | 34 | 7.2% | 14 | 5.6% | 20 | 7.2% | 12 | 5.0% | 9 | 6.4% | 13 | 7.4% | 15 | 5.5% | 19 | 12.7% | 32 | 0.0% | 0 | 1.3% | 2 |
| Neither | 10.9% | 60 | 13.9% | 27 | 9.3% | 33 | 11.4% | 19 | 11.1% | 20 | 10.3% | 21 | 12.7% | 26 | 9.8% | 34 | 18.3% | 46 | 4.1% | 6 | 5.3% | 8 |
| Quite satisfied | 24.7% | 136 | 24.2% | 47 | 25.0% | 89 | 24.1% | 40 | 32.2% | 58 | 18.6% | 38 | 23.0% | 47 | 25.7% | 89 | 27.9% | 70 | 20.9% | 31 | 23.2% | 35 |
| Very satisfied | 24.5% | 135 | 20.1% | 39 | 27.0% | 96 | 18.1% | 30 | 22.2% | 40 | 31.9% | 65 | 23.0% | 47 | 25.4% | 88 | 2.0% | 5 | 62.2% | 92 | 25.2% | 38 |
| (Don't know / N/A) | 29.8% | 164 | 32.0% | 62 | 28.7% | 102 | 36.1% | 60 | 23.3% | 42 | 30.4% | 62 | 26.0% | 53 | 32.1% | 111 | 31.1% | 78 | 12.8% | 19 | 44.4% | 67 |
| Mean: | | 3.85 | | 3.77 | | 3.90 | | 3.74 | | 3.78 | | 4.02 | | 3.62 | | 4.00 | | 3.05 | | 4.67 | | 4.27 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| Accessibility by bus | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 0.5% | 3 | 0.0% | 0 | 0.8% | 3 | 0.0% | 0 | 1.1% | 2 | 0.5% | 1 | 0.5% | 1 | 0.6% | 2 | 0.8% | 2 | 0.0% | 0 | 0.7% | 1 |
| Quite dissatisfied | 2.9% | 16 | 2.1% | 4 | 3.4% | 12 | 3.0% | 5 | 3.9% | 7 | 2.0% | 4 | 4.4% | 9 | 2.0% | 7 | 5.6% | 14 | 0.0% | 0 | 1.3% | 2 |
| Neither | 10.5% | 58 | 12.9% | 25 | 9.3% | 33 | 12.0% | 20 | 13.3% | 24 | 6.9% | 14 | 13.2% | 27 | 9.0% | 31 | 15.1% | 38 | 6.1% | 9 | 7.3% | 11 |
| Quite satisfied | 35.3% | 194 | 38.1% | 74 | 33.7% | 120 | 36.7% | 61 | 40.6% | 73 | 29.4% | 60 | 32.4% | 66 | 37.0% | 128 | 47.4% | 119 | 20.9% | 31 | 29.1% | 44 |
| Very satisfied | 38.9% | 214 | 35.1% | 68 | 41.0% | 146 | 36.7% | 61 | 28.9% | 52 | 49.5% | 101 | 34.3% | 70 | 41.6% | 144 | 21.5% | 54 | 58.8% | 87 | 48.3% | 73 |
| (Don't know / N/A) | 11.8% | 65 | 11.9% | 23 | 11.8% | 42 | 11.4% | 19 | 12.2% | 22 | 11.8% | 24 | 15.2% | 31 | 9.8% | 34 | 9.6% | 24 | 14.2% | 21 | 13.2% | 20 |
| Mean: | | 4.24 | | 4.20 | | 4.25 | | 4.21 | | 4.05 | | 4.42 | | 4.13 | | 4.30 | | 3.92 | | 4.61 | | 4.42 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Sunderland | Washington | Houghton-Le-Spring | | | | |
|-----------------------------------------------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|------------|------------|--------------------|--------|------|-------|------|
| Cycle access / cycle parking | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 0.5% | 3 | 0.0% | 0 | 0.8% | 3 | 0.6% | 1 | 0.6% | 1 | 0.5% | 1 | 0.5% | 1 | 0.6% | 2 | 0.4% | 1 | 0.7% | 1 | 0.7% | 1 |
| Quite dissatisfied | 3.8% | 21 | 3.6% | 7 | 3.9% | 14 | 5.4% | 9 | 5.0% | 9 | 1.5% | 3 | 4.4% | 9 | 3.5% | 12 | 6.0% | 15 | 2.0% | 3 | 2.0% | 3 |
| Neither | 14.7% | 81 | 17.0% | 33 | 13.5% | 48 | 14.5% | 24 | 18.3% | 33 | 11.8% | 24 | 15.7% | 32 | 14.2% | 49 | 23.5% | 59 | 6.1% | 9 | 8.6% | 13 |
| Quite satisfied | 18.5% | 102 | 18.6% | 36 | 18.5% | 66 | 20.5% | 34 | 21.7% | 39 | 14.2% | 29 | 17.6% | 36 | 19.1% | 66 | 18.3% | 46 | 20.3% | 30 | 17.2% | 26 |
| Very satisfied | 11.5% | 63 | 11.9% | 23 | 11.2% | 40 | 8.4% | 14 | 11.1% | 20 | 14.2% | 29 | 10.3% | 21 | 12.1% | 42 | 0.8% | 2 | 29.1% | 43 | 11.9% | 18 |
| (Don't know / N/A) | 50.9% | 280 | 49.0% | 95 | 52.0% | 185 | 50.6% | 84 | 43.3% | 78 | 57.8% | 118 | 51.5% | 105 | 50.6% | 175 | 51.0% | 128 | 41.9% | 62 | 59.6% | 90 |
| Mean: | | 3.74 | | 3.76 | | 3.74 | | 3.62 | | 3.67 | | 3.95 | | 3.68 | | 3.78 | | 3.27 | | 4.29 | | 3.93 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| Ease of movement around the centre on foot | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 0.9% | 5 | 0.5% | 1 | 1.1% | 4 | 1.8% | 3 | 0.6% | 1 | 0.5% | 1 | 1.0% | 2 | 0.9% | 3 | 1.2% | 3 | 0.7% | 1 | 0.7% | 1 |
| Quite dissatisfied | 5.3% | 29 | 5.2% | 10 | 5.3% | 19 | 6.6% | 11 | 3.9% | 7 | 5.4% | 11 | 5.9% | 12 | 4.9% | 17 | 5.6% | 14 | 1.4% | 2 | 8.6% | 13 |
| Neither | 11.6% | 64 | 12.4% | 24 | 11.2% | 40 | 10.2% | 17 | 15.0% | 27 | 9.8% | 20 | 13.7% | 28 | 10.4% | 36 | 16.7% | 42 | 3.4% | 5 | 11.3% | 17 |
| Quite satisfied | 45.5% | 250 | 46.4% | 90 | 44.9% | 160 | 42.2% | 70 | 53.3% | 96 | 41.2% | 84 | 46.6% | 95 | 44.8% | 155 | 51.4% | 129 | 25.0% | 37 | 55.6% | 84 |
| Very satisfied | 33.5% | 184 | 32.5% | 63 | 34.0% | 121 | 37.3% | 62 | 24.4% | 44 | 38.2% | 78 | 30.9% | 63 | 35.0% | 121 | 21.9% | 55 | 64.2% | 95 | 22.5% | 34 |
| (Don't know / N/A) | 3.3% | 18 | 3.1% | 6 | 3.4% | 12 | 1.8% | 3 | 2.8% | 5 | 4.9% | 10 | 2.0% | 4 | 4.0% | 14 | 3.2% | 8 | 5.4% | 8 | 1.3% | 2 |
| Mean: | | 4.09 | | 4.09 | | 4.09 | | 4.09 | | 4.00 | | 4.17 | | 4.03 | | 4.13 | | 3.90 | | 4.59 | | 3.92 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| Access for people with mobility / hearing / sight difficulties | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 2.5% | 14 | 1.5% | 3 | 3.1% | 11 | 1.8% | 3 | 3.3% | 6 | 2.5% | 5 | 4.4% | 9 | 1.4% | 5 | 2.0% | 5 | 1.4% | 2 | 4.6% | 7 |
| Quite dissatisfied | 7.3% | 40 | 6.2% | 12 | 7.9% | 28 | 7.2% | 12 | 5.0% | 9 | 9.3% | 19 | 9.3% | 19 | 6.1% | 21 | 7.2% | 18 | 3.4% | 5 | 11.3% | 17 |
| Neither | 12.0% | 66 | 12.9% | 25 | 11.5% | 41 | 14.5% | 24 | 13.9% | 25 | 8.3% | 17 | 11.3% | 23 | 12.4% | 43 | 18.7% | 47 | 5.4% | 8 | 7.3% | 11 |
| Quite satisfied | 33.1% | 182 | 34.0% | 66 | 32.6% | 116 | 28.9% | 48 | 36.7% | 66 | 33.3% | 68 | 30.4% | 62 | 34.7% | 120 | 37.8% | 95 | 22.3% | 33 | 35.8% | 54 |
| Very satisfied | 20.9% | 115 | 14.4% | 28 | 24.4% | 87 | 16.3% | 27 | 20.0% | 36 | 25.5% | 52 | 15.7% | 32 | 24.0% | 83 | 6.0% | 15 | 54.7% | 81 | 12.6% | 19 |
| (Don't know / N/A) | 24.2% | 133 | 30.9% | 60 | 20.5% | 73 | 31.3% | 52 | 21.1% | 38 | 21.1% | 43 | 28.9% | 59 | 21.4% | 74 | 28.3% | 71 | 12.8% | 19 | 28.5% | 43 |
| Mean: | | 3.82 | | 3.78 | | 3.85 | | 3.74 | | 3.82 | | 3.89 | | 3.61 | | 3.94 | | 3.54 | | 4.44 | | 3.56 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| Location of car parks | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 1.6% | 9 | 1.5% | 3 | 1.7% | 6 | 1.8% | 3 | 2.8% | 5 | 0.5% | 1 | 2.5% | 5 | 1.2% | 4 | 1.6% | 4 | 0.0% | 0 | 3.3% | 5 |
| Quite dissatisfied | 4.9% | 27 | 5.2% | 10 | 4.8% | 17 | 5.4% | 9 | 5.0% | 9 | 4.4% | 9 | 6.4% | 13 | 4.0% | 14 | 6.4% | 16 | 0.0% | 0 | 7.3% | 11 |
| Neither | 8.9% | 49 | 9.8% | 19 | 8.4% | 30 | 10.2% | 17 | 11.1% | 20 | 5.9% | 12 | 8.8% | 18 | 9.0% | 31 | 16.3% | 41 | 0.0% | 0 | 5.3% | 8 |
| Quite satisfied | 33.6% | 185 | 37.1% | 72 | 31.7% | 113 | 31.9% | 53 | 33.3% | 60 | 35.3% | 72 | 34.3% | 70 | 33.2% | 115 | 49.4% | 124 | 0.0% | 0 | 40.4% | 61 |
| Very satisfied | 6.9% | 38 | 9.8% | 19 | 5.3% | 19 | 7.2% | 12 | 5.0% | 9 | 8.3% | 17 | 7.8% | 16 | 6.4% | 22 | 5.2% | 13 | 0.0% | 0 | 16.6% | 25 |
| (Don't know / N/A) | 44.0% | 242 | 36.6% | 71 | 48.0% | 171 | 43.4% | 72 | 42.8% | 77 | 45.6% | 93 | 40.2% | 82 | 46.2% | 160 | 21.1% | 53 | 100.0% | 148 | 27.2% | 41 |
| Mean: | | 3.70 | | 3.76 | | 3.66 | | 3.66 | | 3.57 | | 3.86 | | 3.65 | | 3.74 | | 3.64 | | 0.00 | | 3.82 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|----------------------------------|-------|------|--------|---------|---------|------|-------|------|------------|------------|--------------------|------|-------|-----|-------|-----|-------|-----|--------|-----|--------|-----|
| The Transport Interchange | | | | | | | | | | | | | | | | | | | | | | |
| Very dissatisfied | 0.5% | 3 | 0.5% | 1 | 0.6% | 2 | 0.0% | 0 | 1.7% | 3 | 0.0% | 0 | 1.0% | 2 | 0.3% | 1 | 1.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Quite dissatisfied | 2.2% | 12 | 1.0% | 2 | 2.8% | 10 | 2.4% | 4 | 1.7% | 3 | 2.5% | 5 | 2.0% | 4 | 2.3% | 8 | 4.8% | 12 | 0.0% | 0 | 0.0% | 0 |
| Neither | 6.4% | 35 | 4.1% | 8 | 7.6% | 27 | 9.6% | 16 | 6.7% | 12 | 3.4% | 7 | 7.4% | 15 | 5.8% | 20 | 13.9% | 35 | 0.0% | 0 | 0.0% | 0 |
| Quite satisfied | 24.2% | 133 | 28.4% | 55 | 21.9% | 78 | 31.3% | 52 | 21.7% | 39 | 20.6% | 42 | 27.5% | 56 | 22.3% | 77 | 53.0% | 133 | 0.0% | 0 | 0.0% | 0 |
| Very satisfied | 7.5% | 41 | 11.9% | 23 | 5.1% | 18 | 10.2% | 17 | 5.0% | 9 | 7.4% | 15 | 5.4% | 11 | 8.7% | 30 | 16.3% | 41 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / N/A) | 59.3% | 326 | 54.1% | 105 | 62.1% | 221 | 46.4% | 77 | 63.3% | 114 | 66.2% | 135 | 56.9% | 116 | 60.7% | 210 | 10.8% | 27 | 100.0% | 148 | 100.0% | 151 |
| Mean: | 3.88 | | 4.09 | 3.74 | 3.92 | 3.73 | 3.97 | 3.80 | 3.93 | 3.88 | 0.00 | 0.00 | | | | | | | | | | |
| Base: | 550 | 194 | 356 | 166 | 180 | 204 | 204 | 346 | 251 | 148 | 151 | | | | | | | | | | | |

Q14 When visiting(NAME OF CENTRE) how often do you combine shopping with visits to services (for financial, legal, personal or health purposes), or with visits to eating and drinking outlets, or other leisure facilities?

| | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Almost always | 36.0% | 198 | 28.9% | 56 | 39.9% | 142 | 30.1% | 50 | 30.0% | 54 | 46.1% | 94 | 29.4% | 60 | 39.9% | 138 | 29.1% | 73 | 46.6% | 69 | 37.1% | 56 |
| Quite often | 24.0% | 132 | 24.7% | 48 | 23.6% | 84 | 23.5% | 39 | 27.8% | 50 | 21.1% | 43 | 25.0% | 51 | 23.4% | 81 | 25.9% | 65 | 21.6% | 32 | 23.2% | 35 |
| Sometimes | 25.6% | 141 | 27.8% | 54 | 24.4% | 87 | 27.1% | 45 | 30.0% | 54 | 20.6% | 42 | 27.5% | 56 | 24.6% | 85 | 28.7% | 72 | 21.6% | 32 | 24.5% | 37 |
| Rarely | 9.1% | 50 | 11.9% | 23 | 7.6% | 27 | 11.4% | 19 | 8.3% | 15 | 7.8% | 16 | 12.7% | 26 | 6.9% | 24 | 10.8% | 27 | 6.1% | 9 | 9.3% | 14 |
| Never | 4.9% | 27 | 6.2% | 12 | 4.2% | 15 | 7.2% | 12 | 3.3% | 6 | 4.4% | 9 | 4.9% | 10 | 4.9% | 17 | 5.2% | 13 | 3.4% | 5 | 6.0% | 9 |
| (Don't know / couldn't say) | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.6% | 1 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.3% | 1 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 |
| Base: | 550 | 194 | 356 | 166 | 180 | 204 | 204 | 346 | 251 | 148 | 151 | | | | | | | | | | | |

Q15 Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months (including problems related to old age)?

| | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Yes, limited a little | 6.7% | 37 | 8.8% | 17 | 5.6% | 20 | 2.4% | 4 | 4.4% | 8 | 12.3% | 25 | 3.9% | 8 | 8.4% | 29 | 6.8% | 17 | 4.7% | 7 | 8.6% | 13 |
| Yes, limited a lot | 4.4% | 24 | 4.6% | 9 | 4.2% | 15 | 1.2% | 2 | 5.0% | 9 | 6.4% | 13 | 2.5% | 5 | 5.5% | 19 | 5.6% | 14 | 4.7% | 7 | 2.0% | 3 |
| No | 87.3% | 480 | 84.0% | 163 | 89.0% | 317 | 94.0% | 156 | 89.4% | 161 | 79.9% | 163 | 93.1% | 190 | 83.8% | 290 | 85.3% | 214 | 89.2% | 132 | 88.7% | 134 |
| Rather not say | 1.6% | 9 | 2.6% | 5 | 1.1% | 4 | 2.4% | 4 | 1.1% | 2 | 1.5% | 3 | 0.5% | 1 | 2.3% | 8 | 2.4% | 6 | 1.4% | 2 | 0.7% | 1 |
| Base: | 550 | 194 | 356 | 166 | 180 | 204 | 204 | 346 | 251 | 148 | 151 | | | | | | | | | | | |

Q16 Does / do the health problem/s or disability/ies relate to:

Those who said yes at Q15

| | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|---|-------|----|-------|---|-------|---|-------|----|
| Mobility | 64.9% | 24 | 70.6% | 12 | 60.0% | 12 | 50.0% | 2 | 50.0% | 4 | 72.0% | 18 | 50.0% | 4 | 69.0% | 20 | 47.1% | 8 | 71.4% | 5 | 84.6% | 11 |
| Sight | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hearing | 5.4% | 2 | 5.9% | 1 | 5.0% | 1 | 0.0% | 0 | 0.0% | 0 | 8.0% | 2 | 12.5% | 1 | 3.4% | 1 | 5.9% | 1 | 0.0% | 0 | 7.7% | 1 |
| Old age generally | 5.4% | 2 | 11.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.0% | 2 | 12.5% | 1 | 3.4% | 1 | 11.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mental health | 2.7% | 1 | 5.9% | 1 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 1 | 5.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Panic disorder | 2.7% | 1 | 0.0% | 0 | 5.0% | 1 | 0.0% | 0 | 12.5% | 1 | 0.0% | 0 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| Vertigo | 2.7% | 1 | 0.0% | 0 | 5.0% | 1 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 | 12.5% | 1 | 0.0% | 0 | 5.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Rather not say | 16.2% | 6 | 5.9% | 1 | 25.0% | 5 | 25.0% | 1 | 37.5% | 3 | 8.0% | 2 | 12.5% | 1 | 17.2% | 5 | 23.5% | 4 | 14.3% | 1 | 7.7% | 1 |
| Base: | 37 | 17 | 20 | 4 | 8 | 25 | 8 | 29 | 17 | 7 | 13 | | | | | | | | | | | |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------|--------|---------|---------|------|--------|------|------------|------------|--------------------|----|--------|---|-------|----|-------|----|--------|---|-------|----|
| Q17 Could you please describe any difficulties you have when visiting(NAME OF CENTRE) in relation to access to shops and services, movement around the centre, access to transport facilities, or any other issue that you may wish to highlight? | | | | | | | | | | | | | | | | | | | | | | |
| <i>Those who said yes at Q15</i> | | | | | | | | | | | | | | | | | | | | | | |
| Difficulty walking around centre due to uneven pavements | 5.4% | 2 | 5.9% | 1 | 5.0% | 1 | 25.0% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 6.9% | 2 | 5.9% | 1 | 0.0% | 0 | 7.7% | 1 |
| Difficulty walking around centre, lack of seats | 2.7% | 1 | 5.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| I get too hot, lack of seats | 2.7% | 1 | 0.0% | 0 | 5.0% | 1 | 0.0% | 0 | 12.5% | 1 | 0.0% | 0 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| Lack of disabled parking | 2.7% | 1 | 0.0% | 0 | 5.0% | 1 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 3.4% | 1 | 5.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| None | 78.4% | 29 | 76.5% | 13 | 80.0% | 16 | 75.0% | 3 | 75.0% | 6 | 80.0% | 20 | 100.0% | 8 | 72.4% | 21 | 76.5% | 13 | 71.4% | 5 | 84.6% | 11 |
| Walking around is difficult | 8.1% | 3 | 11.8% | 2 | 5.0% | 1 | 0.0% | 0 | 12.5% | 1 | 8.0% | 2 | 0.0% | 0 | 10.3% | 3 | 11.8% | 2 | 0.0% | 0 | 7.7% | 1 |
| Base: | | 37 | | 17 | | 20 | | 4 | | 8 | | 25 | | 8 | | 29 | | 17 | | 7 | | 13 |
| Q18 What improvements would you like to see in(NAME OF CENTRE) that you would most welcome that would help the problems you have just described? [MR] | | | | | | | | | | | | | | | | | | | | | | |
| <i>Those who mentioned a difficulty at Q17</i> | | | | | | | | | | | | | | | | | | | | | | |
| Reduce amount of pavement clutter, such as A-boards or other obstructions | 12.5% | 1 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 12.5% | 1 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Provide more pedestrian crossings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better maintenance of pavements | 37.5% | 3 | 50.0% | 2 | 25.0% | 1 | 100.0% | 1 | 50.0% | 1 | 20.0% | 1 | 0.0% | 0 | 37.5% | 3 | 50.0% | 2 | 0.0% | 0 | 50.0% | 1 |
| Better signage within the centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More disabled parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More dropped pavements to aid access by wheelchair | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wider pavements / footpaths / walkways | 12.5% | 1 | 25.0% | 1 | 0.0% | 0 | 100.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| More lifts within shops / shopping centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ramped access within and at the entrance of shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More street / shop seating / seating in general | 50.0% | 4 | 50.0% | 2 | 50.0% | 2 | 0.0% | 0 | 50.0% | 1 | 60.0% | 3 | 0.0% | 0 | 50.0% | 4 | 25.0% | 1 | 100.0% | 2 | 50.0% | 1 |
| More circulation space in shops | 12.5% | 1 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 12.5% | 1 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 |
| More public / customer toilets, including disabled toilets and babychanging facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 8 | | 4 | | 4 | | 1 | | 2 | | 5 | | 0 | | 8 | | 4 | | 2 | | 2 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|---------------------------------------------|-------|------|--------|---------|---------|------|-------|------|------------|------------|--------------------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| GEN Gender: | | | | | | | | | | | | | | | | | | | | | | |
| Male | 35.3% | 194 | 100.0% | 194 | 0.0% | 0 | 34.3% | 57 | 33.3% | 60 | 37.7% | 77 | 37.7% | 77 | 33.8% | 117 | 39.0% | 98 | 27.0% | 40 | 37.1% | 56 |
| Female | 64.7% | 356 | 0.0% | 0 | 100.0% | 356 | 65.7% | 109 | 66.7% | 120 | 62.3% | 127 | 62.3% | 127 | 66.2% | 229 | 61.0% | 153 | 73.0% | 108 | 62.9% | 95 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| AGE Age Group: | | | | | | | | | | | | | | | | | | | | | | |
| 18 - 24 years | 13.1% | 72 | 17.0% | 33 | 11.0% | 39 | 43.4% | 72 | 0.0% | 0 | 0.0% | 0 | 16.7% | 34 | 11.0% | 38 | 19.5% | 49 | 4.7% | 7 | 10.6% | 16 |
| 25 - 34 years | 17.1% | 94 | 12.4% | 24 | 19.7% | 70 | 56.6% | 94 | 0.0% | 0 | 0.0% | 0 | 14.7% | 30 | 18.5% | 64 | 17.9% | 45 | 17.6% | 26 | 15.2% | 23 |
| 35 - 44 years | 16.4% | 90 | 13.4% | 26 | 18.0% | 64 | 0.0% | 0 | 50.0% | 90 | 0.0% | 0 | 19.1% | 39 | 14.7% | 51 | 15.9% | 40 | 18.9% | 28 | 14.6% | 22 |
| 45 - 54 years | 16.4% | 90 | 17.5% | 34 | 15.7% | 56 | 0.0% | 0 | 50.0% | 90 | 0.0% | 0 | 18.6% | 38 | 15.0% | 52 | 13.9% | 35 | 16.2% | 24 | 20.5% | 31 |
| 55 - 64 years | 16.9% | 93 | 16.5% | 32 | 17.1% | 61 | 0.0% | 0 | 0.0% | 0 | 45.6% | 93 | 18.1% | 37 | 16.2% | 56 | 17.9% | 45 | 16.9% | 25 | 15.2% | 23 |
| 65+ years | 20.2% | 111 | 23.2% | 45 | 18.5% | 66 | 0.0% | 0 | 0.0% | 0 | 54.4% | 111 | 12.7% | 26 | 24.6% | 85 | 14.7% | 37 | 25.7% | 38 | 23.8% | 36 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| EMP Employment status | | | | | | | | | | | | | | | | | | | | | | |
| Working full time | 36.2% | 199 | 47.4% | 92 | 30.1% | 107 | 44.6% | 74 | 53.9% | 97 | 13.7% | 28 | 55.9% | 114 | 24.6% | 85 | 34.7% | 87 | 35.8% | 53 | 39.1% | 59 |
| Working part time | 15.1% | 83 | 5.2% | 10 | 20.5% | 73 | 19.9% | 33 | 17.8% | 32 | 8.8% | 18 | 9.3% | 19 | 18.5% | 64 | 15.1% | 38 | 18.2% | 27 | 11.9% | 18 |
| Unemployed | 10.0% | 55 | 12.9% | 25 | 8.4% | 30 | 10.8% | 18 | 12.8% | 23 | 6.9% | 14 | 1.0% | 2 | 15.3% | 53 | 13.9% | 35 | 6.8% | 10 | 6.6% | 10 |
| Retired | 24.7% | 136 | 29.9% | 58 | 21.9% | 78 | 0.6% | 1 | 1.7% | 3 | 64.7% | 132 | 21.1% | 43 | 26.9% | 93 | 20.3% | 51 | 28.4% | 42 | 28.5% | 43 |
| A housewife | 8.7% | 48 | 0.0% | 0 | 13.5% | 48 | 10.8% | 18 | 10.0% | 18 | 5.9% | 12 | 3.4% | 7 | 11.9% | 41 | 7.2% | 18 | 9.5% | 14 | 10.6% | 16 |
| A student | 3.8% | 21 | 3.6% | 7 | 3.9% | 14 | 12.7% | 21 | 0.0% | 0 | 0.0% | 0 | 7.8% | 16 | 1.4% | 5 | 6.8% | 17 | 0.7% | 1 | 2.0% | 3 |
| Other (PLEASE WRITE IN) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Refused) | 1.5% | 8 | 1.0% | 2 | 1.7% | 6 | 0.6% | 1 | 3.9% | 7 | 0.0% | 0 | 1.5% | 3 | 1.4% | 5 | 2.0% | 5 | 0.7% | 1 | 1.3% | 2 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| SEG Occupation of Chief Wage Earner: | | | | | | | | | | | | | | | | | | | | | | |
| AB | 10.9% | 60 | 14.4% | 28 | 9.0% | 32 | 9.0% | 15 | 13.9% | 25 | 9.8% | 20 | 29.4% | 60 | 0.0% | 0 | 10.4% | 26 | 10.1% | 15 | 12.6% | 19 |
| C1 | 26.2% | 144 | 25.3% | 49 | 26.7% | 95 | 29.5% | 49 | 28.9% | 52 | 21.1% | 43 | 70.6% | 144 | 0.0% | 0 | 29.5% | 74 | 22.3% | 33 | 24.5% | 37 |
| C2 | 24.9% | 137 | 26.8% | 52 | 23.9% | 85 | 24.7% | 41 | 23.9% | 43 | 26.0% | 53 | 0.0% | 0 | 39.6% | 137 | 23.1% | 58 | 28.4% | 42 | 24.5% | 37 |
| DE | 38.0% | 209 | 33.5% | 65 | 40.4% | 144 | 36.7% | 61 | 33.3% | 60 | 43.1% | 88 | 0.0% | 0 | 60.4% | 209 | 37.1% | 93 | 39.2% | 58 | 38.4% | 58 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| TIME Time of interview: | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 – 12.00 | 33.6% | 185 | 32.0% | 62 | 34.6% | 123 | 24.1% | 40 | 36.7% | 66 | 38.7% | 79 | 36.3% | 74 | 32.1% | 111 | 34.3% | 86 | 34.5% | 51 | 31.8% | 48 |
| 12.01 – 14.00 | 39.6% | 218 | 45.9% | 89 | 36.2% | 129 | 45.8% | 76 | 37.2% | 67 | 36.8% | 75 | 35.8% | 73 | 41.9% | 145 | 39.8% | 100 | 33.1% | 49 | 45.7% | 69 |
| 14.01 – 16.00 | 26.7% | 147 | 22.2% | 43 | 29.2% | 104 | 30.1% | 50 | 26.1% | 47 | 24.5% | 50 | 27.9% | 57 | 26.0% | 90 | 25.9% | 65 | 32.4% | 48 | 22.5% | 34 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Sunderland | Washington | Houghton-Le-Spring | | | | |
|------------------------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|------------|------------|--------------------|--------|-----|--------|-----|
| ADU Number of adults incl Resp: | | | | | | | | | | | | | | | | | | | | | | |
| 1 adult in Hhold | 29.3% | 161 | 26.3% | 51 | 30.9% | 110 | 22.3% | 37 | 25.6% | 46 | 38.2% | 78 | 26.5% | 54 | 30.9% | 107 | 25.5% | 64 | 27.7% | 41 | 37.1% | 56 |
| 2 adults in Hhold | 53.1% | 292 | 52.1% | 101 | 53.7% | 191 | 46.4% | 77 | 56.1% | 101 | 55.9% | 114 | 51.0% | 104 | 54.3% | 188 | 51.4% | 129 | 62.8% | 93 | 46.4% | 70 |
| 3 or more adults in Hhold | 17.6% | 97 | 21.6% | 42 | 15.4% | 55 | 31.3% | 52 | 18.3% | 33 | 5.9% | 12 | 22.5% | 46 | 14.7% | 51 | 23.1% | 58 | 9.5% | 14 | 16.6% | 25 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| CHI No. of children 15 years and under: | | | | | | | | | | | | | | | | | | | | | | |
| 1 child in Hhold | 26.7% | 147 | 23.7% | 46 | 28.4% | 101 | 34.3% | 57 | 37.2% | 67 | 11.3% | 23 | 27.5% | 56 | 26.3% | 91 | 26.3% | 66 | 24.3% | 36 | 29.8% | 45 |
| 2 children in Hhold | 12.2% | 67 | 9.8% | 19 | 13.5% | 48 | 18.7% | 31 | 16.1% | 29 | 3.4% | 7 | 12.3% | 25 | 12.1% | 42 | 13.5% | 34 | 12.2% | 18 | 9.9% | 15 |
| 3 or more children in Hhold | 1.5% | 8 | 0.5% | 1 | 2.0% | 7 | 2.4% | 4 | 2.2% | 4 | 0.0% | 0 | 1.5% | 3 | 1.4% | 5 | 1.6% | 4 | 1.4% | 2 | 1.3% | 2 |
| No children in Hhold | 59.6% | 328 | 66.0% | 128 | 56.2% | 200 | 44.6% | 74 | 44.4% | 80 | 85.3% | 174 | 58.8% | 120 | 60.1% | 208 | 58.6% | 147 | 62.2% | 92 | 58.9% | 89 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| CAR Number of cars in household: | | | | | | | | | | | | | | | | | | | | | | |
| 1 car in Hhold | 41.6% | 229 | 42.8% | 83 | 41.0% | 146 | 36.1% | 60 | 41.7% | 75 | 46.1% | 94 | 42.2% | 86 | 41.3% | 143 | 43.0% | 108 | 42.6% | 63 | 38.4% | 58 |
| 2 cars in Hhold | 18.4% | 101 | 20.1% | 39 | 17.4% | 62 | 20.5% | 34 | 25.0% | 45 | 10.8% | 22 | 25.0% | 51 | 14.5% | 50 | 14.3% | 36 | 26.4% | 39 | 17.2% | 26 |
| 3 or more cars in Hhold | 5.5% | 30 | 5.2% | 10 | 5.6% | 20 | 5.4% | 9 | 7.2% | 13 | 3.9% | 8 | 6.9% | 14 | 4.6% | 16 | 2.8% | 7 | 3.4% | 5 | 11.9% | 18 |
| No cars in Hhold | 34.5% | 190 | 32.0% | 62 | 36.0% | 128 | 38.0% | 63 | 26.1% | 47 | 39.2% | 80 | 26.0% | 53 | 39.6% | 137 | 39.8% | 100 | 27.7% | 41 | 32.5% | 49 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| DAY Day of Interview: | | | | | | | | | | | | | | | | | | | | | | |
| Monday | 13.6% | 75 | 14.9% | 29 | 12.9% | 46 | 13.9% | 23 | 10.6% | 19 | 16.2% | 33 | 10.8% | 22 | 15.3% | 53 | 10.0% | 25 | 16.2% | 24 | 17.2% | 26 |
| Tuesday | 13.6% | 75 | 12.4% | 24 | 14.3% | 51 | 9.6% | 16 | 10.0% | 18 | 20.1% | 41 | 8.8% | 18 | 16.5% | 57 | 10.0% | 25 | 16.9% | 25 | 16.6% | 25 |
| Wednesday | 13.5% | 74 | 14.9% | 29 | 12.6% | 45 | 15.1% | 25 | 14.4% | 26 | 11.3% | 23 | 12.3% | 25 | 14.2% | 49 | 19.9% | 50 | 16.2% | 24 | 0.0% | 0 |
| Thursday | 18.2% | 100 | 14.4% | 28 | 20.2% | 72 | 16.3% | 27 | 18.3% | 33 | 19.6% | 40 | 18.6% | 38 | 17.9% | 62 | 19.9% | 50 | 16.9% | 25 | 16.6% | 25 |
| Friday | 18.4% | 101 | 20.1% | 39 | 17.4% | 62 | 21.7% | 36 | 21.1% | 38 | 13.2% | 27 | 17.2% | 35 | 19.1% | 66 | 20.3% | 51 | 16.9% | 25 | 16.6% | 25 |
| Saturday | 22.7% | 125 | 23.2% | 45 | 22.5% | 80 | 23.5% | 39 | 25.6% | 46 | 19.6% | 40 | 32.4% | 66 | 17.1% | 59 | 19.9% | 50 | 16.9% | 25 | 33.1% | 50 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |
| CENTRE Centre: | | | | | | | | | | | | | | | | | | | | | | |
| Sunderland | 45.6% | 251 | 50.5% | 98 | 43.0% | 153 | 56.6% | 94 | 41.7% | 75 | 40.2% | 82 | 49.0% | 100 | 43.6% | 151 | 100.0% | 251 | 0.0% | 0 | 0.0% | 0 |
| Washington | 26.9% | 148 | 20.6% | 40 | 30.3% | 108 | 19.9% | 33 | 28.9% | 52 | 30.9% | 63 | 23.5% | 48 | 28.9% | 100 | 0.0% | 0 | 100.0% | 148 | 0.0% | 0 |
| Houghton-le-Spring | 27.5% | 151 | 28.9% | 56 | 26.7% | 95 | 23.5% | 39 | 29.4% | 53 | 28.9% | 59 | 27.5% | 56 | 27.5% | 95 | 0.0% | 0 | 0.0% | 0 | 100.0% | 151 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | Sunderland | | Washington | | Houghton-Le-Spring | | |
|---------------------------------------------------------------------|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|------------|-------|------------|-------|--------------------|-------|-----|
| LOC1 Sunderland | | | | | | | | | | | | | | | | | | | | | | |
| Sunderland - High Street West | 18.3% | 46 | 17.3% | 17 | 19.0% | 29 | 14.9% | 14 | 18.7% | 14 | 22.0% | 18 | 18.0% | 18 | 18.5% | 28 | 18.3% | 46 | 0.0% | 0 | 0.0% | 0 |
| Sunderland - Athenaeum Street | 10.4% | 26 | 14.3% | 14 | 7.8% | 12 | 10.6% | 10 | 9.3% | 7 | 11.0% | 9 | 11.0% | 11 | 9.9% | 15 | 10.4% | 26 | 0.0% | 0 | 0.0% | 0 |
| Sunderland - The Bridges Entrance near to HSBC | 21.5% | 54 | 20.4% | 20 | 22.2% | 34 | 24.5% | 23 | 21.3% | 16 | 18.3% | 15 | 26.0% | 26 | 18.5% | 28 | 21.5% | 54 | 0.0% | 0 | 0.0% | 0 |
| Sunderland - In the centre of The Bridges Shopping Centre | 21.9% | 55 | 17.3% | 17 | 24.8% | 38 | 22.3% | 21 | 25.3% | 19 | 18.3% | 15 | 26.0% | 26 | 19.2% | 29 | 21.9% | 55 | 0.0% | 0 | 0.0% | 0 |
| Sunderland - The Bridges Entrance near to New Look | 9.2% | 23 | 10.2% | 10 | 8.5% | 13 | 8.5% | 8 | 9.3% | 7 | 9.8% | 8 | 5.0% | 5 | 11.9% | 18 | 9.2% | 23 | 0.0% | 0 | 0.0% | 0 |
| Sunderland - Junction of Blandford Street | 9.6% | 24 | 11.2% | 11 | 8.5% | 13 | 11.7% | 11 | 9.3% | 7 | 7.3% | 6 | 10.0% | 10 | 9.3% | 14 | 9.6% | 24 | 0.0% | 0 | 0.0% | 0 |
| Sunderland - Near the Entrance to The Market | 9.2% | 23 | 9.2% | 9 | 9.2% | 14 | 7.4% | 7 | 6.7% | 5 | 13.4% | 11 | 4.0% | 4 | 12.6% | 19 | 9.2% | 23 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 251 | | 98 | | 153 | | 94 | | 75 | | 82 | | 100 | | 151 | | 251 | | 0 | | 0 |
| LOC2 Washington | | | | | | | | | | | | | | | | | | | | | | |
| Washington - The Galleries Retail Park | 29.7% | 44 | 25.0% | 10 | 31.5% | 34 | 33.3% | 11 | 34.6% | 18 | 23.8% | 15 | 43.8% | 21 | 23.0% | 23 | 0.0% | 0 | 29.7% | 44 | 0.0% | 0 |
| Washington - The Galleries Entrance near the car park | 30.4% | 45 | 37.5% | 15 | 27.8% | 30 | 36.4% | 12 | 30.8% | 16 | 27.0% | 17 | 25.0% | 12 | 33.0% | 33 | 0.0% | 0 | 30.4% | 45 | 0.0% | 0 |
| Washington - The Galleries Entrance near the Taxi rank | 24.3% | 36 | 25.0% | 10 | 24.1% | 26 | 18.2% | 6 | 13.5% | 7 | 36.5% | 23 | 16.7% | 8 | 28.0% | 28 | 0.0% | 0 | 24.3% | 36 | 0.0% | 0 |
| Washington - In the Centre of the Galleries shopping Centre | 15.5% | 23 | 12.5% | 5 | 16.7% | 18 | 12.1% | 4 | 21.2% | 11 | 12.7% | 8 | 14.6% | 7 | 16.0% | 16 | 0.0% | 0 | 15.5% | 23 | 0.0% | 0 |
| Base: | | 148 | | 40 | | 108 | | 33 | | 52 | | 63 | | 48 | | 100 | | 0 | | 148 | | 0 |
| LOC3 Houghton Le Spring | | | | | | | | | | | | | | | | | | | | | | |
| Houghton-Le-Spring - Newbottle Street (near Peppercorn Coffee Shop) | 34.4% | 52 | 39.3% | 22 | 31.6% | 30 | 33.3% | 13 | 32.1% | 17 | 37.3% | 22 | 37.5% | 21 | 32.6% | 31 | 0.0% | 0 | 0.0% | 0 | 34.4% | 52 |
| Houghton-Le-Spring - Mautland Street | 37.1% | 56 | 37.5% | 21 | 36.8% | 35 | 38.5% | 15 | 39.6% | 21 | 33.9% | 20 | 33.9% | 19 | 38.9% | 37 | 0.0% | 0 | 0.0% | 0 | 37.1% | 56 |
| Houghton-Le-Spring - Newbottle Street (near Martin Retail Group) | 28.5% | 43 | 23.2% | 13 | 31.6% | 30 | 28.2% | 11 | 28.3% | 15 | 28.8% | 17 | 28.6% | 16 | 28.4% | 27 | 0.0% | 0 | 0.0% | 0 | 28.5% | 43 |
| Base: | | 151 | | 56 | | 95 | | 39 | | 53 | | 59 | | 56 | | 95 | | 0 | | 0 | | 151 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | |
|-----------|-------|------|--------|---------|---------|------|------|------|------------|------------|--------------------|----|------|----|------|----|------|---|------|---|
| PC | | | | | | | | | | | | | | | | | | | | |
| CA12 5 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | | |
| DH1 5 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 |
| DH17 9 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| DH2 1 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| DH2 2 | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 1.4% | 2 |
| DH2 3 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| DH3 1 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| DH3 2 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| DH3 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 |
| DH4 | 0.4% | 2 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.5% | 1 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 |
| DH4 4 | 4.9% | 27 | 4.6% | 9 | 5.1% | 18 | 5.4% | 9 | 3.3% | 6 | 5.9% | 12 | 4.4% | 9 | 5.2% | 18 | 0.8% | 2 | 1.4% | 2 |
| DH4 5 | 4.9% | 27 | 5.7% | 11 | 4.5% | 16 | 3.6% | 6 | 3.3% | 6 | 7.4% | 15 | 5.4% | 11 | 4.6% | 16 | 0.0% | 0 | 0.7% | 1 |
| DH4 6 | 3.5% | 19 | 2.1% | 4 | 4.2% | 15 | 4.2% | 7 | 5.0% | 9 | 1.5% | 3 | 2.9% | 6 | 3.8% | 13 | 0.8% | 2 | 0.0% | 0 |
| DH4 7 | 2.5% | 14 | 3.1% | 6 | 2.2% | 8 | 1.2% | 2 | 3.9% | 7 | 2.5% | 5 | 2.5% | 5 | 2.6% | 9 | 1.2% | 3 | 2.7% | 4 |
| DH42 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| DH45 5 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| DH5 | 0.5% | 3 | 1.5% | 3 | 0.0% | 0 | 0.6% | 1 | 1.1% | 2 | 0.0% | 0 | 1.0% | 2 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| DH5 0 | 1.6% | 9 | 2.1% | 4 | 1.4% | 5 | 1.8% | 3 | 1.7% | 3 | 1.5% | 3 | 2.0% | 4 | 1.4% | 5 | 0.8% | 2 | 0.0% | 0 |
| DH5 5 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| DH5 6 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DH5 8 | 5.8% | 32 | 6.2% | 12 | 5.6% | 20 | 6.6% | 11 | 4.4% | 8 | 6.4% | 13 | 4.9% | 10 | 6.4% | 22 | 0.8% | 2 | 0.0% | 0 |
| DH5 9 | 2.7% | 15 | 3.1% | 6 | 2.5% | 9 | 3.6% | 6 | 2.2% | 4 | 2.5% | 5 | 2.9% | 6 | 2.6% | 9 | 0.4% | 1 | 1.4% | 2 |
| DH6 1 | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.6% | 1 | 0.5% | 1 | 0.5% | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 |
| DH7 7 | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 1.4% | 2 |
| DH8 6 | 0.5% | 3 | 0.0% | 0 | 0.8% | 3 | 0.0% | 0 | 0.6% | 1 | 1.0% | 2 | 0.5% | 1 | 0.6% | 2 | 0.0% | 0 | 2.0% | 3 |
| DH9 7 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 |
| DL15 0 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 |
| DL4 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| KY11 8 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| NE1 2 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| NE10 0 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 |
| NE10 8 | 0.5% | 3 | 0.0% | 0 | 0.8% | 3 | 0.6% | 1 | 0.6% | 1 | 0.5% | 1 | 1.5% | 3 | 0.0% | 0 | 0.0% | 0 | 2.0% | 3 |
| NE11 0 | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 1.4% | 2 |
| NE12 6 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 |
| NE15 8 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 |
| NE15 9 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 |
| NE16 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| NE16 6 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| NE2 2 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| NE20 9 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 |
| NE21 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| NE25 9 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| NE3 2 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| NE31 1 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| NE32 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

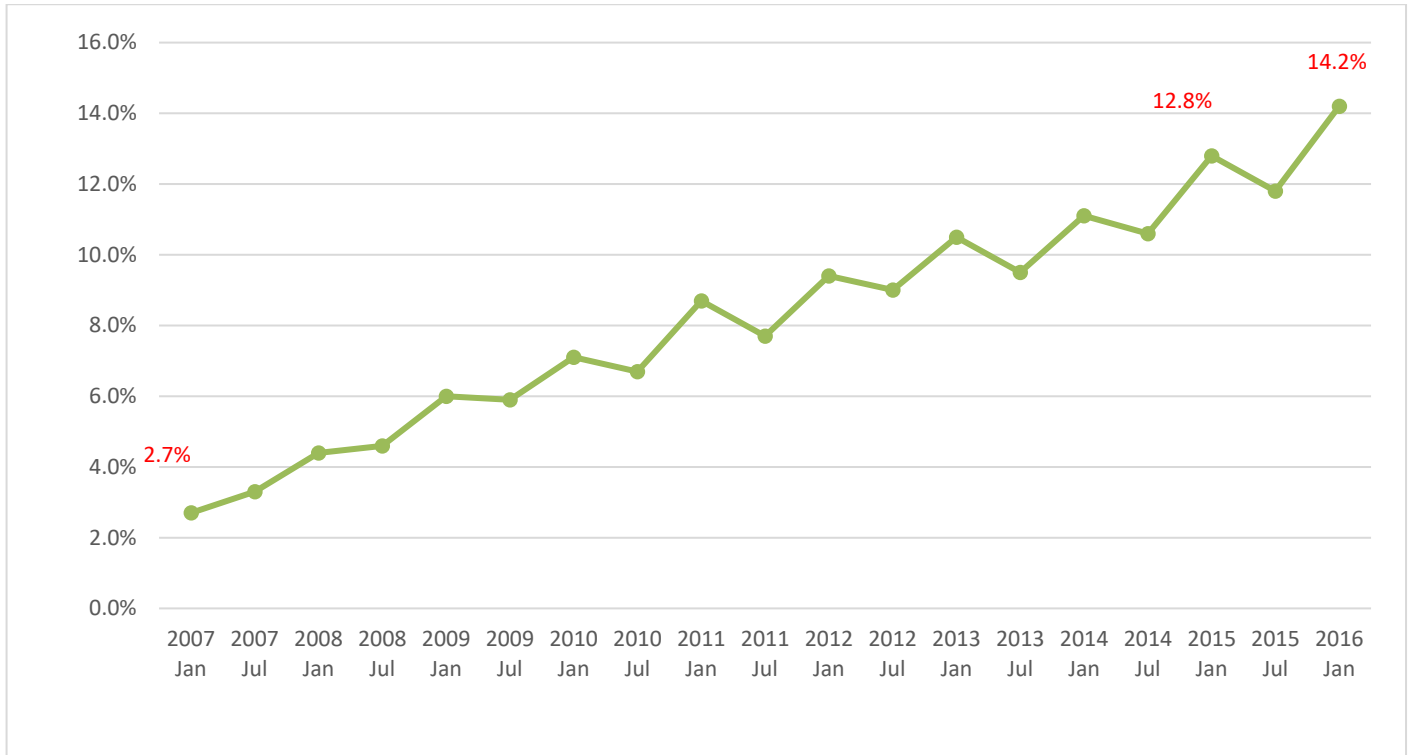
| | Total | Male | Female | 16 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | | | | | | |
|--------|-------|------|--------|---------|---------|------|------|------|------------|------------|--------------------|----|------|---|------|----|------|----|-------|----|------|---|
| NE33 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| NE33 5 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| NE34 0 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| NE34 6 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| NE34 8 | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| NE36 0 | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.5% | 1 | 0.5% | 1 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| NE37 0 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| NE37 1 | 2.2% | 12 | 2.1% | 4 | 2.2% | 8 | 0.6% | 1 | 2.8% | 5 | 2.9% | 6 | 2.9% | 6 | 1.7% | 6 | 0.0% | 0 | 8.1% | 12 | 0.0% | 0 |
| NE37 2 | 2.4% | 13 | 2.1% | 4 | 2.5% | 9 | 2.4% | 4 | 3.3% | 6 | 1.5% | 3 | 1.0% | 2 | 3.2% | 11 | 0.4% | 1 | 8.1% | 12 | 0.0% | 0 |
| NE37 3 | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.5% | 1 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 1.4% | 2 | 0.0% | 0 |
| NE37 5 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| NE38 | 0.5% | 3 | 1.0% | 2 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 1.0% | 2 | 1.0% | 2 | 0.3% | 1 | 0.0% | 0 | 2.0% | 3 | 0.0% | 0 |
| NE38 0 | 3.8% | 21 | 1.5% | 3 | 5.1% | 18 | 5.4% | 9 | 3.3% | 6 | 2.9% | 6 | 2.5% | 5 | 4.6% | 16 | 0.0% | 0 | 14.2% | 21 | 0.0% | 0 |
| NE38 7 | 4.7% | 26 | 2.1% | 4 | 6.2% | 22 | 2.4% | 4 | 6.1% | 11 | 5.4% | 11 | 2.9% | 6 | 5.8% | 20 | 0.0% | 0 | 17.6% | 26 | 0.0% | 0 |
| NE38 8 | 2.5% | 14 | 1.0% | 2 | 3.4% | 12 | 0.0% | 0 | 1.7% | 3 | 5.4% | 11 | 2.9% | 6 | 2.3% | 8 | 0.0% | 0 | 8.8% | 13 | 0.7% | 1 |
| NE38 9 | 0.7% | 4 | 0.5% | 1 | 0.8% | 3 | 0.0% | 0 | 1.1% | 2 | 1.0% | 2 | 0.5% | 1 | 0.9% | 3 | 0.0% | 0 | 2.7% | 4 | 0.0% | 0 |
| NE4 5 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| NE6 3 | 0.2% | 1 | 0.5% | 1 | 0.0% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| NE8 1 | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| NE8 3 | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 |
| NE9 | 0.4% | 2 | 0.0% | 0 | 0.6% | 2 | 0.6% | 1 | 0.6% | 1 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.3% | 1 | 0.0% | 0 | 1.3% | 2 |
| NE9 5 | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 1.4% | 2 | 0.0% | 0 |
| NE9 6 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| NE9 7 | 0.5% | 3 | 0.0% | 0 | 0.8% | 3 | 1.2% | 2 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.6% | 2 | 0.0% | 0 | 2.0% | 3 | 0.0% | 0 |
| SR1 1 | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| SR1 2 | 1.1% | 6 | 2.1% | 4 | 0.6% | 2 | 0.6% | 1 | 1.1% | 2 | 1.5% | 3 | 0.5% | 1 | 1.4% | 5 | 2.4% | 6 | 0.0% | 0 | 0.0% | 0 |
| SR1 3 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR15 2 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR2 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR2 0 | 1.5% | 8 | 1.0% | 2 | 1.7% | 6 | 2.4% | 4 | 0.6% | 1 | 1.5% | 3 | 2.0% | 4 | 1.2% | 4 | 3.2% | 8 | 0.0% | 0 | 0.0% | 0 |
| SR2 7 | 1.6% | 9 | 2.1% | 4 | 1.4% | 5 | 1.8% | 3 | 1.1% | 2 | 2.0% | 4 | 2.5% | 5 | 1.2% | 4 | 3.6% | 9 | 0.0% | 0 | 0.0% | 0 |
| SR2 8 | 2.2% | 12 | 3.1% | 6 | 1.7% | 6 | 3.6% | 6 | 0.6% | 1 | 2.5% | 5 | 2.5% | 5 | 2.0% | 7 | 4.8% | 12 | 0.0% | 0 | 0.0% | 0 |
| SR2 9 | 1.5% | 8 | 2.1% | 4 | 1.1% | 4 | 1.8% | 3 | 2.2% | 4 | 0.5% | 1 | 2.0% | 4 | 1.2% | 4 | 3.2% | 8 | 0.0% | 0 | 0.0% | 0 |
| SR2. 7 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR3 1 | 2.7% | 15 | 3.6% | 7 | 2.2% | 8 | 3.6% | 6 | 2.2% | 4 | 2.5% | 5 | 2.5% | 5 | 2.9% | 10 | 6.0% | 15 | 0.0% | 0 | 0.0% | 0 |
| SR3 2 | 1.3% | 7 | 1.0% | 2 | 1.4% | 5 | 1.2% | 2 | 1.1% | 2 | 1.5% | 3 | 1.5% | 3 | 1.2% | 4 | 2.4% | 6 | 0.0% | 0 | 0.7% | 1 |
| SR3 3 | 2.4% | 13 | 3.1% | 6 | 2.0% | 7 | 2.4% | 4 | 2.2% | 4 | 2.5% | 5 | 2.9% | 6 | 2.0% | 7 | 3.6% | 9 | 1.4% | 2 | 1.3% | 2 |
| SR3 4 | 1.6% | 9 | 1.0% | 2 | 2.0% | 7 | 1.8% | 3 | 2.2% | 4 | 1.0% | 2 | 1.5% | 3 | 1.7% | 6 | 3.2% | 8 | 0.0% | 0 | 0.7% | 1 |
| SR4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR4 0 | 1.5% | 8 | 1.0% | 2 | 1.7% | 6 | 2.4% | 4 | 0.6% | 1 | 1.5% | 3 | 0.5% | 1 | 2.0% | 7 | 3.2% | 8 | 0.0% | 0 | 0.0% | 0 |
| SR4 6 | 2.2% | 12 | 2.6% | 5 | 2.0% | 7 | 3.6% | 6 | 2.2% | 4 | 1.0% | 2 | 1.5% | 3 | 2.6% | 9 | 4.8% | 12 | 0.0% | 0 | 0.0% | 0 |
| SR4 7 | 2.4% | 13 | 3.6% | 7 | 1.7% | 6 | 2.4% | 4 | 2.8% | 5 | 2.0% | 4 | 2.0% | 4 | 2.6% | 9 | 4.8% | 12 | 0.7% | 1 | 0.0% | 0 |
| SR4 8 | 1.1% | 6 | 1.5% | 3 | 0.8% | 3 | 0.6% | 1 | 1.7% | 3 | 1.0% | 2 | 0.5% | 1 | 1.4% | 5 | 2.4% | 6 | 0.0% | 0 | 0.0% | 0 |
| SR4 9 | 1.3% | 7 | 2.1% | 4 | 0.8% | 3 | 2.4% | 4 | 1.1% | 2 | 0.5% | 1 | 1.0% | 2 | 1.4% | 5 | 1.6% | 4 | 2.0% | 3 | 0.0% | 0 |
| SR5 | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.6% | 1 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| SR5 1 | 1.3% | 7 | 1.0% | 2 | 1.4% | 5 | 0.0% | 0 | 1.1% | 2 | 2.5% | 5 | 1.5% | 3 | 1.2% | 4 | 2.0% | 5 | 0.0% | 0 | 1.3% | 2 |
| SR5 2 | 1.1% | 6 | 1.5% | 3 | 0.8% | 3 | 1.8% | 3 | 0.6% | 1 | 1.0% | 2 | 1.5% | 3 | 0.9% | 3 | 2.4% | 6 | 0.0% | 0 | 0.0% | 0 |

Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

| | Total | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | C2DE | Sunderland | Washington | Houghton-Le-Spring | | | | | | |
|---------|-------|------|------|--------|------|---------|------|---------|------|------|------|------|------|------------|------------|--------------------|------|-----|------|-----|------|-----|
| SR5 3 | 1.6% | 9 | 1.5% | 3 | 1.7% | 6 | 4.2% | 7 | 1.1% | 2 | 0.0% | 0 | 1.5% | 3 | 1.7% | 6 | 3.6% | 9 | 0.0% | 0 | 0.0% | 0 |
| SR5 4 | 1.3% | 7 | 0.0% | 0 | 2.0% | 7 | 1.8% | 3 | 1.7% | 3 | 0.5% | 1 | 0.5% | 1 | 1.7% | 6 | 2.4% | 6 | 0.7% | 1 | 0.0% | 0 |
| SR5 5 | 1.8% | 10 | 1.5% | 3 | 2.0% | 7 | 1.2% | 2 | 3.3% | 6 | 1.0% | 2 | 0.5% | 1 | 2.6% | 9 | 4.0% | 10 | 0.0% | 0 | 0.0% | 0 |
| SR5 9 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| SR6 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR6 0 | 1.5% | 8 | 2.1% | 4 | 1.1% | 4 | 0.6% | 1 | 1.1% | 2 | 2.5% | 5 | 2.0% | 4 | 1.2% | 4 | 3.2% | 8 | 0.0% | 0 | 0.0% | 0 |
| SR6 7 | 0.4% | 2 | 0.5% | 1 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.6% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| SR6 8 | 1.5% | 8 | 2.6% | 5 | 0.8% | 3 | 1.2% | 2 | 0.6% | 1 | 2.5% | 5 | 2.0% | 4 | 1.2% | 4 | 2.8% | 7 | 0.0% | 0 | 0.7% | 1 |
| SR6 9 | 2.4% | 13 | 3.6% | 7 | 1.7% | 6 | 0.6% | 1 | 2.8% | 5 | 3.4% | 7 | 2.0% | 4 | 2.6% | 9 | 5.2% | 13 | 0.0% | 0 | 0.0% | 0 |
| SR6 A | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR7 0 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR7 7 | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR7 8 | 0.5% | 3 | 0.0% | 0 | 0.8% | 3 | 0.6% | 1 | 1.1% | 2 | 0.0% | 0 | 1.5% | 3 | 0.0% | 0 | 1.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| SR7 9 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| SR8 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| SR8 9 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| TS27 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Refused | 2.7% | 15 | 3.1% | 6 | 2.5% | 9 | 1.8% | 3 | 3.9% | 7 | 2.5% | 5 | 3.9% | 8 | 2.0% | 7 | 1.2% | 3 | 6.1% | 9 | 2.0% | 3 |
| Base: | | 550 | | 194 | | 356 | | 166 | | 180 | | 204 | | 204 | | 346 | | 251 | | 148 | | 151 |

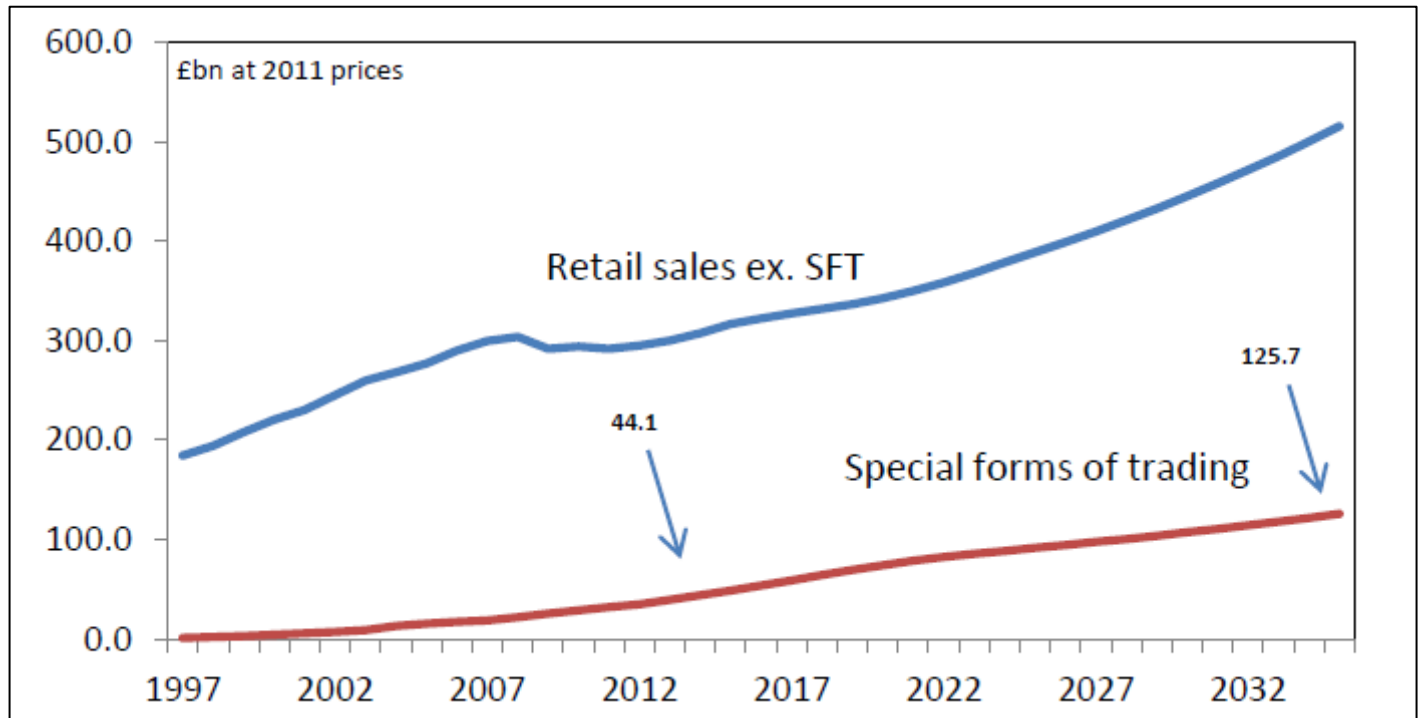
FIGURES

Figure 3.1: Online Sales as a Proportion of All Retailing



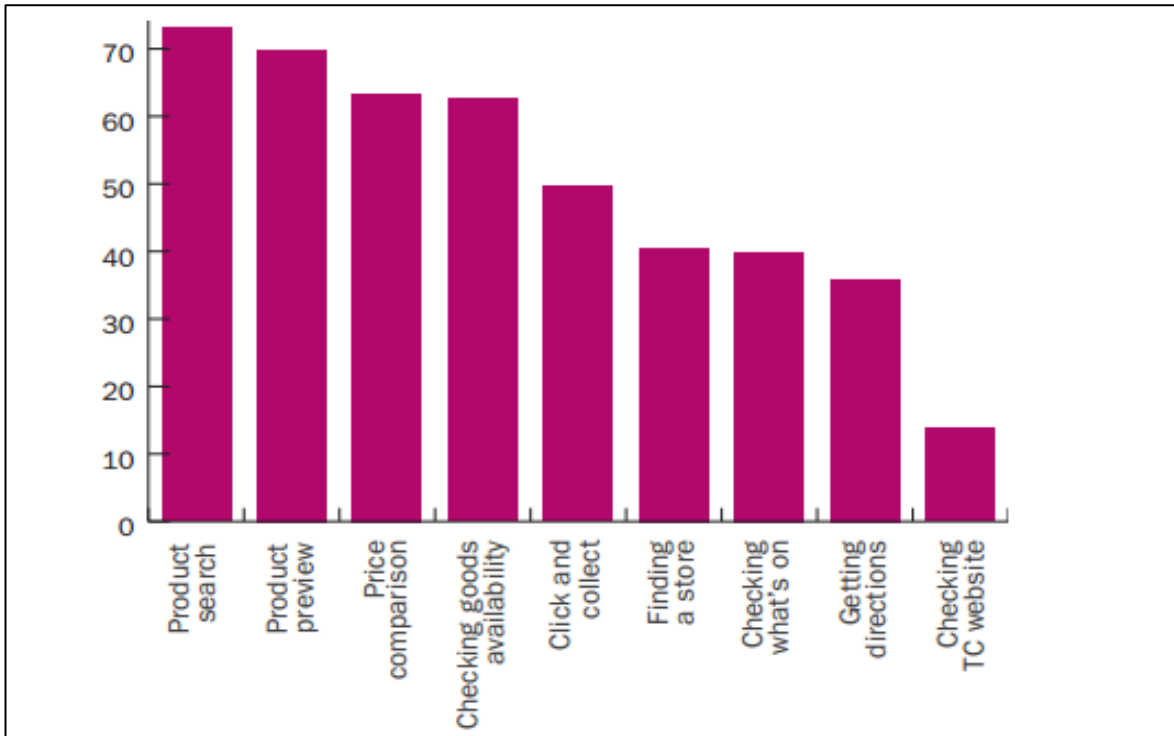
Source: Office for National Statistics Statistical Bulletin - Retail Sales, March 2016

Figure 3.2: Retail Sales Volume in £bn 1997 to 2035



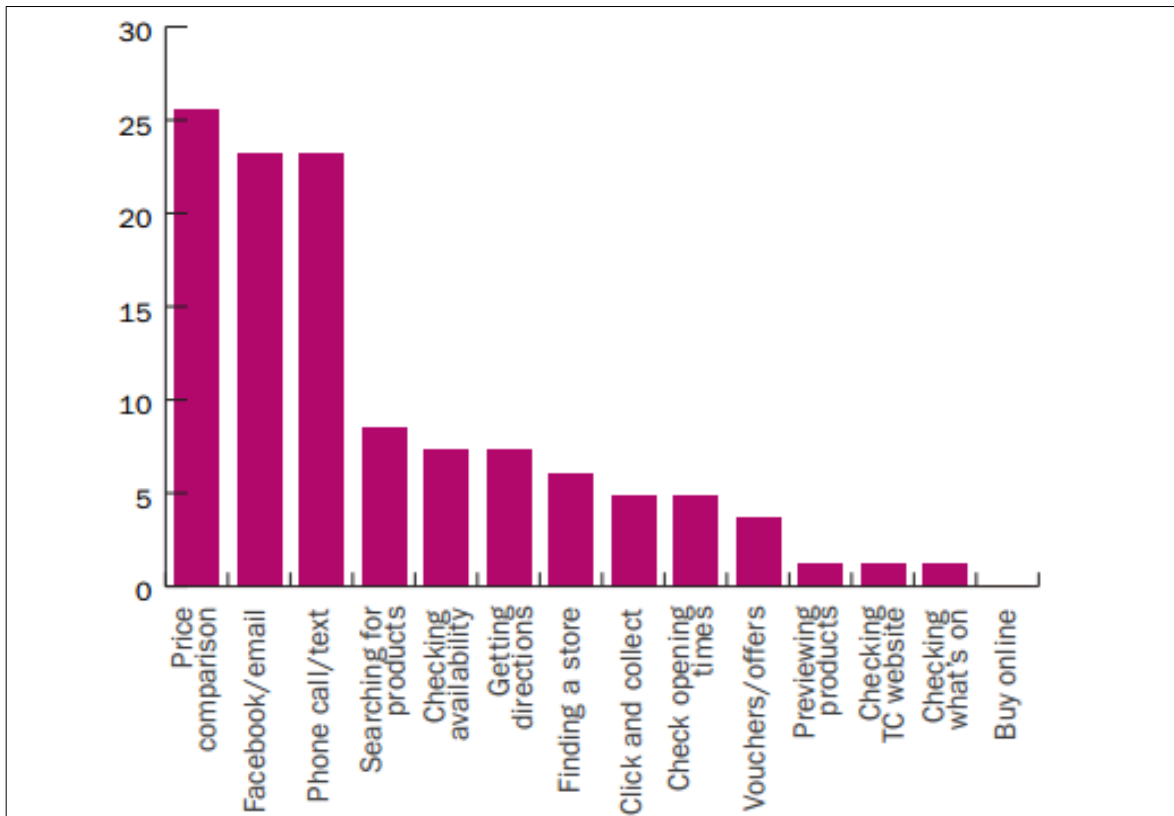
Source: Experian Retail Planner Briefing Note 13, October 2015

Figure 3.3: Internet Usage before a Town Centre Visit (% of respondents)



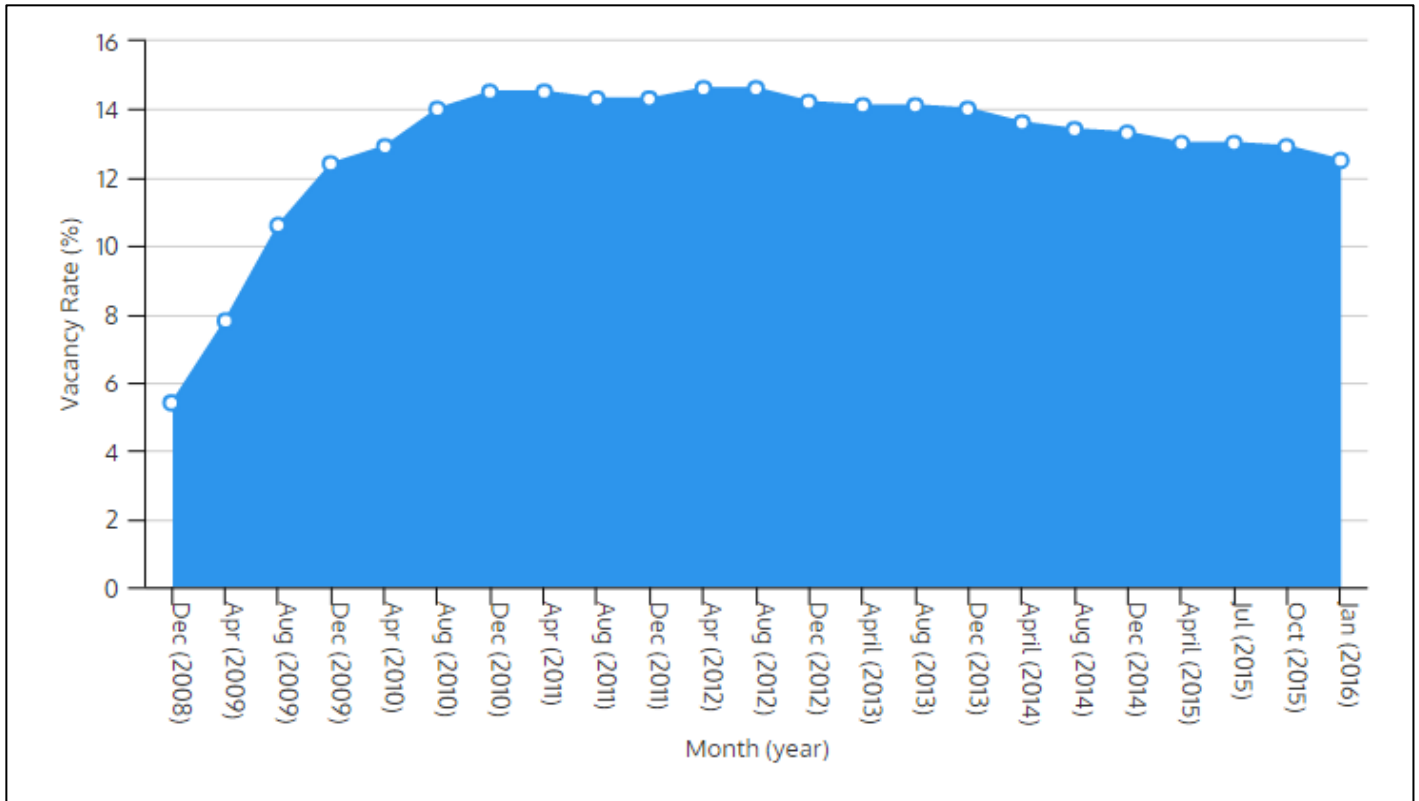
Source: Hart C, Shadow G, Rafiq M and Laing A: The Customer Experience of Town Centres – Project Report Loughborough University, 2014

Figure 3.4: Internet Usage during a Town Centre Visit (% of respondents)



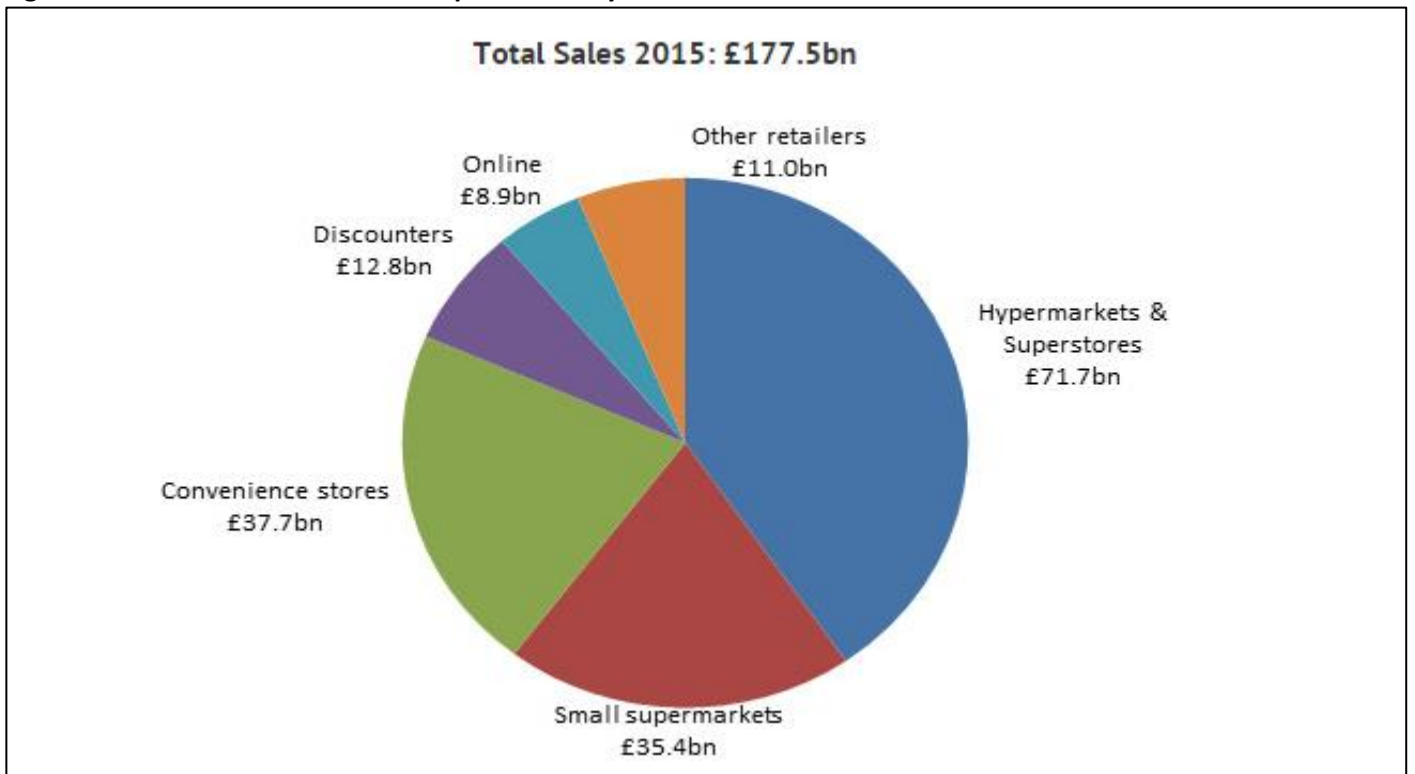
Source: Hart C, Shadow G, Rafiq M and Laing A: The Customer Experience of Town Centres – Project Report Loughborough University, 2014

Figure 3.5: Shop Vacancy Rates in Great Britain



Source: The Local Data Company – February 2016

Figure 3.6: The Channels that make up the Grocery Market



Source: Institute of Grocery Distribution - June 2015

Figure 4.1: Annotated Goad Plan showing Vacancies & other 'Recession Indicators' in Sunderland City Centre, September 2015

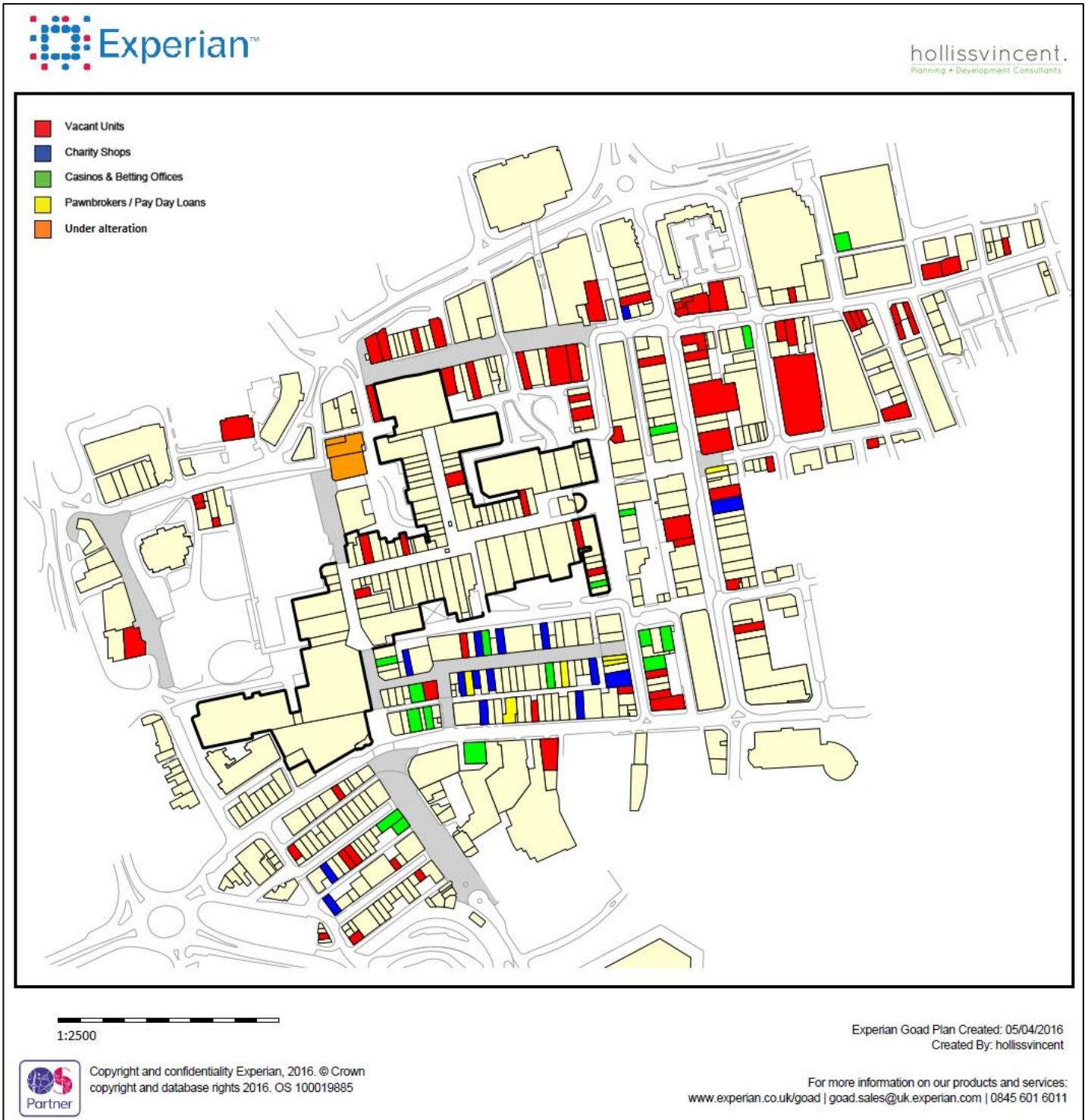


Figure 5.1: Annotated Goad Plan showing Vacancies & other 'Recession Indicators' at the Ground Floor Level of Retail and Service Units in Washington Town Centre, September 2015

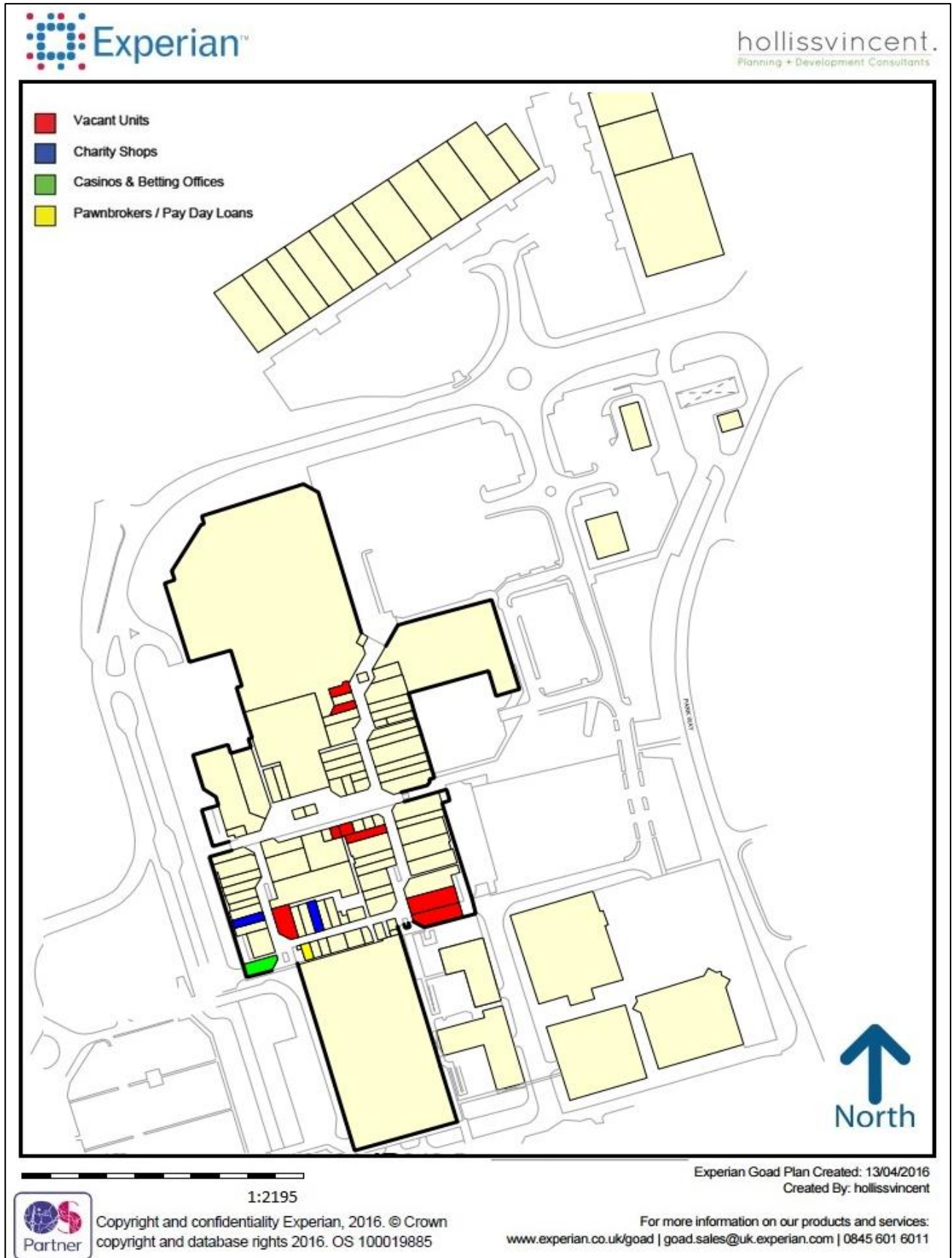


Image 5.3: Annotated Goad Plan showing Vacancies & other 'Recession Indicators' in Houghton-le-Spring, September 2015

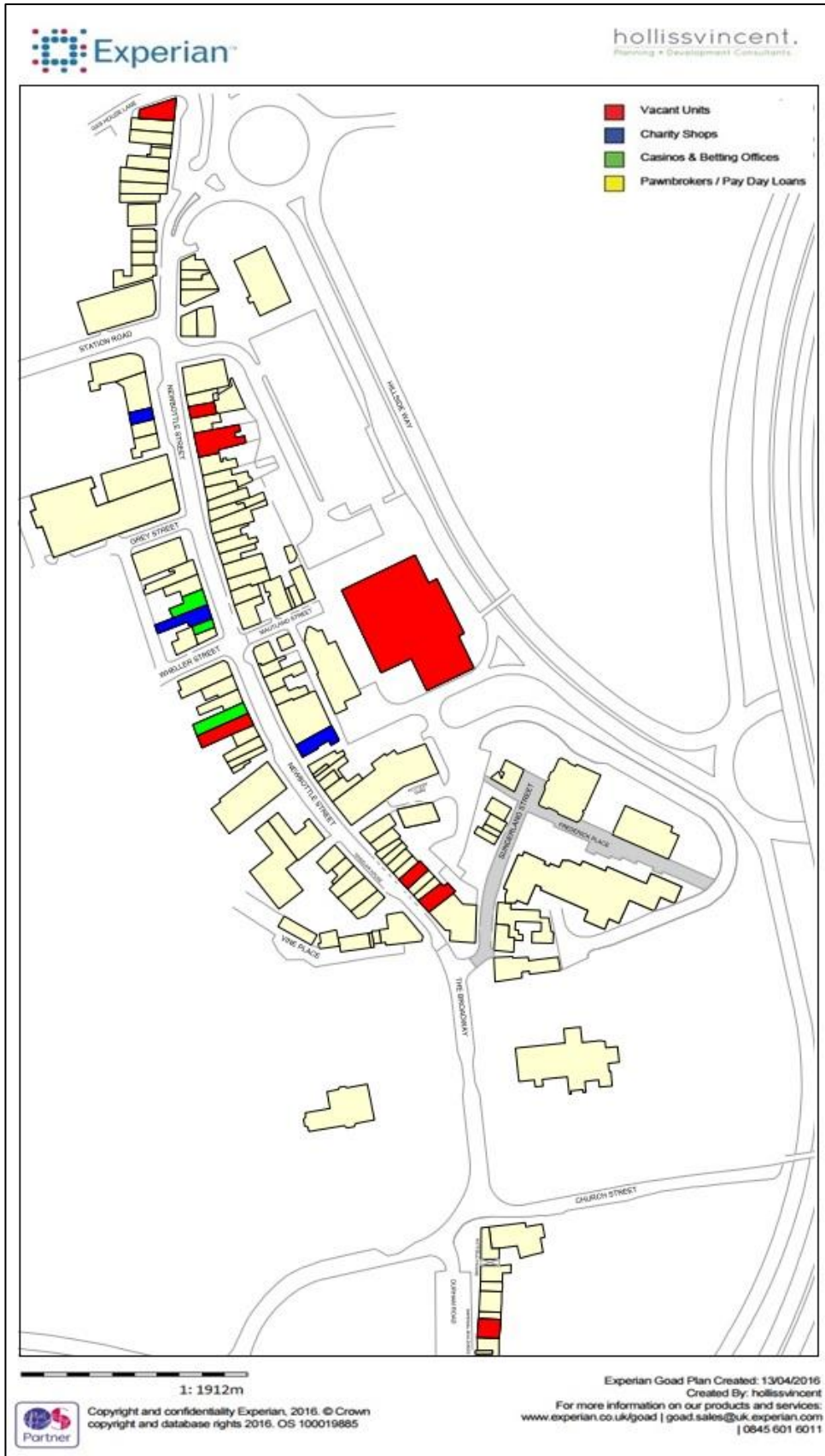


Figure 6.1 Overall Telephone Survey Area Used by NEMS Market Research in February 2015

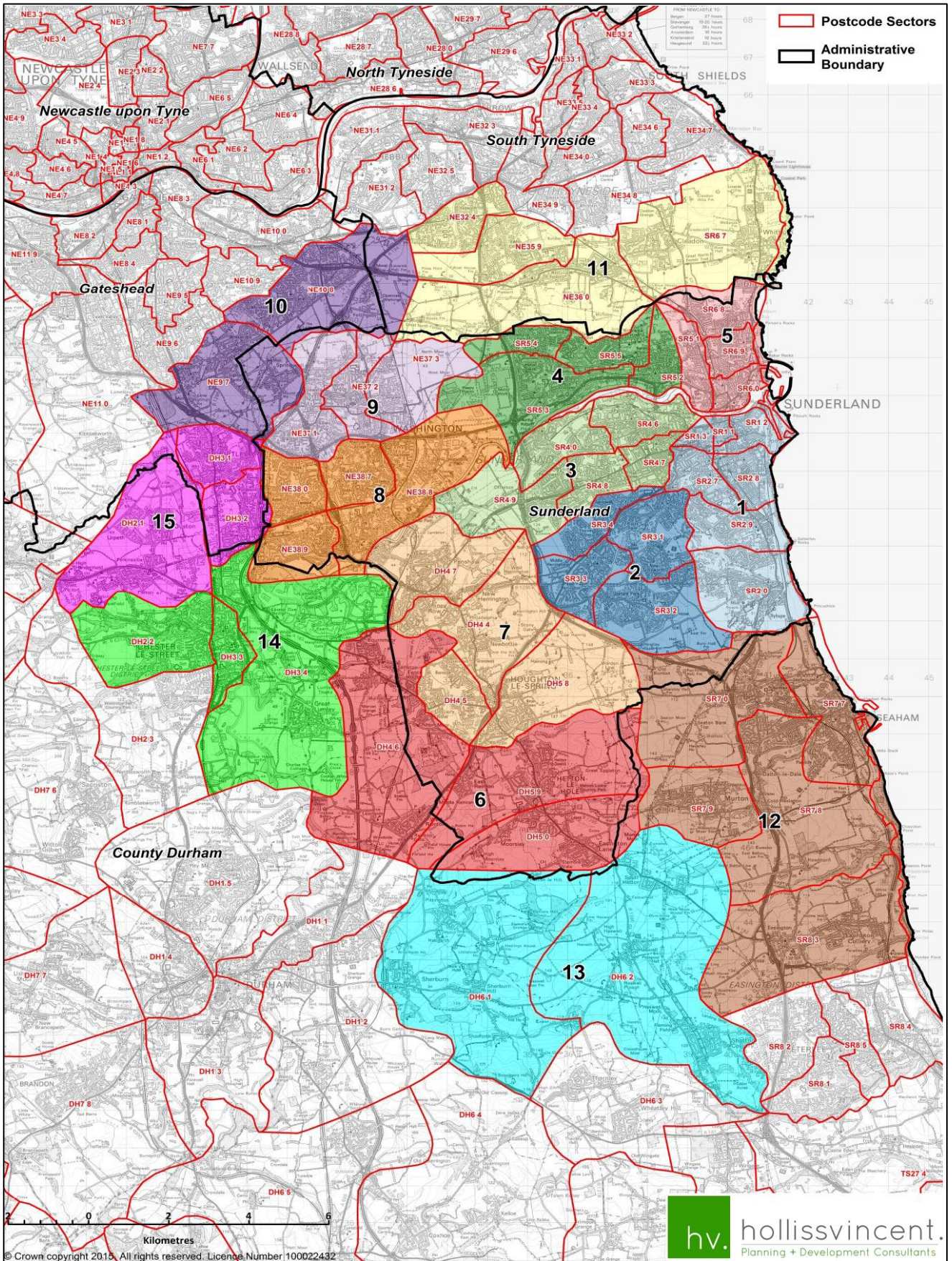


Figure 6.2 Sunderland City Centre's Percentage Market Shares for Comparison Goods

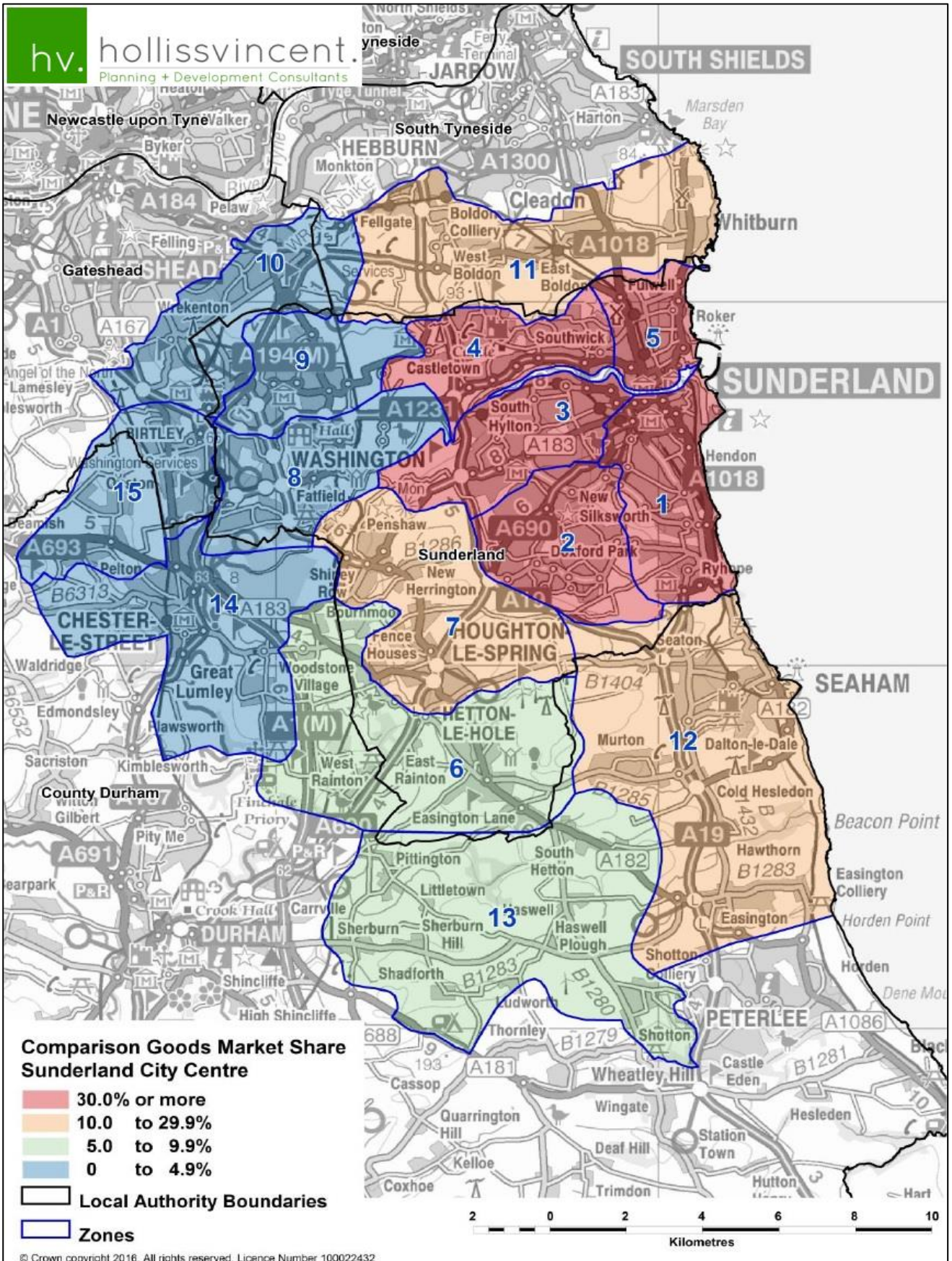


Figure 6.3 Localised Convenience Goods Retention Levels by Core Strategy Sub-Areas

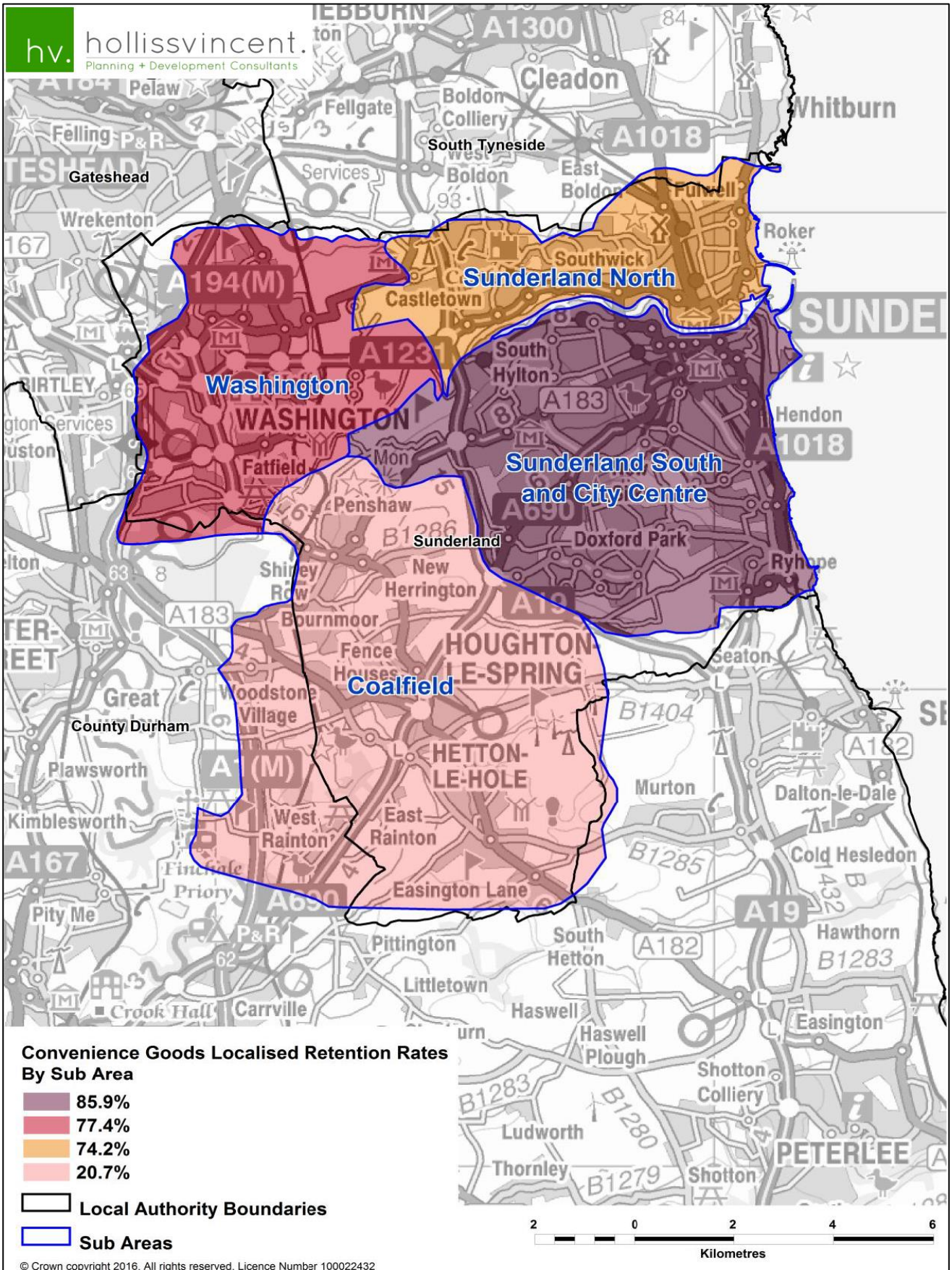


Figure 6.4 Mapping of the Index of Multiple Deprivation and the Location of Town and District Centres, Existing Food Supermarkets, and Food Supermarket Commitments

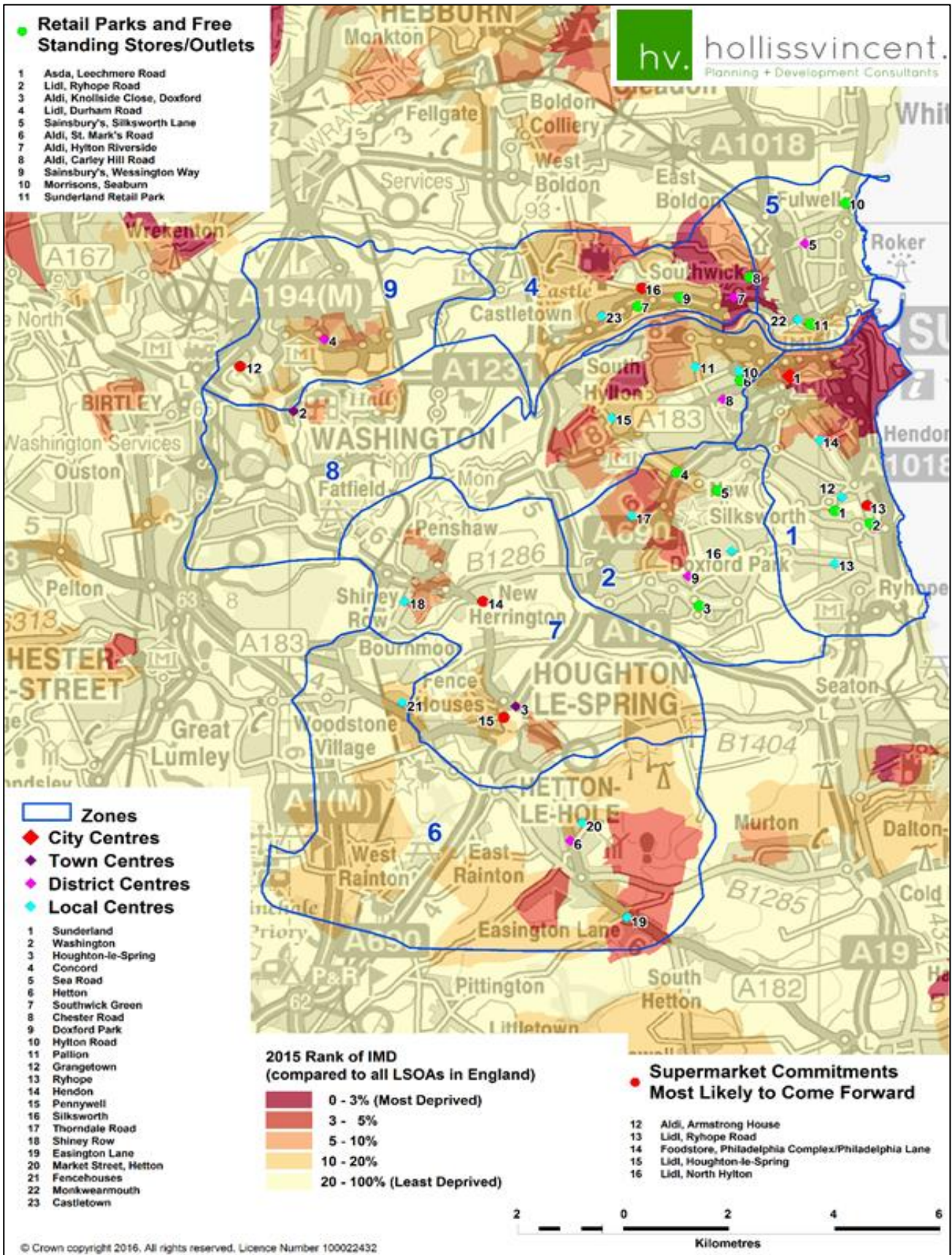


Figure 7.1 Methodology for Assessing Surplus Expenditure Capacity, or Quantitative Need

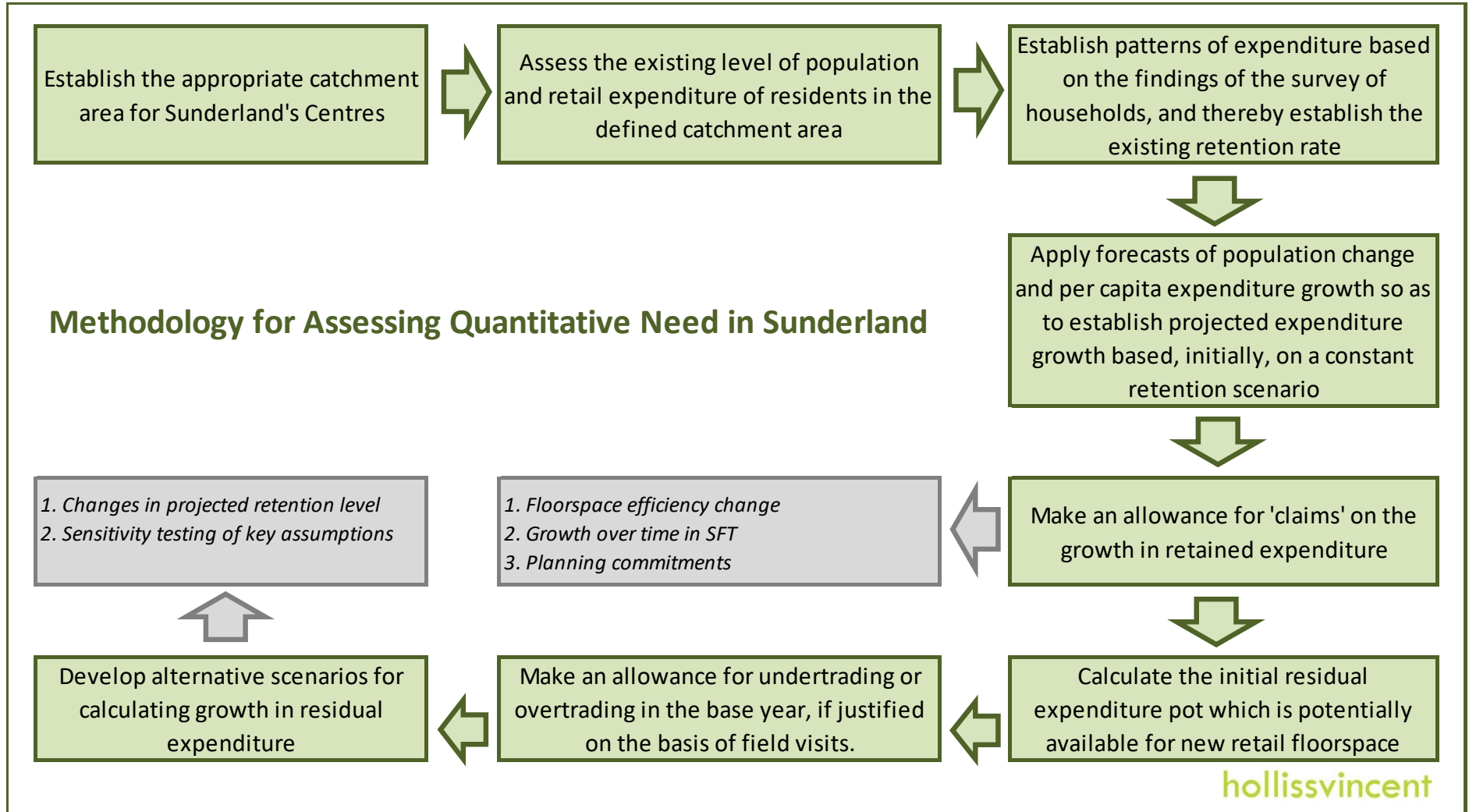


Figure 8.1: Recommended Definition of Sunderland City Centre's Primary Shopping Area and the Overall Extent of the City Centre Boundary

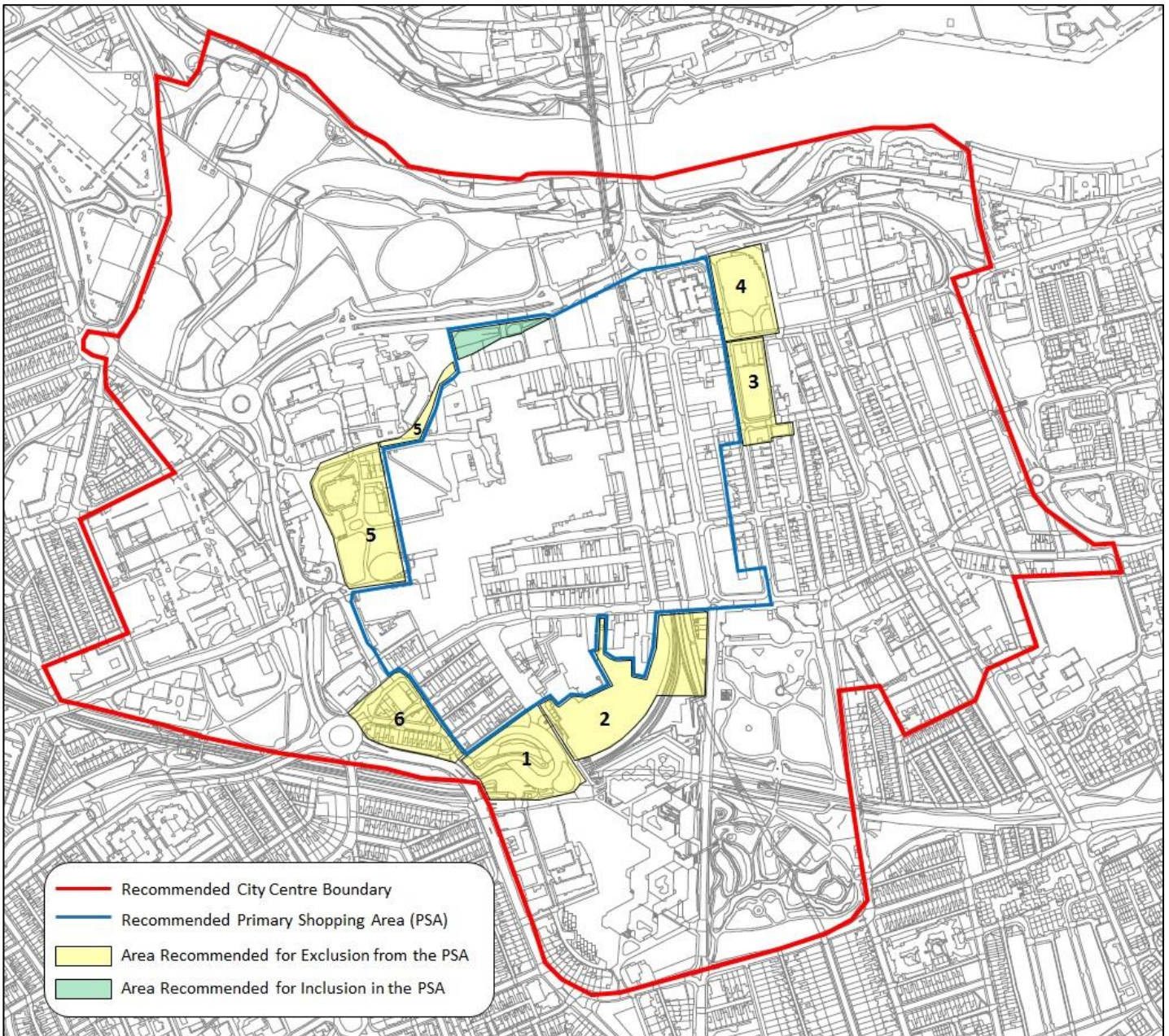


Figure 8.2: Recommended Primary and Secondary Frontages within Sunderland City Centre

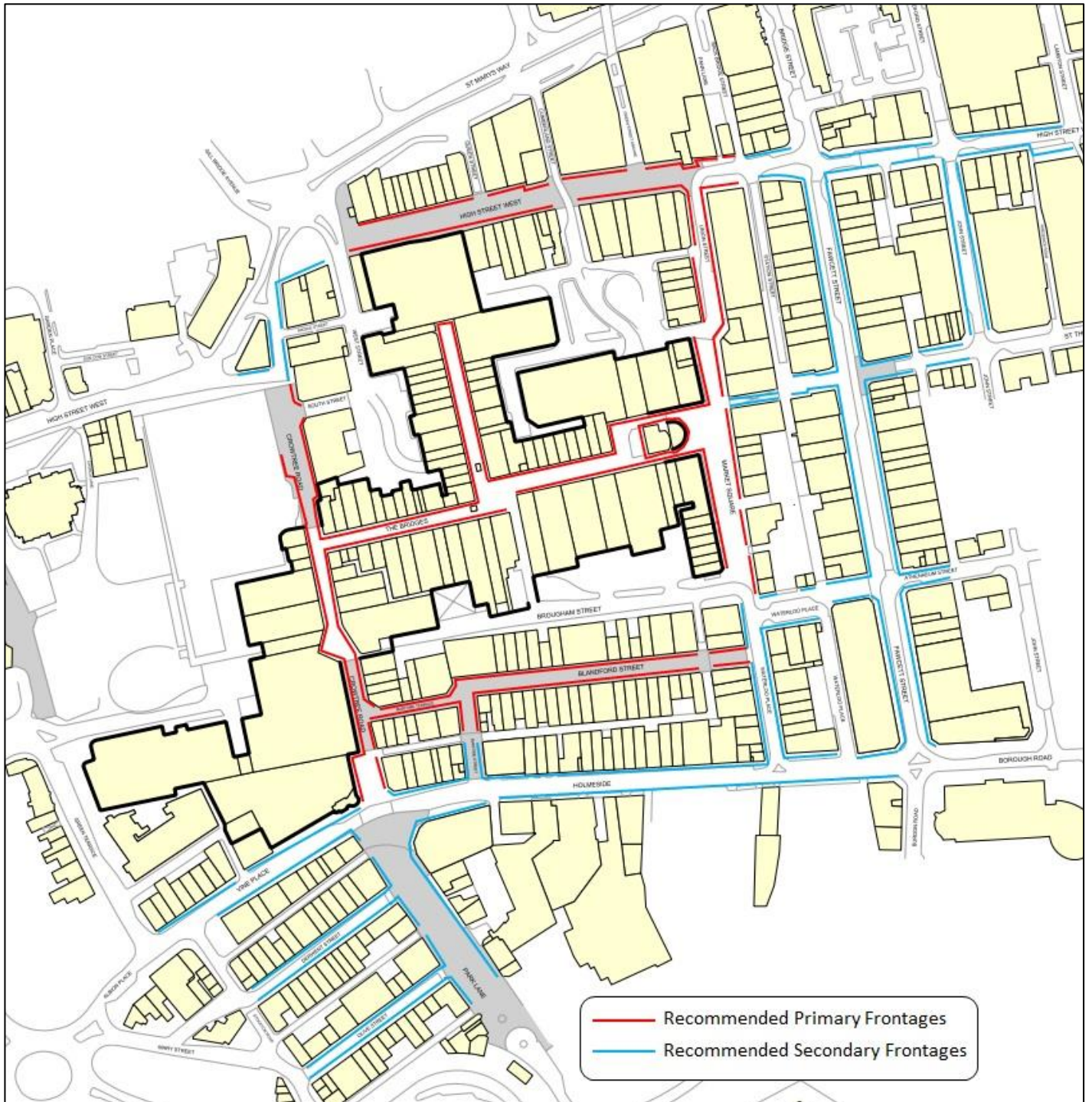


Figure 8.3: The Main Development Opportunity Areas within Sunderland City Centre

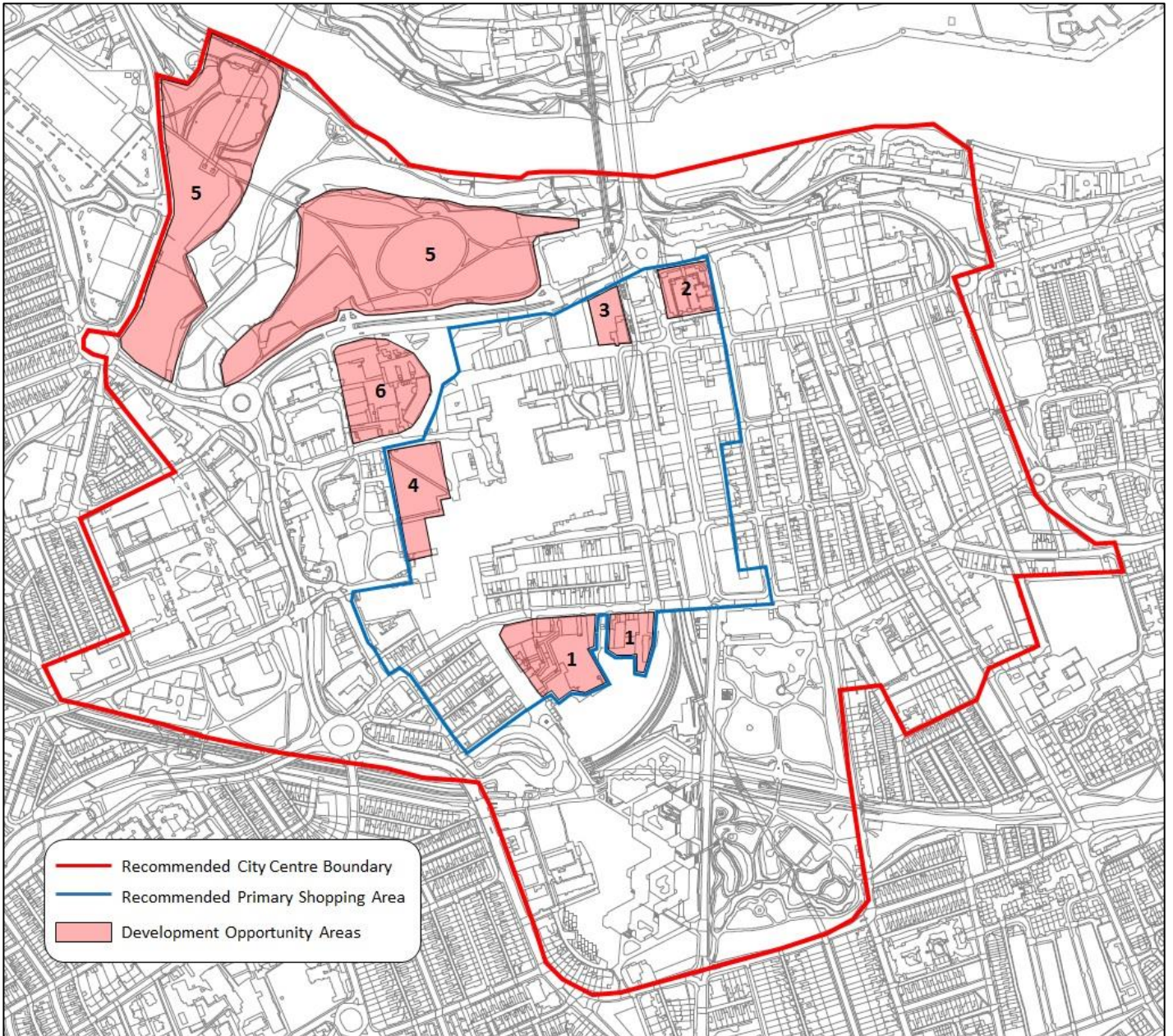


Figure 8.4: The Main Areas in Need of Diversification and Improvement within Sunderland City Centre

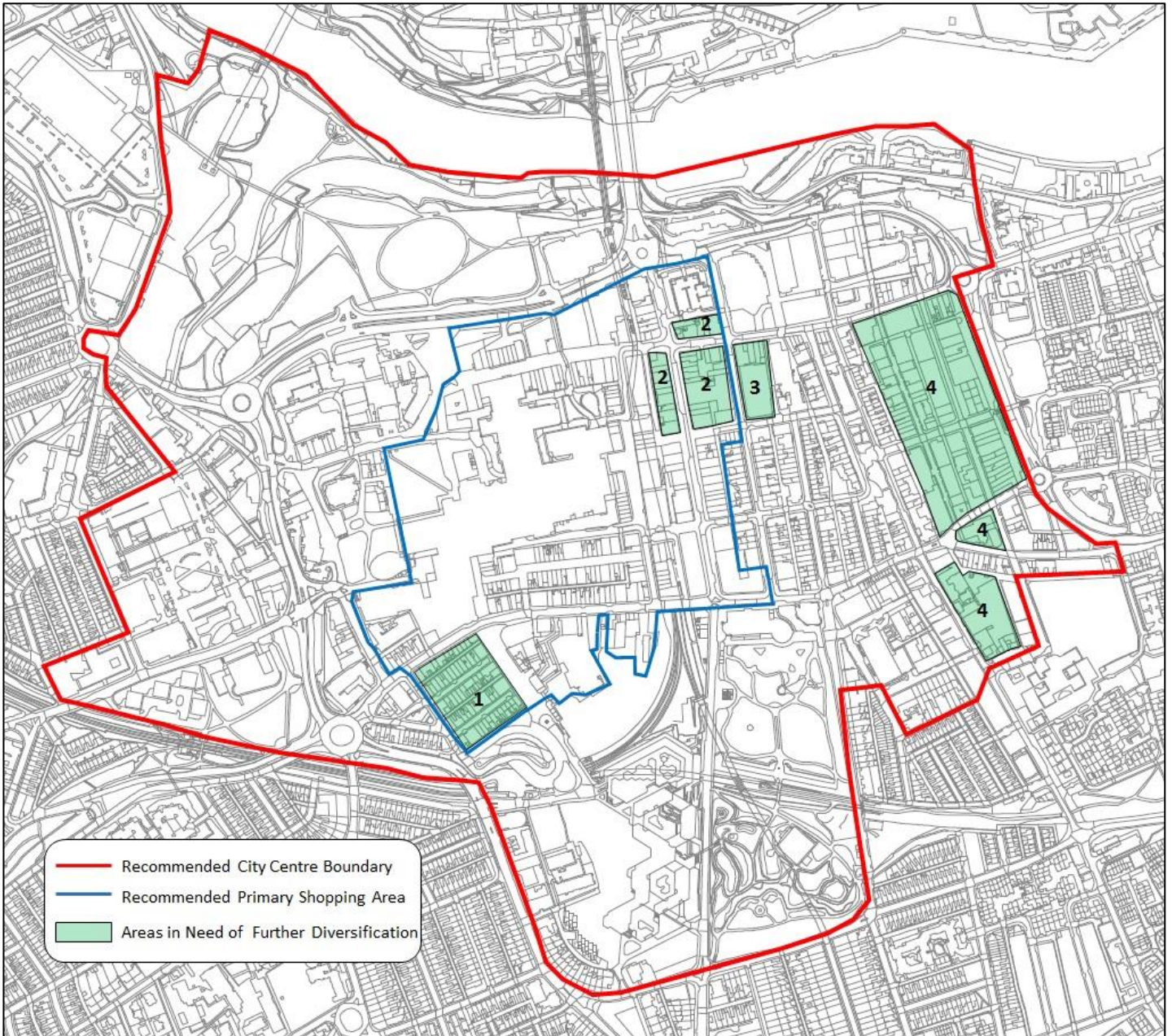


Figure 8.5: Recommended Definition of Washington Town Centre's Primary Shopping Area, Recommended 'Planned Extension' to the Primary Shopping Area and the Overall Extent of the Town Centre Boundary

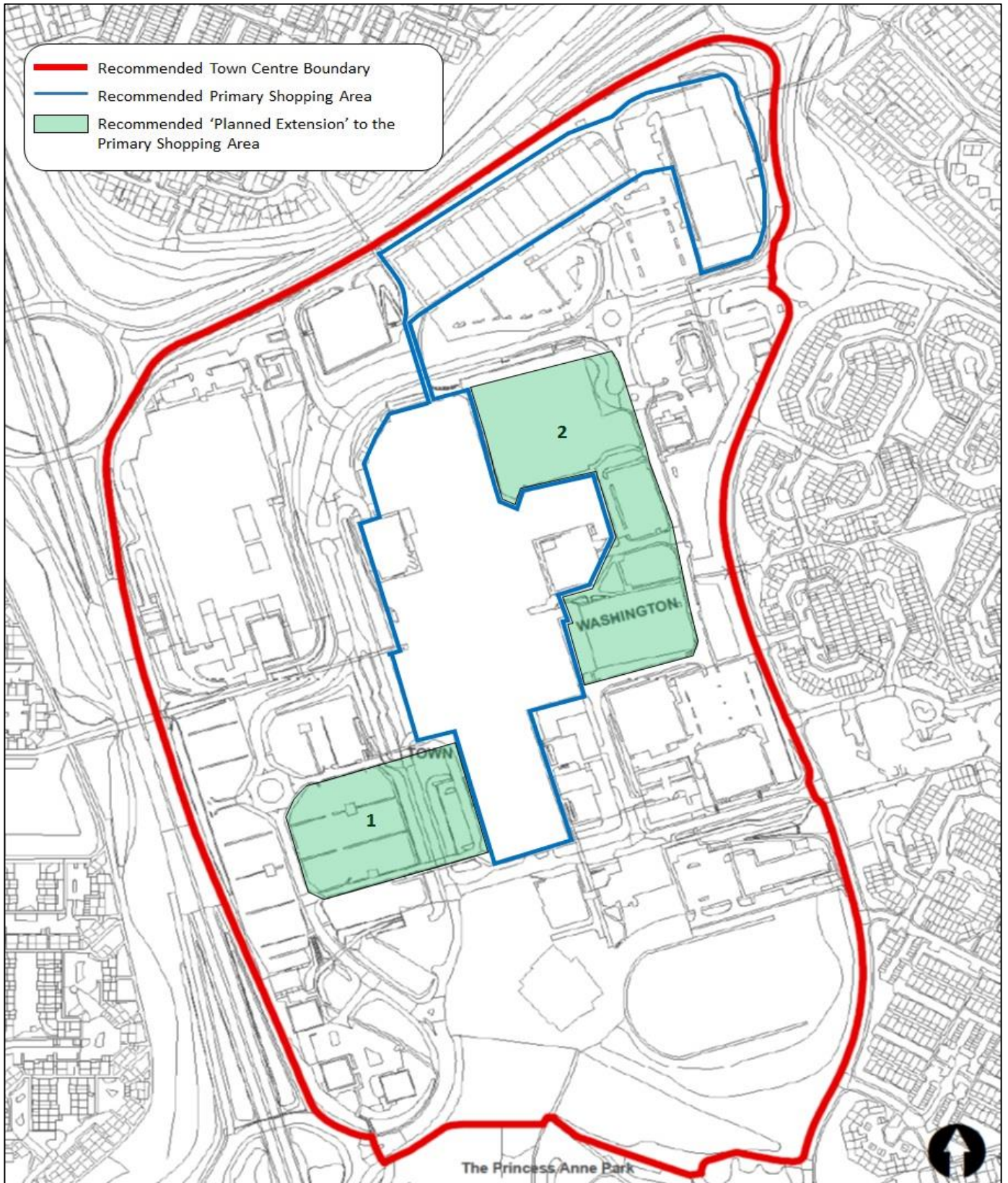


Figure 8.6: Recommended Primary Frontages within Washington Town Centre



Figure 8.8: The Main Development/Diversification Opportunity Areas located outside of Washington Town Centre's Extended Primary Shopping Area

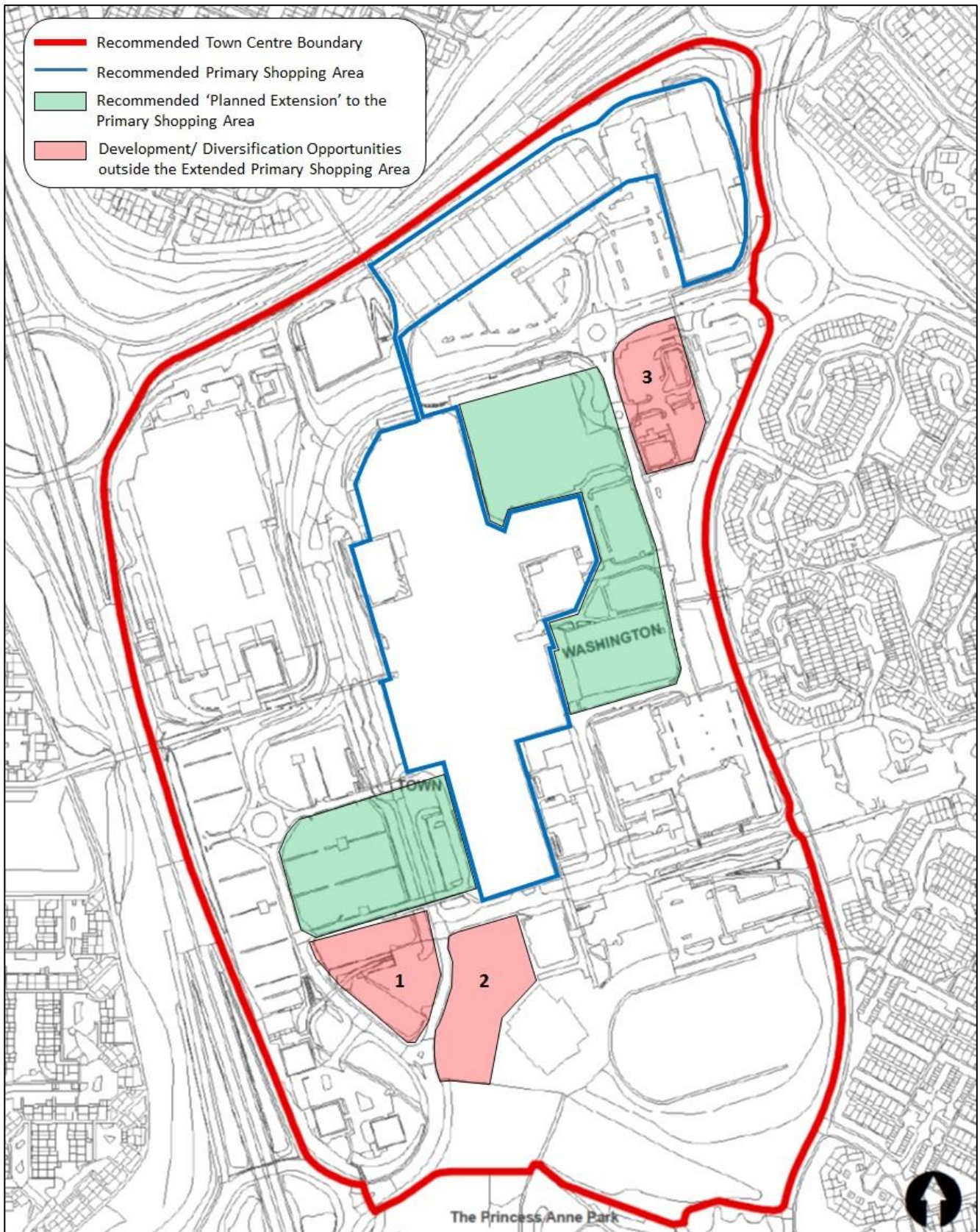


Figure 8.9: Recommended Definition of Houghton-le-Spring Town Centre's Primary Shopping Area and the Overall Extent of the Town Centre Boundary

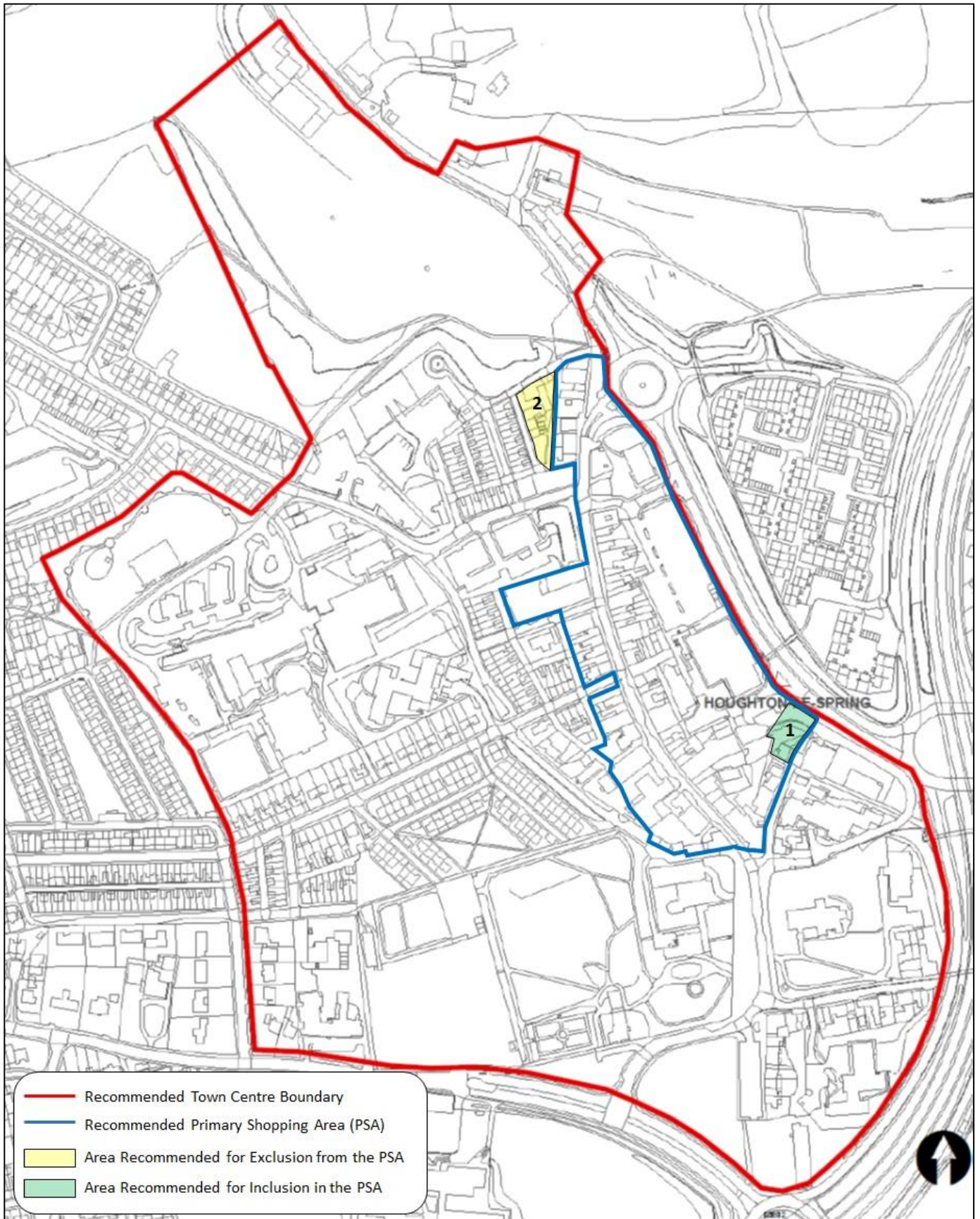


Figure 8.10: Recommended Primary and Secondary Frontages within Houghton-le-Spring Town Centre

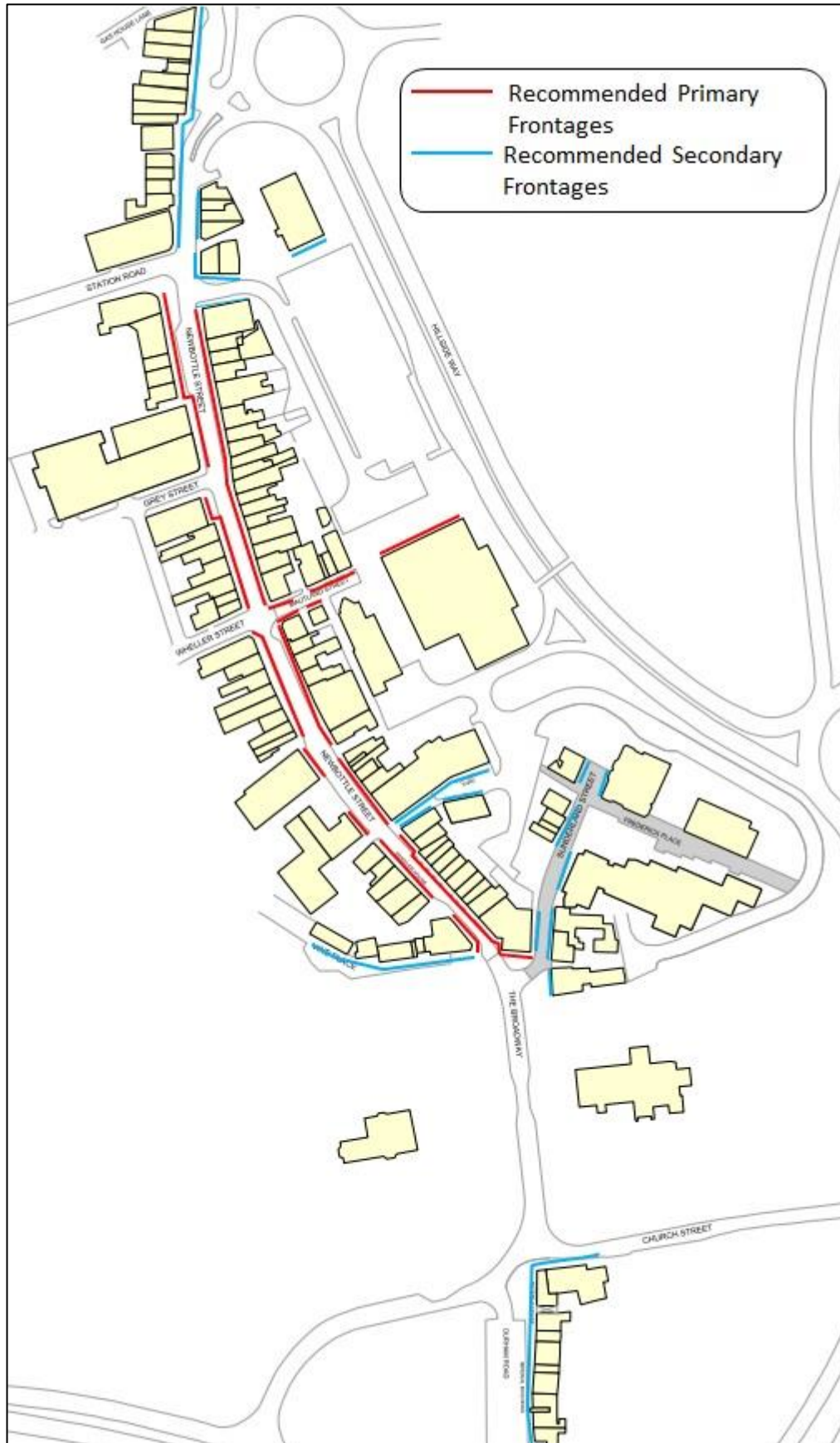


Figure 8.11: The Main Development/Diversification Opportunity Areas within Houghton-le-Spring Town Centre

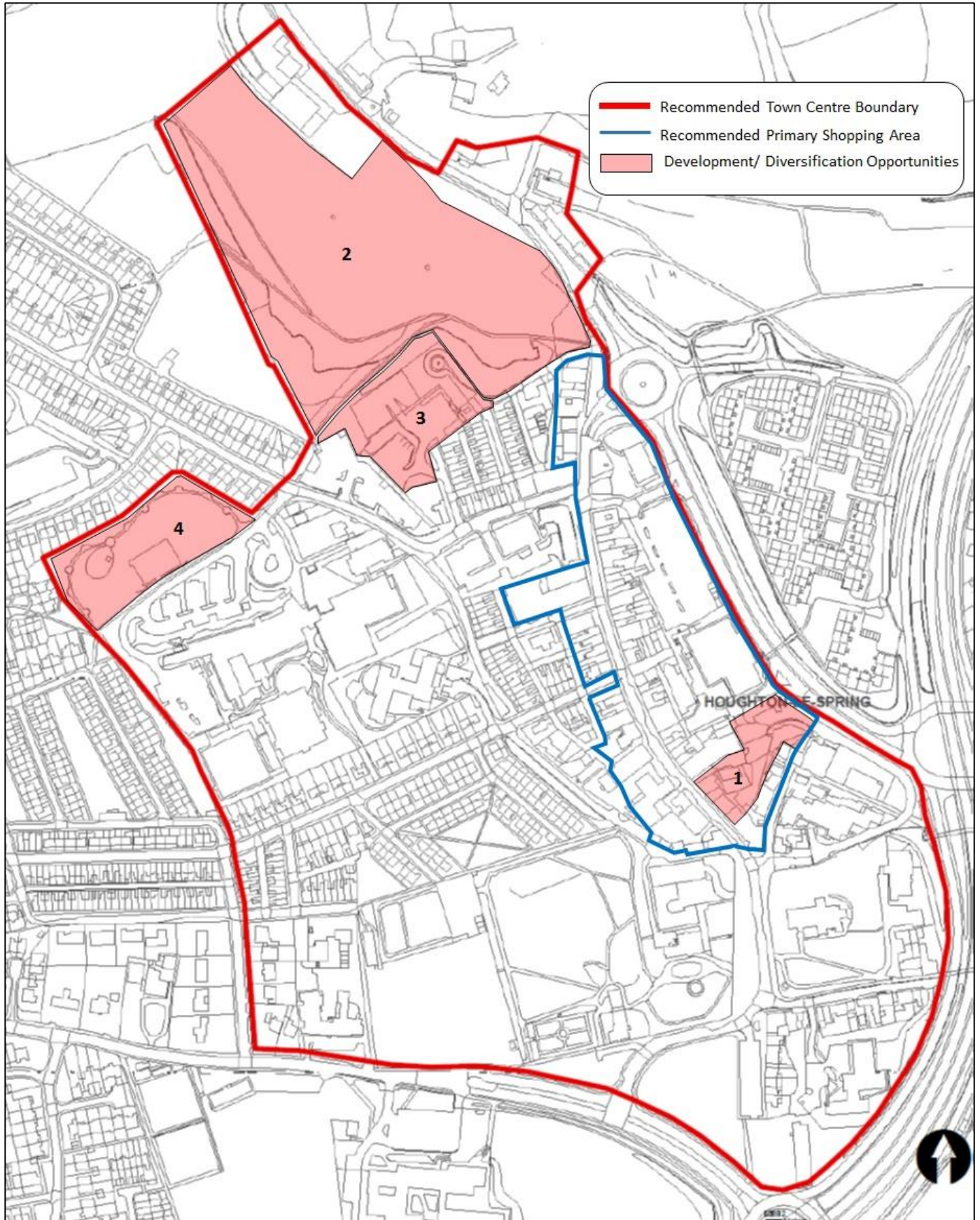


Figure 9.1: Recommended Primary Frontage Thoroughfares in Sunderland City Centre for the Control of Non-A1 Development

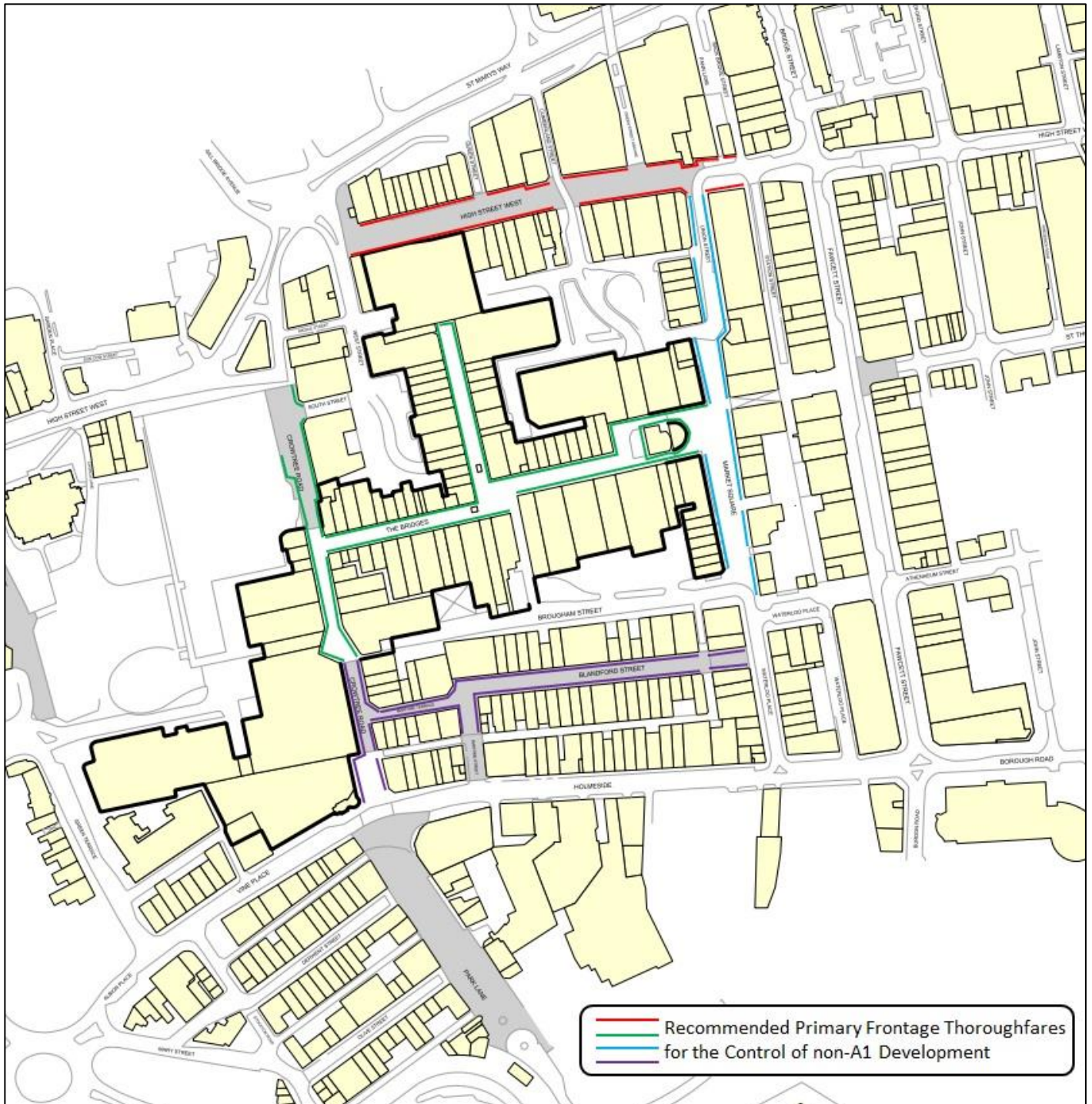


Figure 9.2: Recommended Primary Frontage Thoroughfares in Washington Town Centre for the Control of Non-A1 Development

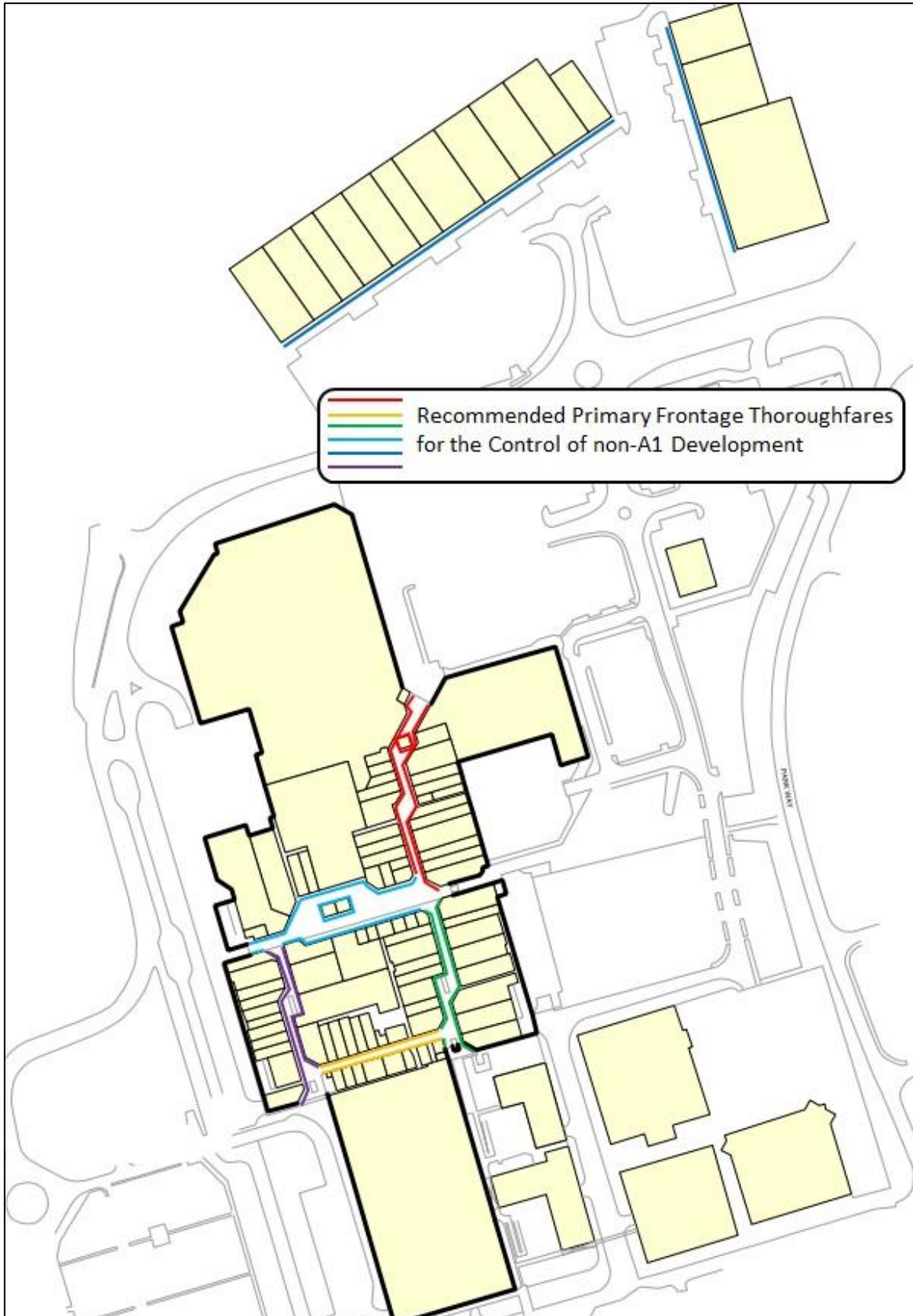


Figure 9.3: Recommended Primary Frontage Thoroughfares in Houghton-le-Spring Town Centre for the Control of Non-A1 Development



Figure 9.4: Recommended Secondary Frontage Thoroughfares in Sunderland City Centre for the Control of Non-A1 Development

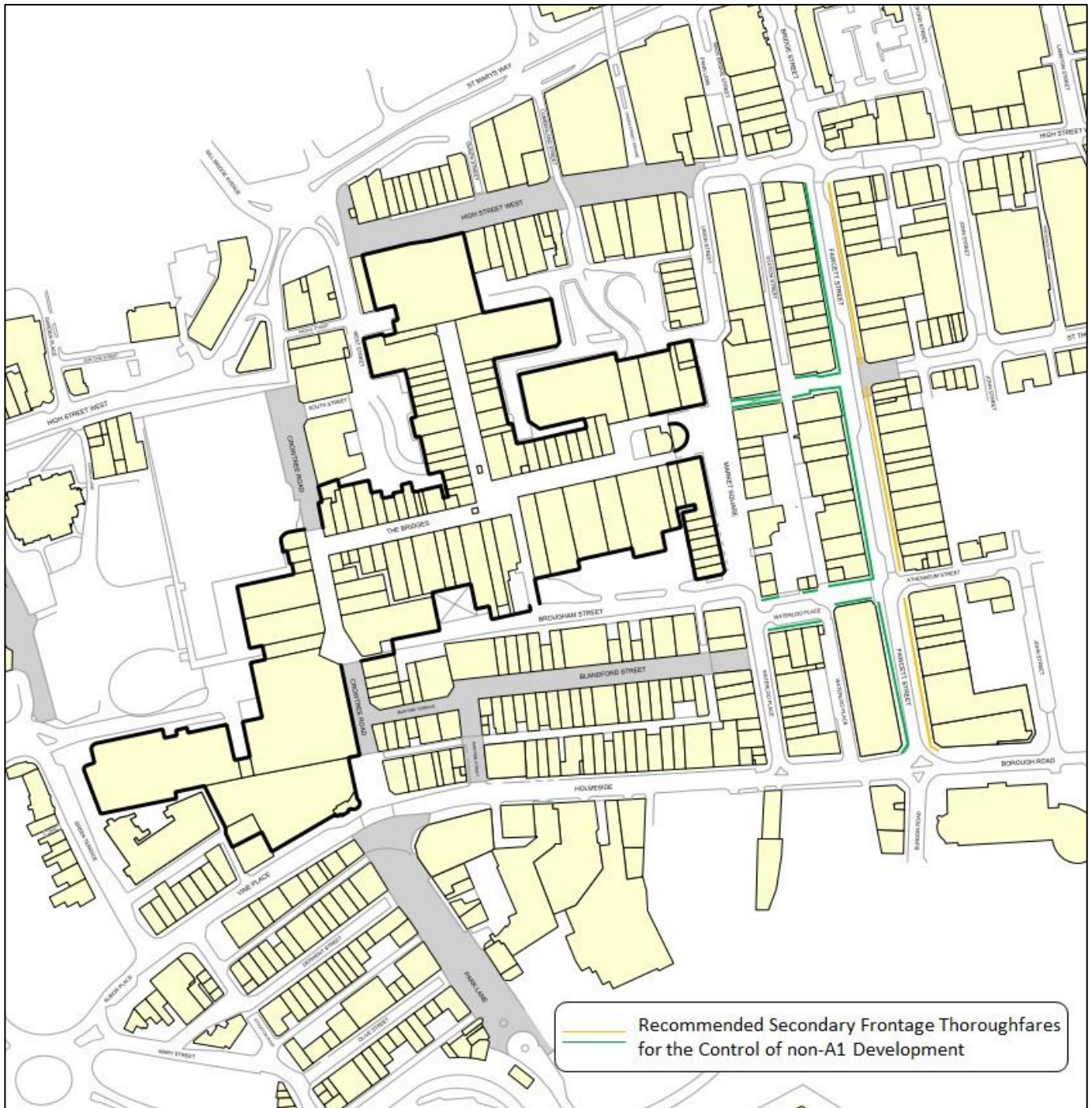


Figure 9.5: Recommended Secondary Frontage Thoroughfares in Sunderland City Centre for the Control of A5 Uses

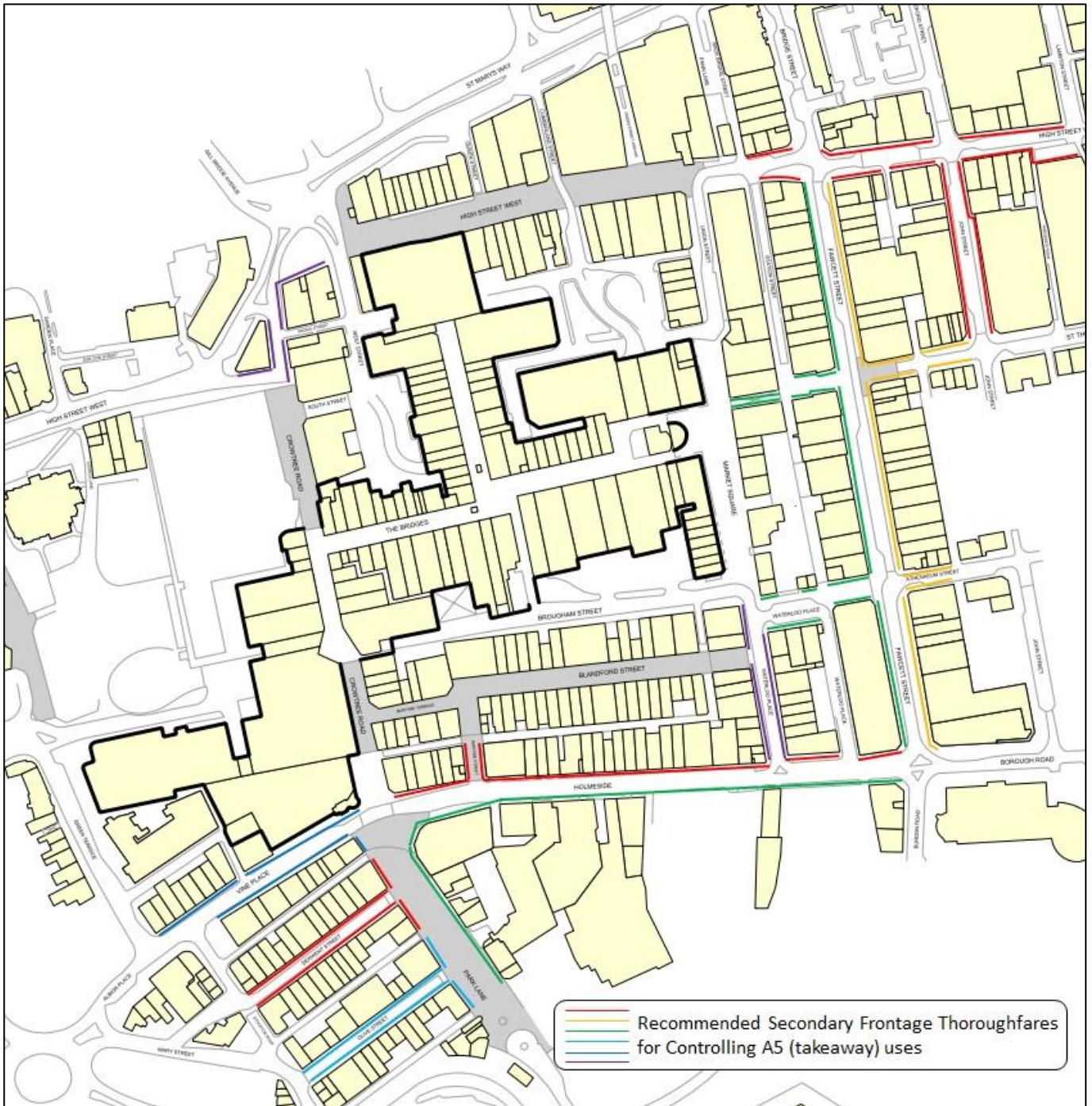


Figure 9.6: Recommended Primary Frontage Thoroughfares in Washington Town Centre for the Control of A5 Uses

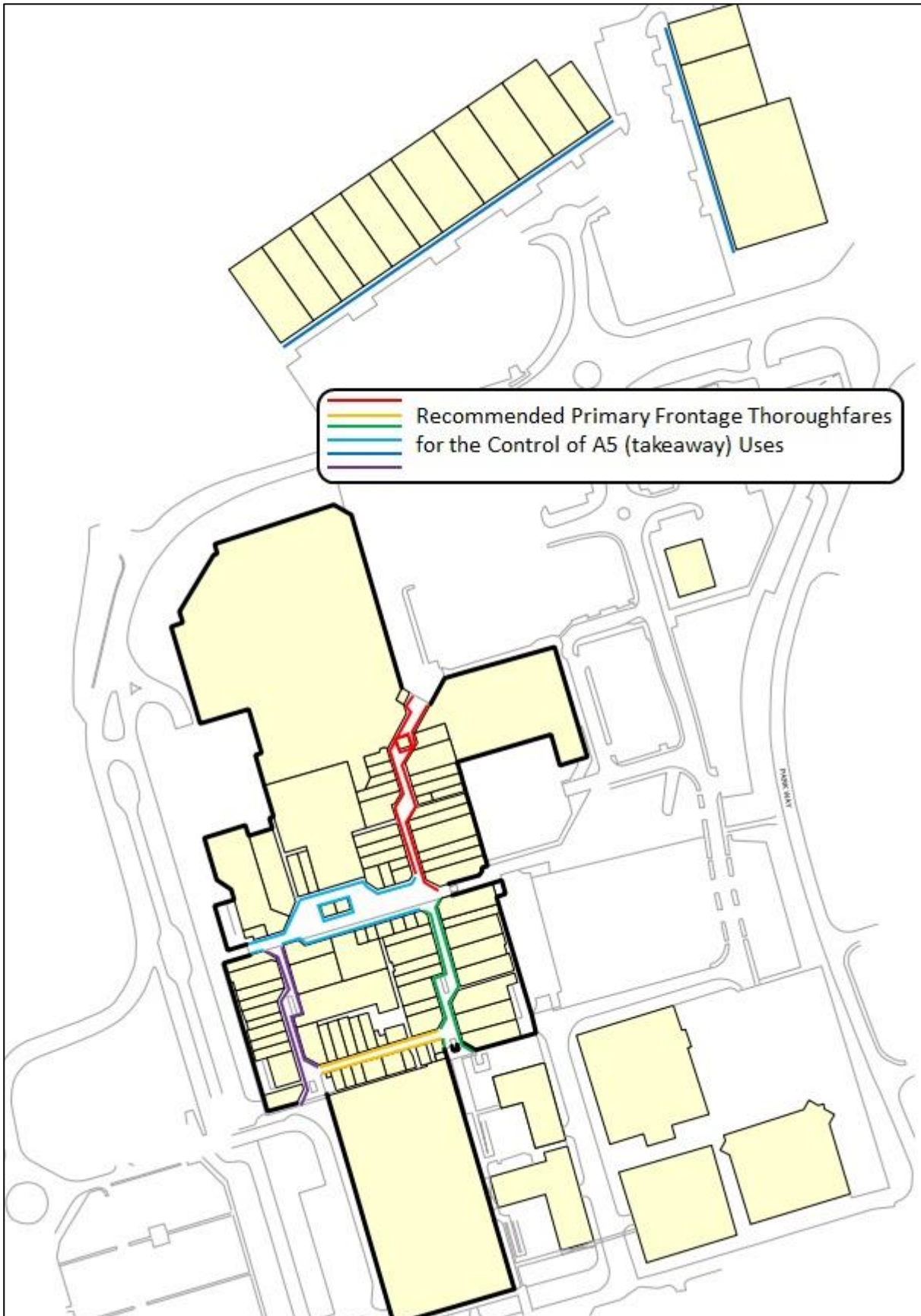


Figure 9.7: Recommended Secondary Frontage Thoroughfares in Washington Town Centre for the Control of A5 Uses

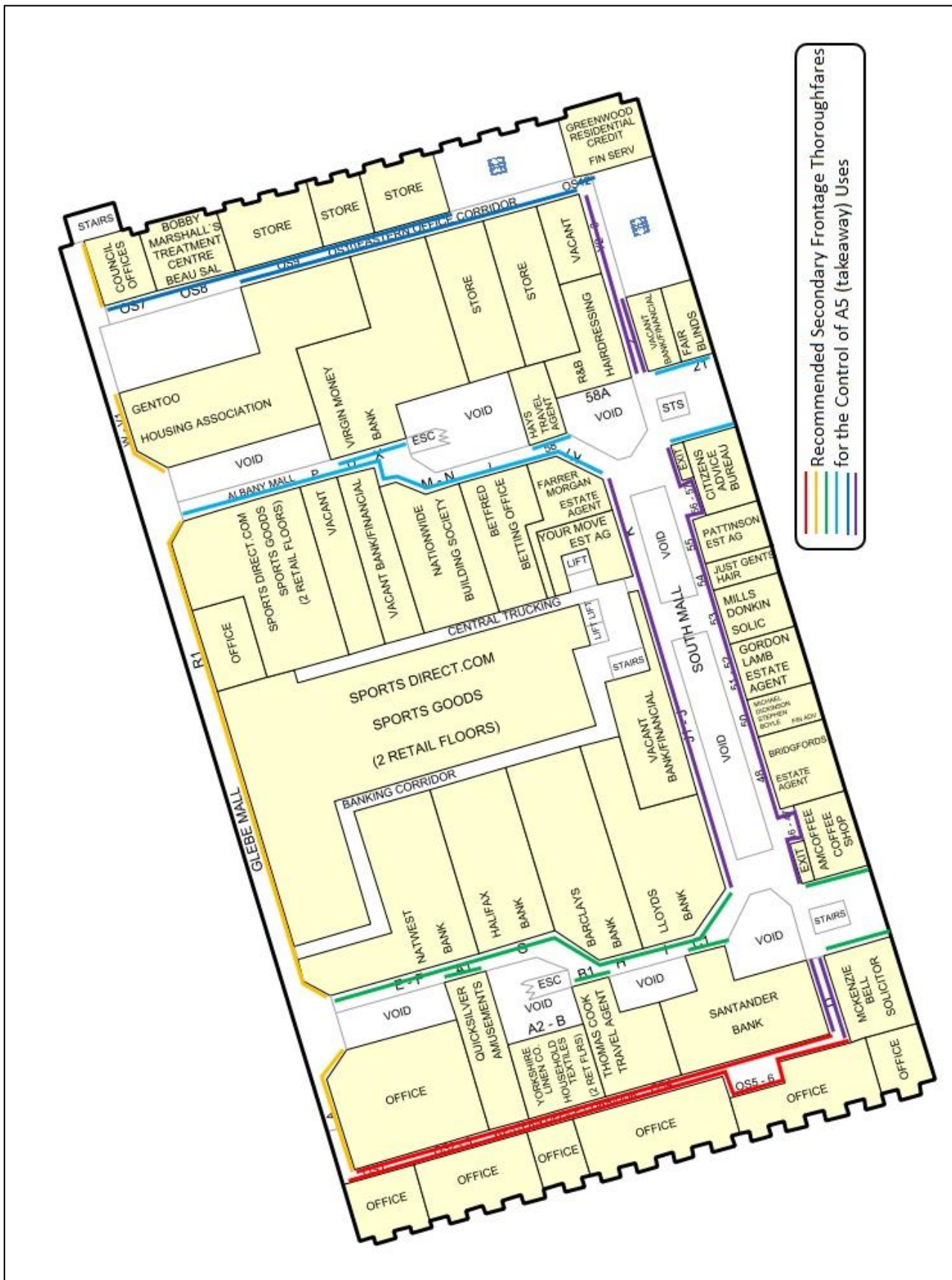


Figure 9.8: Recommended Primary and Secondary Frontage Thoroughfares in Houghton-le-Spring Town Centre for the Control of A5 Uses



SPREADSHEET TABLES

Table A: Overall Telephone Survey Area used by NEMS Market Research, February 2016

| Zone | Postcode | Predominant Authority |
|-------------------------------------------|-------------------------------------------------|-----------------------|
| Primary Catchment Area (Zones 1 to 9) | | |
| 1 | SR1 1, SR1 2, SR1 3, SR2 0, SR2 7, SR2 8, SR2 9 | Sunderland |
| 2 | SR3 1, SR3 2, SR3 3, SR3 4 | Sunderland |
| 3 | SR4 0, SR4 6, SR4 7, SR4 8, SR4 9 | Sunderland |
| 4 | SR5 2, SR5 3, SR5 4, SR5 5 | Sunderland |
| 5 | SR5 1, SR6 0, SR6 8, SR6 9 | Sunderland |
| 6 | DH4 6, DH5 0, DH5 9 | Sunderland |
| 7 | DH4 4, DH4 5, DH4 7, DH5 8 | Sunderland |
| 8 | NE38 0, NE38 7, NE38 8, NE38 9 | Sunderland |
| 9 | NE37 1, NE37 2, NE37 3 | Sunderland |
| Secondary Catchment Area (Zones 10 to 15) | | |
| 10 | NE10 8, NE9 7 | Gateshead |
| 11 | NE32 4, NE35 9, NE36 0, SR6 7 | South Tyneside |
| 12 | SR7 0, SR7 7, SR7 8, SR7 9, SR8 3 | Durham |
| 13 | DH6 1, DH6 2 | Durham |
| 14 | DH2 2, DH3 3, DH3 4 | Durham |
| 15 | DH2 1, DH3 1, DH3 2 | Durham |

Table 1a: Population Growth in the Sunderland Survey Area

| | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | TOTAL |
|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|
| 2014 | 39,018 | 39,215 | 42,287 | 29,829 | 26,422 | 23,557 | 31,583 | 31,925 | 21,299 | 29,603 | 33,790 | 39,230 | 16,124 | 23,303 | 24,671 | 451,856 |
| 2015 | 39,047 | 39,239 | 42,313 | 29,893 | 26,381 | 23,611 | 31,608 | 31,980 | 21,334 | 29,666 | 33,870 | 39,407 | 16,183 | 23,368 | 24,743 | 452,643 |
| 2020 | 39,135 | 39,303 | 42,420 | 30,146 | 26,275 | 23,851 | 31,837 | 32,351 | 21,621 | 30,031 | 34,211 | 40,256 | 16,637 | 23,719 | 25,120 | 456,913 |
| 2025 | 39,198 | 39,389 | 42,544 | 30,236 | 26,158 | 24,154 | 32,075 | 32,698 | 21,891 | 30,349 | 34,605 | 40,997 | 17,036 | 24,124 | 25,619 | 461,073 |
| 2030 | 39,315 | 39,348 | 42,739 | 30,393 | 26,000 | 24,421 | 32,209 | 32,938 | 22,155 | 30,596 | 34,933 | 41,601 | 17,375 | 24,462 | 26,034 | 464,519 |
| 2035 | 39,508 | 39,334 | 42,870 | 30,523 | 25,900 | 24,526 | 32,335 | 33,026 | 22,327 | 30,811 | 35,122 | 42,021 | 17,601 | 24,638 | 26,348 | 466,891 |

ONS Population Projections, derived from Experian January 2016

Table 1b: Per Capita Goods Expenditure in the Comparison Goods Sector

| | Zone 1 £ | Zone 2 £ | Zone 3 £ | Zone 4 £ | Zone 5 £ | Zone 6 £ | Zone 7 £ | Zone 8 £ | Zone 9 £ | Zone 10 £ | Zone 11 £ | Zone 12 £ | Zone 13 £ | Zone 14 £ | Zone 15 £ |
|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 2014 | 2,959 | 2,952 | 2,731 | 2,292 | 3,333 | 2,881 | 3,144 | 3,288 | 2,682 | 2,877 | 3,630 | 2,843 | 2,968 | 3,342 | 3,006 |
| 2015 | 3,116 | 3,108 | 2,876 | 2,413 | 3,510 | 3,034 | 3,311 | 3,462 | 2,824 | 3,029 | 3,822 | 2,994 | 3,125 | 3,519 | 3,165 |
| 2020 | 3,598 | 3,590 | 3,321 | 2,787 | 4,053 | 3,503 | 3,823 | 3,998 | 3,261 | 3,498 | 4,414 | 3,457 | 3,609 | 4,064 | 3,655 |
| 2025 | 4,212 | 4,202 | 3,887 | 3,262 | 4,744 | 4,101 | 4,475 | 4,680 | 3,818 | 4,095 | 5,167 | 4,047 | 4,225 | 4,757 | 4,279 |
| 2030 | 4,921 | 4,909 | 4,541 | 3,811 | 5,543 | 4,791 | 5,228 | 5,468 | 4,460 | 4,784 | 6,036 | 4,728 | 4,936 | 5,558 | 4,999 |
| 2035 | 5,794 | 5,780 | 5,347 | 4,488 | 6,526 | 5,641 | 6,156 | 6,438 | 5,251 | 5,633 | 7,107 | 5,566 | 5,811 | 6,543 | 5,886 |

2014 Prices

2014 base data derived from Experian 2014 based estimates. Projected forward using the forecasts provided by Experian (Retail Planner Briefing Note 13, October 2015)

Table 1c: Total Comparison Goods Expenditure in the Comparison Goods Sector

| | Zone 1 £m | Zone 2 £m | Zone 3 £m | Zone 4 £m | Zone 5 £m | Zone 6 £m | Zone 7 £m | Zone 8 £m | Zone 9 £m | Zone 10 £m | Zone 11 £m | Zone 12 £m | Zone 13 £m | Zone 14 £m | Zone 15 £m | TOTAL £m |
|------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|-------------|
| 2014 | 115.5 | 115.8 | 115.5 | 68.4 | 88.1 | 67.9 | 99.3 | 105.0 | 57.1 | 85.2 | 122.7 | 111.5 | 47.9 | 77.9 | 74.2 | 1,351.65 |
| 2015 | 121.7 | 122.0 | 121.7 | 72.1 | 92.6 | 71.6 | 104.6 | 110.7 | 60.3 | 89.9 | 129.5 | 118.0 | 50.6 | 82.2 | 78.3 | 1,425.74 |
| 2020 | 140.8 | 141.1 | 140.9 | 84.0 | 106.5 | 83.6 | 121.7 | 129.3 | 70.5 | 105.1 | 151.0 | 139.2 | 60.0 | 96.4 | 91.8 | 1,661.87 |
| 2025 | 165.1 | 165.5 | 165.4 | 98.6 | 124.1 | 99.0 | 143.5 | 153.0 | 83.6 | 124.3 | 178.8 | 165.9 | 72.0 | 114.8 | 109.6 | 1,963.23 |
| 2030 | 193.5 | 193.2 | 194.1 | 115.8 | 144.1 | 117.0 | 168.4 | 180.1 | 98.8 | 146.4 | 210.9 | 196.7 | 85.8 | 135.9 | 130.1 | 2,310.75 |
| 2035 | 228.9 | 227.3 | 229.2 | 137.0 | 169.0 | 138.3 | 199.0 | 212.6 | 117.2 | 173.6 | 249.6 | 233.9 | 102.3 | 161.2 | 155.1 | 2,734.37 |

2014 Prices

Product of Table 1a and Table 1b

Table 1d: Per Capita Goods Expenditure in the Convenience Goods Sector

| | Zone 1 £ | Zone 2 £ | Zone 3 £ | Zone 4 £ | Zone 5 £ | Zone 6 £ | Zone 7 £ | Zone 8 £ | Zone 9 £ | Zone 10 £ | Zone 11 £ | Zone 12 £ | Zone 13 £ | Zone 14 £ | Zone 15 £ |
|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 2014 | 1,881 | 1,882 | 1,923 | 1,768 | 1,983 | 1,874 | 1,894 | 1,983 | 1,836 | 1,929 | 2,117 | 1,870 | 1,910 | 1,972 | 1,933 |
| 2015 | 1,877 | 1,878 | 1,919 | 1,764 | 1,979 | 1,870 | 1,890 | 1,979 | 1,832 | 1,925 | 2,113 | 1,866 | 1,906 | 1,968 | 1,929 |
| 2020 | 1,894 | 1,895 | 1,936 | 1,780 | 1,997 | 1,887 | 1,907 | 1,997 | 1,849 | 1,943 | 2,132 | 1,883 | 1,923 | 1,986 | 1,947 |
| 2025 | 1,902 | 1,903 | 1,944 | 1,788 | 2,005 | 1,895 | 1,915 | 2,005 | 1,856 | 1,950 | 2,140 | 1,891 | 1,931 | 1,994 | 1,954 |
| 2030 | 1,911 | 1,912 | 1,954 | 1,796 | 2,015 | 1,904 | 1,925 | 2,015 | 1,866 | 1,960 | 2,151 | 1,900 | 1,941 | 2,004 | 1,964 |
| 2035 | 1,925 | 1,926 | 1,968 | 1,809 | 2,029 | 1,918 | 1,938 | 2,029 | 1,879 | 1,974 | 2,166 | 1,913 | 1,954 | 2,018 | 1,978 |

2014 Prices

2014 base data derived from Experian 2014 based estimates. Projected forward using the forecasts provided by Experian (Retail Planner Briefing Note 13, October 2015)

Table 1e: Total Convenience Goods Expenditure in the Convenience Goods Sector

| | Zone 1 £m | Zone 2 £m | Zone 3 £m | Zone 4 £m | Zone 5 £m | Zone 6 £m | Zone 7 £m | Zone 8 £m | Zone 9 £m | Zone 10 £m | Zone 11 £m | Zone 12 £m | Zone 13 £m | Zone 14 £m | Zone 15 £m | TOTAL £m |
|------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|-------------|
| 2014 | 73.4 | 73.8 | 81.3 | 52.7 | 52.4 | 44.1 | 59.8 | 63.3 | 39.1 | 57.1 | 71.5 | 73.4 | 30.8 | 46.0 | 47.7 | 866.5 |
| 2015 | 73.3 | 73.7 | 81.2 | 52.7 | 52.2 | 44.2 | 59.7 | 63.3 | 39.1 | 57.1 | 71.6 | 73.5 | 30.8 | 46.0 | 47.7 | 866.2 |
| 2020 | 74.1 | 74.5 | 82.1 | 53.7 | 52.5 | 45.0 | 60.7 | 64.6 | 40.0 | 58.3 | 72.9 | 75.8 | 32.0 | 47.1 | 48.9 | 882.3 |
| 2025 | 74.5 | 74.9 | 82.7 | 54.0 | 52.4 | 45.8 | 61.4 | 65.6 | 40.6 | 59.2 | 74.1 | 77.5 | 32.9 | 48.1 | 50.1 | 893.9 |
| 2030 | 75.1 | 75.2 | 83.5 | 54.6 | 52.4 | 46.5 | 62.0 | 66.4 | 41.3 | 60.0 | 75.1 | 79.0 | 33.7 | 49.0 | 51.1 | 905.1 |
| 2035 | 76.0 | 75.7 | 84.4 | 55.2 | 52.6 | 47.0 | 62.7 | 67.0 | 41.9 | 60.8 | 76.1 | 80.4 | 34.4 | 49.7 | 52.1 | 916.1 |

2014 Prices

Product of Table 1a and 1d

Table 2: Comparison Goods Market Shares

(survey undertaken by NEMS in February 2016)

| Zone | Destination | Zone 1 % | Zone 2 % | Zone 3 % | Zone 4 % | Zone 5 % | Zone 6 % | Zone 7 % | Zone 8 % | Zone 9 % | Zone 10 % | Zone 11 % | Zone 12 % | Zone 13 % | Zone 14 % | Zone 15 % |
|----------------------------|------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|
| INSIDE SURVEY AREA | | | | | | | | | | | | | | | | |
| 1 | Sunderland City Centre | 38.8 | 36.6 | 38.3 | 37.7 | 38.3 | 9.8 | 9.9 | 3.8 | 3.9 | 0.5 | 12.8 | 19.8 | 8.8 | 2.0 | 0.7 |
| 1 | Asda, Leechmere Road Industrial Estate | 6.0 | 5.8 | 1.3 | 0.0 | 1.0 | 0.0 | 0.4 | 0.0 | 0.1 | 0.0 | 0.0 | 0.5 | 0.3 | 0.0 | 0.0 |
| 1 | Grangetown Local Centre | 0.7 | 0.4 | 0.7 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.3 |
| 1 | Hendon Local Centre | 0.6 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 2.1 | 0.2 | 0.0 | 0.0 |
| 1 | Ryhope Local Centre | 1.3 | 0.0 | 0.1 | 0.1 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 |
| 1 | Other, Zone 1 | 1.3 | 2.2 | 0.6 | 0.0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 |
| | SUB-TOTAL | 48.7 | 45.1 | 41.0 | 37.8 | 40.1 | 10.0 | 10.6 | 4.0 | 4.0 | 0.5 | 12.8 | 24.6 | 9.3 | 2.0 | 1.0 |
| 2 | Doxford Park District Centre | 0.5 | 1.4 | 0.2 | 0.0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.2 | 0.3 | 0.0 |
| 2 | Sainsbury's, Silksworth Lane | 1.7 | 4.3 | 2.3 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| 2 | Silksworth Local Centre | 0.1 | 2.8 | 0.6 | 0.2 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| 2 | Other, Zone 2 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| | SUB-TOTAL | 2.3 | 8.5 | 3.1 | 0.2 | 0.1 | 0.2 | 0.3 | 0.0 | 0.0 | 0.1 | 0.0 | 0.7 | 0.2 | 0.3 | 0.0 |
| 3 | Chester Road District Centre | 0.0 | 0.0 | 0.7 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 3 | Pallion Local Centre | 0.1 | 1.3 | 1.4 | 0.0 | 0.6 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 3 | Pallion Retail Park | 4.2 | 1.4 | 3.8 | 1.6 | 2.6 | 0.3 | 0.3 | 0.4 | 0.1 | 0.0 | 1.5 | 0.2 | 0.0 | 0.1 | 0.1 |
| 3 | Pennywell Local Centre | 0.0 | 0.1 | 1.7 | 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 | Trimdon Street Retail Park | 5.1 | 7.8 | 7.2 | 3.9 | 5.7 | 0.2 | 0.9 | 0.1 | 0.1 | 0.0 | 2.4 | 3.0 | 0.5 | 0.0 | 0.0 |
| 3 | Other, Zone 3 | 0.4 | 0.4 | 1.1 | 0.1 | 0.4 | 0.0 | 0.5 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| | SUB-TOTAL | 9.9 | 10.9 | 15.9 | 5.8 | 9.4 | 0.5 | 1.8 | 0.7 | 0.3 | 0.0 | 3.9 | 3.3 | 0.5 | 0.1 | 0.1 |
| 4 | Castletown Local Centre | 0.1 | 0.0 | 0.3 | 2.6 | 0.5 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 4 | Hylton Riverside Retail Park | 1.0 | 1.3 | 1.0 | 6.6 | 4.9 | 0.0 | 0.2 | 0.7 | 0.7 | 0.0 | 0.6 | 0.2 | 1.8 | 0.0 | 0.0 |
| 4 | Sainsbury's, Riverside Road/Wessington Way | 0.0 | 0.0 | 0.0 | 1.5 | 0.5 | 0.0 | 0.1 | 0.1 | 0.2 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| 4 | Southwick Green District Centre | 0.0 | 0.0 | 0.8 | 3.6 | 1.5 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| 4 | Other, Zone 4 | 0.1 | 0.0 | 0.1 | 2.8 | 0.3 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| | SUB-TOTAL | 1.2 | 1.4 | 2.1 | 17.0 | 7.7 | 0.1 | 0.3 | 1.2 | 0.9 | 0.0 | 0.6 | 0.4 | 1.8 | 0.0 | 0.0 |
| 5 | Sea Road Major District | 0.5 | 0.2 | 0.2 | 2.0 | 5.9 | 0.0 | 0.2 | 0.0 | 0.1 | 0.0 | 0.8 | 0.1 | 0.0 | 0.0 | 0.0 |
| 5 | Tesco/ Monkwearmouth/ Sunderland Retail Park | 1.7 | 1.2 | 0.4 | 0.5 | 5.4 | 0.1 | 0.2 | 0.5 | 0.2 | 0.2 | 0.7 | 0.4 | 0.0 | 0.2 | 0.2 |
| 5 | Other, Zone 5 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| | SUB-TOTAL | 2.1 | 1.4 | 0.6 | 2.5 | 13.2 | 0.1 | 0.4 | 0.5 | 0.3 | 0.2 | 1.5 | 0.5 | 0.0 | 0.2 | 0.2 |
| 6 | Hetton Major District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 4.8 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.3 | 0.1 | 0.0 |
| 6 | Other, Zone 6 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 1.1 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 5.5 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 1.4 | 0.1 | 0.0 |
| 7 | Houghton-le-Spring Town Centre | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 2.5 | 5.9 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 |
| 7 | Other, Zone 7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 2.8 | 5.9 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 |
| 8 | Washington Town Centre | 0.7 | 2.5 | 4.1 | 4.2 | 0.6 | 12.2 | 14.7 | 31.0 | 30.9 | 7.6 | 2.7 | 0.4 | 0.5 | 4.5 | 9.2 |
| | SUB-TOTAL | 0.7 | 2.5 | 4.1 | 4.2 | 0.6 | 12.2 | 14.7 | 31.0 | 30.9 | 7.6 | 2.7 | 0.4 | 0.5 | 4.5 | 9.2 |
| 9 | Concord District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 9 | Peel Retail Park, Washington | 0.1 | 0.0 | 0.0 | 0.0 | 0.2 | 1.5 | 0.3 | 1.6 | 0.8 | 0.2 | 0.1 | 0.1 | 0.0 | 0.3 | 0.0 |
| 9 | B&Q/Armstrong Industrial Estate | 0.0 | 0.1 | 0.0 | 0.2 | 0.1 | 0.5 | 2.3 | 3.4 | 4.6 | 3.4 | 1.7 | 0.2 | 0.1 | 1.7 | 2.4 |
| 9 | Other, Zone 9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| | SUB-TOTAL | 0.1 | 0.1 | 0.0 | 0.3 | 0.2 | 1.9 | 2.6 | 5.6 | 8.3 | 3.6 | 1.8 | 0.4 | 0.1 | 2.0 | 2.4 |
| 10 | Other, Zone 10 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 11 | Asda/ Boldon Colliery District Shopping Centre | 0.0 | 0.1 | 0.3 | 2.7 | 1.4 | 0.3 | 0.6 | 0.2 | 0.3 | 1.3 | 7.8 | 0.0 | 0.0 | 0.1 | 0.2 |
| 11 | Other, Zone 11 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.1 | 0.3 | 2.7 | 1.4 | 0.3 | 0.6 | 0.2 | 0.3 | 1.3 | 8.2 | 0.0 | 0.0 | 0.1 | 0.2 |
| 12 | Dalton Park Outlet Centre | 1.5 | 1.5 | 1.5 | 0.2 | 0.8 | 2.6 | 2.2 | 0.9 | 0.8 | 0.3 | 1.2 | 10.5 | 4.7 | 1.1 | 0.4 |
| 12 | Seaham Town Centre | 1.3 | 0.8 | 0.2 | 0.2 | 0.0 | 5.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 18.0 | 0.4 | 0.5 | 0.0 |
| 12 | Other, Zone 12 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 0.3 | 0.3 | 0.0 |
| | SUB-TOTAL | 2.8 | 2.3 | 1.7 | 0.4 | 0.8 | 7.7 | 3.2 | 0.9 | 0.8 | 0.3 | 1.2 | 30.5 | 5.3 | 1.9 | 0.4 |
| 13 | Sherburn Village Local Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 |
| 13 | Shotton Local Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 |
| 13 | Other, Zone 13 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.3 | 0.0 |
| | SUB-TOTAL | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.3 | 0.0 |
| 14 | Chester-le-Street Town Centre | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.9 | 0.3 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 18.6 | 4.6 |
| 14 | Other, Zone 14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.9 | 0.3 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 19.5 | 4.6 |
| 15 | Birtley District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.6 | 6.3 |
| 15 | Other, Zone 15 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.9 | 6.6 |
| | SUB-TOTAL INSIDE CATCHMENT AREA | 67.8 | 72.5 | 69.0 | 71.1 | 73.6 | 42.3 | 42.1 | 44.6 | 45.9 | 13.9 | 32.9 | 61.2 | 22.2 | 31.8 | 24.9 |
| OUTSIDE SURVEY AREA | | | | | | | | | | | | | | | | |
| | Arnison District Centre | 0.2 | 0.2 | 0.0 | 0.0 | 0.2 | 4.0 | 3.7 | 0.4 | 0.0 | 0.0 | 0.1 | 1.0 | 4.4 | 7.6 | 0.6 |
| | Durham City Centre | 0.5 | 0.3 | 0.8 | 0.1 | 0.2 | 5.9 | 3.2 | 0.3 | 0.3 | 0.1 | 0.1 | 0.6 | 10.7 | 3.0 | 0.6 |
| | Durham City Retail Park/Dragonville | 0.2 | 1.5 | 0.0 | 0.1 | 0.0 | 11.5 | 5.4 | 0.1 | 0.0 | 0.0 | 0.0 | 3.3 | 17.5 | 2.8 | 0.3 |
| | Gateshead Town Centre | 0.1 | 0.0 | 0.4 | 0.0 | 0.1 | 0.0 | 0.6 | 0.1 | 0.4 | 7.9 | 0.8 | 0.0 | 0.0 | 0.3 | 0.7 |
| | Jarrow Town Centre | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 9.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| | Metro Centre, Gateshead | 4.3 | 4.2 | 4.9 | 4.3 | 2.9 | 5.5 | 13.6 | 14.3 | 15.5 | 14.1 | 6.1 | 4.2 | 3.9 | 17.4 | 20.0 |
| | Metro Retail Park | 1.7 | 2.6 | 0.3 | 0.8 | 1.2 | 0.8 | 2.8 | | | | | | | | |

Table 3: Comparison Goods Spending Patterns in 2015

| Zone | Destination | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | TOTALS | | |
|---------------------------|------------------------------------------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|------------|--------|----------------|-------------|
| | | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | % |
| INSIDE SURVEY AREA | | | | | | | | | | | | | | | | | | | |
| 1 | Sunderland City Centre | 47.2 | 44.7 | 46.6 | 27.2 | 35.4 | 7.0 | 10.4 | 4.2 | 2.3 | 0.5 | 16.6 | 23.4 | 4.4 | 1.6 | 0.5 | | 272.1 | 19.1 |
| 1 | Asda, Leechmere Road Industrial Estate | 7.2 | 7.0 | 1.6 | 0.0 | 0.9 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.1 | 0.0 | 0.0 | | 18.0 | 1.3 |
| 1 | Grangetown Local Centre | 0.9 | 0.5 | 0.9 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.3 | | 3.1 | 0.2 |
| 1 | Hendon Local Centre | 0.7 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 2.5 | 0.1 | 0.0 | 0.0 | | 3.7 | 0.3 |
| 1 | Ryhope Local Centre | 1.6 | 0.0 | 0.1 | 0.1 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | | 2.9 | 0.2 |
| 1 | Other, Zone 1 | 1.6 | 2.6 | 0.7 | 0.0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | | 6.9 | 0.5 |
| | SUB-TOTAL | 59.2 | 55.0 | 49.9 | 27.3 | 37.1 | 7.1 | 11.0 | 4.4 | 2.4 | 0.5 | 16.6 | 29.0 | 4.7 | 1.6 | 0.8 | | 306.633 | 21.5 |
| 2 | | | | | | | | | | | | | | | | | | | |
| 2 | Doxford Park District Centre | 0.6 | 1.7 | 0.2 | 0.0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.1 | 0.2 | 0.0 | | 3.8 | 0.3 |
| 2 | Sainsbury's, Silksworth Lane | 2.1 | 5.3 | 2.8 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | | 10.5 | 0.7 |
| 2 | Silksworth Local Centre | 0.2 | 3.4 | 0.7 | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | | 4.6 | 0.3 |
| 2 | Other, Zone 2 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0.1 | 0.0 |
| | SUB-TOTAL | 2.8 | 10.4 | 3.8 | 0.1 | 0.1 | 0.1 | 0.3 | 0.0 | 0.0 | 0.1 | 0.1 | 0.8 | 0.1 | 0.2 | 0.0 | | 19.0 | 1.3 |
| 3 | | | | | | | | | | | | | | | | | | | |
| 3 | Chester Road District Centre | 0.0 | 0.0 | 0.9 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 1.1 | 0.1 |
| 3 | Pallion Local Centre | 0.1 | 1.5 | 1.7 | 0.0 | 0.6 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 4.0 | 0.3 |
| 3 | Pallion Retail Park | 5.1 | 1.7 | 4.6 | 1.1 | 2.4 | 0.2 | 0.3 | 0.4 | 0.1 | 0.0 | 2.0 | 0.3 | 0.0 | 0.1 | 0.1 | | 18.4 | 1.3 |
| 3 | Pennywell Local Centre | 0.0 | 0.1 | 2.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 2.4 | 0.2 |
| 3 | Trimdon Street Retail Park | 6.3 | 9.5 | 8.8 | 2.8 | 5.3 | 0.1 | 0.9 | 0.1 | 0.1 | 0.0 | 3.1 | 3.5 | 0.3 | 0.0 | 0.0 | | 40.7 | 2.9 |
| 3 | Other, Zone 3 | 0.5 | 0.5 | 1.3 | 0.1 | 0.3 | 0.0 | 0.6 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 3.6 | 0.3 |
| | SUB-TOTAL | 12.1 | 13.3 | 19.3 | 4.2 | 8.7 | 0.3 | 1.9 | 0.7 | 0.2 | 0.0 | 5.1 | 3.8 | 0.3 | 0.1 | 0.1 | | 70.1 | 4.9 |
| 4 | | | | | | | | | | | | | | | | | | | |
| 4 | Castletown Local Centre | 0.1 | 0.0 | 0.4 | 1.9 | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 2.9 | 0.2 |
| 4 | Hylton Riverside Retail Park | 1.3 | 1.6 | 1.2 | 4.7 | 4.6 | 0.0 | 0.2 | 0.7 | 0.4 | 0.0 | 0.8 | 0.2 | 0.9 | 0.0 | 0.0 | | 16.6 | 1.2 |
| 4 | Sainsbury's, Riverside Road/Wessington Way | 0.0 | 0.0 | 0.0 | 1.1 | 0.5 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | | 2.1 | 0.1 |
| 4 | Southwick Green District Centre | 0.0 | 0.0 | 1.0 | 2.6 | 1.4 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | | 5.2 | 0.4 |
| 4 | Other, Zone 4 | 0.1 | 0.1 | 0.1 | 2.0 | 0.3 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 3.0 | 0.2 |
| | SUB-TOTAL | 1.5 | 1.7 | 2.6 | 12.3 | 7.1 | 0.1 | 0.3 | 1.3 | 0.6 | 0.0 | 0.8 | 0.4 | 0.9 | 0.0 | 0.0 | | 29.7 | 2.1 |
| 5 | | | | | | | | | | | | | | | | | | | |
| 5 | Sea Road Major District | 0.6 | 0.3 | 0.3 | 1.5 | 5.4 | 0.0 | 0.2 | 0.0 | 0.1 | 0.0 | 1.0 | 0.1 | 0.0 | 0.0 | 0.0 | | 9.3 | 0.7 |
| 5 | Tesco/ Monkwearmouth/ Sunderland Retail Park | 2.0 | 1.4 | 0.5 | 0.4 | 5.0 | 0.1 | 0.2 | 0.6 | 0.1 | 0.1 | 0.9 | 0.5 | 0.0 | 0.2 | 0.1 | | 12.1 | 0.9 |
| 5 | Other, Zone 5 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 1.8 | 0.1 |
| | SUB-TOTAL | 2.6 | 1.7 | 0.8 | 1.8 | 12.3 | 0.1 | 0.4 | 0.6 | 0.2 | 0.1 | 1.9 | 0.6 | 0.0 | 0.2 | 0.1 | | 23.3 | 1.6 |
| 6 | | | | | | | | | | | | | | | | | | | |
| 6 | Hetton Major District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 3.4 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.2 | 0.1 | 0.0 | | 5.0 | 0.4 |
| 6 | Other, Zone 6 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.5 | 0.0 | 0.0 | | 1.3 | 0.1 |
| | SUB-TOTAL | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 3.9 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.7 | 0.1 | 0.0 | | 6.3 | 0.4 |
| 7 | | | | | | | | | | | | | | | | | | | |
| 7 | Houghton-le-Spring Town Centre | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 1.8 | 6.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 | | 8.7 | 0.6 |
| 7 | Other, Zone 7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0.3 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 2.0 | 6.2 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 | | 9.0 | 0.6 |
| 8 | | | | | | | | | | | | | | | | | | | |
| 8 | Washington Town Centre | 0.8 | 3.0 | 4.9 | 3.0 | 0.6 | 8.7 | 15.3 | 34.3 | 18.6 | 6.8 | 3.5 | 0.5 | 0.3 | 3.7 | 7.2 | | 111.3 | 7.8 |
| | SUB-TOTAL | 0.8 | 3.0 | 4.9 | 3.0 | 0.6 | 8.7 | 15.3 | 34.3 | 18.6 | 6.8 | 3.5 | 0.5 | 0.3 | 3.7 | 7.2 | | 111.3 | 7.8 |
| 9 | | | | | | | | | | | | | | | | | | | |
| 9 | Concord District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 1.9 | 0.1 |
| 9 | Peel Retail Park, Washington | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 1.0 | 0.3 | 1.8 | 0.5 | 0.2 | 0.2 | 0.1 | 0.0 | 0.3 | 0.0 | | 4.5 | 0.3 |
| 9 | B&Q/Armstrong Industrial Estate | 0.0 | 0.2 | 0.0 | 0.2 | 0.1 | 0.3 | 2.4 | 3.8 | 2.8 | 3.1 | 2.2 | 0.3 | 0.0 | 1.4 | 1.9 | | 18.6 | 1.3 |
| 9 | Other, Zone 9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0.5 | 0.0 |
| | SUB-TOTAL | 0.1 | 0.2 | 0.0 | 0.2 | 0.2 | 1.4 | 2.7 | 6.2 | 5.0 | 3.2 | 2.4 | 0.4 | 0.0 | 1.7 | 1.9 | | 25.6 | 1.8 |
| 10 | | | | | | | | | | | | | | | | | | | |
| 10 | Other, Zone 10 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0.3 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0.3 | 0.0 |
| 11 | | | | | | | | | | | | | | | | | | | |
| 11 | Asda/ Boldon Colliery District Shopping Centre | 0.0 | 0.2 | 0.4 | 1.9 | 1.3 | 0.2 | 0.6 | 0.2 | 1.2 | 10.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | | 16.5 | 1.2 |
| 11 | Other, Zone 11 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | 0.6 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.2 | 0.4 | 1.9 | 1.3 | 0.2 | 0.6 | 0.2 | 1.2 | 10.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | | 17.0 | 1.2 |
| 12 | | | | | | | | | | | | | | | | | | | |
| 12 | Dalton Park Outlet Centre | 1.8 | 1.9 | 1.8 | 0.2 | 0.7 | 1.9 | 2.3 | 1.0 | 0.5 | 0.3 | 1.6 | 12.4 | 2.4 | 0.9 | 0.3 | | 29.8 | 2.1 |
| 12 | Seaham Town Centre | 1.5 | 0.9 | 0.2 | 0.1 | 0.0 | 3.6 | 1.0 | 0.0 | 0.0 | 0.0 | 21.3 | 0.2 | 0.4 | 0.0 | 0.0 | | 29.2 | 2.0 |
| 12 | Other, Zone 12 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 0.2 | 0.3 | 0.0 | | 3.0 | 0.2 |
| | SUB-TOTAL | 3.3 | 2.8 | 2.1 | 0.3 | 0.7 | 5.5 | 3.3 | 1.0 | 0.5 | 0.3 | 1.6 | 36.0 | 2.7 | 1.6 | 0.3 | | 62.0 | 4.3 |
| 13 | | | | | | | | | | | | | | | | | | | |
| 13 | Sherburn Village Local Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | | 0.6 | 0.0 |
| 13 | Shotton Local Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | | 0.6 | 0.0 |
| 13 | Other, Zone 13 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.2 | 0.0 | 0.0 | | 1.2 | 0.1 |
| | SUB-TOTAL | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.2 | 0.0 | 0.0 | | 2.4 | 0.2 |
| 14 | | | | | | | | | | | | | | | | | | | |
| 14 | Chester-le-Street Town Centre | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.6 | 0.3 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 15.3 | 3.6 | | 20.2 | 1.4 |
| 14 | Other, Zone 14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | | 0.7 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.6 | 0.3 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 16.0 | 3.6 | | 20.9 | |

Table 4: Retail Commitments in the Sunderland Survey Area

| Zone | Scheme | Total Retail Sales Area | COMPARISON GOODS | | | | CONVENIENCE GOODS | | | Percentage of Turnover Drawn from Catchment Area | Total Comparison Turnover from Survey Area in 2015 in 2014 Prices | Total Convenience Turnover from Survey Area in 2015 in 2014 Prices |
|------|----------------------------------------------------------|-------------------------|-----------------------|------------------------------------------------|--------------------------------------------------|------------------------|------------------------------------------------|---------------------------------------------------|----|--------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| | | | Comparison Sales Area | Benchmark Sales Density in 2015 in 2014 Prices | Total Comparison Turnover in 2015 in 2014 Prices | Convenience Sales Area | Benchmark Sales Density in 2015 in 2014 Prices | Total Convenience Turnover in 2015 in 2014 Prices | | | | |
| | | | sq.m sales | £ per sq.m sales | £m | sq.m sales | £ per sq.m sales | £m | | | | |
| | Ryehope Road (Lidl) | 1,750 | 300 | 2,673 | 0.8 | 1,450 | 3,275 | 4.7 | 98 | 0.8 | 4.7 | |
| | Philadelphia | 1,140 | 0 | 0 | 0.0 | 1,140 | 7,827 | 8.9 | 95 | 0.0 | 8.5 | |
| | Houghton-le-Spring (Lidl) | 1,434 | 287 | 2,673 | 0.8 | 1,147 | 3,275 | 3.8 | 95 | 0.7 | 3.6 | |
| | Armstrong House (Aldi) | 1,254 | 251 | 8,961 | 2.2 | 1,003 | 10,914 | 10.9 | 95 | 2.1 | 10.4 | |
| | North Hylton (Lidl) | 1,424 | 285 | 2,673 | 0.8 | 1,139 | 3,275 | 3.7 | 95 | 0.7 | 3.5 | |
| | Peel Centre, Phase 1 (Foodstore) | 3,038 | 669 | 10,321 | 6.9 | 2,369 | 11,883 | 28.2 | 95 | 6.6 | 26.7 | |
| | Peel Centre, Phase 2 (including B&M Bargains) | 5,635 | 5,635 | 3,215 | 18.1 | 0 | 0 | 0 | 95 | 17.2 | 0.0 | |
| | Armstrong Road Industrial Estate (Retail Park - 7 units) | 7,174 | 7,174 | 3,215 | 23.1 | 0 | 0 | 0 | 95 | 21.9 | 0.0 | |
| | Dalton Park Outlet, Murton (Foodstore) | 5,000 | 1,000 | 10,321 | 10.3 | 4,000 | 11,883 | 47.5 | 90 | 9.3 | 42.8 | |
| | Dalton Park Outlet, Murton (non-food store) | 1,600 | 1,600 | 4,750 | 7.6 | 0 | 0 | 0.0 | 90 | 6.8 | 0.0 | |
| | COMMITMENTS TOTAL | - | - | - | 70.6 | - | - | 107.8 | - | 66.2 | 100.2 | |

Table 5a: Comparison Capacity in the Sunderland Survey Area Under a Static Retention Scenario

| | | | | | | Incremental | | | | Cumulative | | | |
|--------------------------------------------|-----------------------------------------------------------------------|---------|---------|---------|---------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2020 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 | |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | | |
| a | Total Available Expenditure (£m) | 1,425.7 | 1,661.9 | 1,963.2 | 2,310.7 | 2,734.4 | 236.1 | 301.4 | 347.5 | 423.6 | 537.5 | 885.0 | 1,308.6 |
| b | Retention Rate (%) | 49.8 | 49.8 | 49.8 | 49.8 | 49.8 | - | - | - | - | - | - | - |
| c | Retained Expenditure (£m) | 710.0 | 827.6 | 977.6 | 1,150.7 | 1,361.6 | 117.6 | 150.1 | 173.0 | 211.0 | 267.7 | 440.7 | 651.7 |
| d | Inflow from beyond Zones 1 to 15 (£m) | 37.4 | 43.6 | 51.5 | 60.6 | 71.7 | 6.2 | 7.9 | 9.1 | 11.1 | 14.1 | 23.2 | 34.3 |
| e | Initial Surplus, Including Inflows (£m) | - | - | - | - | - | 123.8 | 158.0 | 182.2 | 222.1 | 281.7 | 463.9 | 686.0 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | | |
| f | Turnover of Existing Retailers (£m) | 747.3 | 789.6 | 838.7 | 890.1 | 947.5 | 42.3 | 49.1 | 51.4 | 57.4 | 91.3 | 142.8 | 200.2 |
| g | Turnover of Commitments (£m) | 0.0 | 69.9 | 74.3 | 78.8 | 83.9 | 69.9 | 4.3 | 4.6 | 5.1 | 74.3 | 78.8 | 83.9 |
| h | Special Forms of Trading (£m) | 212.8 | 247.6 | 294.5 | 339.7 | 382.8 | 34.8 | 46.9 | 45.2 | 43.1 | 81.7 | 126.9 | 170.0 |
| i | Total Claims on Initial Surplus (£m) | - | - | - | - | - | 147.0 | 100.3 | 101.2 | 105.6 | 247.3 | 348.5 | 454.1 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | | |
| j | Initial Surplus Expenditure (£m) | - | - | - | - | - | 123.8 | 158.0 | 182.2 | 222.1 | 281.7 | 463.9 | 686.0 |
| k | Claims on Expenditure (£m) | - | - | - | - | - | 147.0 | 100.3 | 101.2 | 105.6 | 247.3 | 348.5 | 454.1 |
| l | RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m) | - | - | - | - | - | -23.2 | 57.7 | 81.0 | 116.4 | 34.5 | 115.4 | 231.8 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | | |
| m | Assumed Sales Density (£ per sq.m sales) | 5,000 | 5,282.9 | 5,611.1 | 5,955.2 | 6,339.4 | | | | | | | |
| n | Floorspace Requirement (sq.m sales) | - | - | - | - | - | -4,397 | 10,283 | 13,596 | 18,362 | 5,886 | 19,482 | 37,845 |
| o | FLOORSPACE REQUIREMENT (sq.m gross) | - | - | - | - | - | -5,862 | 13,710 | 18,128 | 24,483 | 7,848 | 25,976 | 50,460 |

Notes

- a Derived from Table 1c
- b Derived from Table 3
- c Product of rows a. and b.
- d Assumes 5% inflow from beyond zones 1 to 15
- e Arithmetic
- f Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- g Derived from Table 4
- h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 11, October 2013
- i Arithmetic
- j Arithmetic
- k Arithmetic
- l Arithmetic
- m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- n Arithmetic based on previous row
- o A ratio of 75% has been applied to calculate the gross floorspace requirement

Table 5b: Comparison Capacity in the Sunderland Survey Area Under a Decrease in Retention Scenario

| | | | | | | Incremental | | | | Cumulative | | | |
|--------------------------------------------|-----------------------------------------------------------------------|---------|---------|---------|---------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2020 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 | |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | | |
| a | Total Available Expenditure (£m) | 1,425.7 | 1,661.9 | 1,963.2 | 2,310.7 | 2,734.4 | 236.1 | 301.4 | 347.5 | 423.6 | 537.5 | 885.0 | 1,308.6 |
| b | Retention Rate (%) | 49.8 | 49.3 | 48.8 | 48.3 | 47.8 | - | - | - | - | - | - | - |
| c | Retained Expenditure (£m) | 710.0 | 819.3 | 958.1 | 1,116.1 | 1,307.0 | 109.3 | 138.8 | 158.0 | 190.9 | 248.1 | 406.1 | 597.1 |
| d | Inflow from beyond Zones 1 to 15 (£m) | 37.4 | 43.1 | 50.4 | 58.7 | 68.8 | 5.8 | 7.3 | 8.3 | 10.0 | 13.1 | 21.4 | 31.4 |
| e | Initial Surplus, Including Inflows (£m) | - | - | - | - | - | 115.1 | 146.1 | 166.4 | 201.0 | 261.1 | 427.5 | 628.5 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | | |
| f | Turnover of Existing Retailers (£m) | 747.3 | 789.6 | 838.7 | 890.1 | 947.5 | 42.3 | 49.1 | 51.4 | 57.4 | 91.3 | 142.8 | 200.2 |
| g | Turnover of Commitments (£m) | 0.0 | 69.9 | 74.3 | 78.8 | 83.9 | 69.9 | 4.3 | 4.6 | 5.1 | 74.3 | 78.8 | 83.9 |
| h | Special Forms of Trading (£m) | 212.8 | 247.6 | 294.5 | 339.7 | 382.8 | 34.8 | 46.9 | 45.2 | 43.1 | 81.7 | 126.9 | 170.0 |
| i | Total Claims on Initial Surplus (£m) | - | - | - | - | - | 147.0 | 100.3 | 101.2 | 105.6 | 247.3 | 348.5 | 454.1 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | | |
| j | Initial Surplus Expenditure (£m) | - | - | - | - | - | 115.1 | 146.1 | 166.4 | 201.0 | 261.1 | 427.5 | 628.5 |
| k | Claims on Expenditure (£m) | - | - | - | - | - | 147.0 | 100.3 | 101.2 | 105.6 | 247.3 | 348.5 | 454.1 |
| l | RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m) | - | - | - | - | - | -31.9 | 45.8 | 65.2 | 95.3 | 13.9 | 79.0 | 174.4 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | | |
| m | Assumed Sales Density (£ per sq.m sales) | 5,000 | 5,282.9 | 5,611.1 | 5,955.2 | 6,339.4 | | | | | | | |
| n | Floorspace Requirement (sq.m sales) | - | - | - | - | - | -6,041 | 8,161 | 10,942 | 15,040 | 2,120 | 13,062 | 28,102 |
| o | FLOORSPACE REQUIREMENT (sq.m gross) | - | - | - | - | - | -8,054 | 10,881 | 14,589 | 20,053 | 2,827 | 17,416 | 37,469 |

Notes

- a Derived from Table 1c
- b Derived from Table 3
- c Product of rows a. and b.
- d Assumes 5% inflow from beyond zones 1 to 15
- e Arithmetic
- f Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- g Derived from Table 4
- h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 11, October 2013
- i Arithmetic
- j Arithmetic
- k Arithmetic
- l Arithmetic
- m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- n Arithmetic based on previous row
- o A ratio of 75% has been applied to calculate the gross floorspace requirement

Table 5c: Comparison Capacity in the Sunderland Survey Area Under an Increase in Retention Scenario

| | | | | | | Incremental | | | | Cumulative | | |
|-------------------------------------------------------------------------|---------|---------|---------|---------|---------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2020 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | |
| a Total Available Expenditure (£m) | 1,425.7 | 1,661.9 | 1,963.2 | 2,310.7 | 2,734.4 | 236.1 | 301.4 | 347.5 | 423.6 | 537.5 | 885.0 | 1,308.6 |
| b Retention Rate (%) | 49.8 | 50.8 | 51.8 | 52.8 | 53.8 | - | - | - | | - | | - |
| c Retained Expenditure (£m) | 710.0 | 844.2 | 1,017.0 | 1,220.1 | 1,471.1 | 134.3 | 172.7 | 203.1 | 251.0 | 307.0 | 510.1 | 761.1 |
| d Inflow from beyond Zones 1 to 15 (£m) | 37.4 | 44.4 | 53.5 | 64.2 | 77.4 | 7.1 | 9.1 | 10.7 | 13.2 | 16.2 | 26.8 | 40.1 |
| e Initial Surplus, Including Inflows (£m) | - | - | - | - | | 141.3 | 181.8 | 213.8 | 264.2 | 323.1 | 537.0 | 801.2 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | |
| f Turnover of Existing Retailers (£m) | 747.3 | 789.6 | 838.7 | 890.1 | 947.5 | 42.3 | 49.1 | 51.4 | 57.4 | 91.3 | 142.8 | 200.2 |
| g Turnover of Commitments (£m) | 0.0 | 69.9 | 74.3 | 78.8 | 83.9 | 69.9 | 4.3 | 4.6 | 5.1 | 74.3 | 78.8 | 83.9 |
| h Special Forms of Trading (£m) | 212.8 | 247.6 | 294.5 | 339.7 | 382.8 | 34.8 | 46.9 | 45.2 | 43.1 | 81.7 | 126.9 | 170.0 |
| i Total Claims on Initial Surplus (£m) | - | - | - | - | | 147.0 | 100.3 | 101.2 | 105.6 | 247.3 | 348.5 | 454.1 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | |
| j Initial Surplus Expenditure (£m) | - | - | - | - | - | 141.3 | 181.8 | 213.8 | 264.2 | 323.1 | 537.0 | 801.2 |
| k Claims on Expenditure (£m) | - | - | - | - | - | 147.0 | 100.3 | 101.2 | 105.6 | 247.3 | 348.5 | 454.1 |
| l RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m) | - | - | - | - | | -5.7 | 81.5 | 112.6 | 158.6 | 75.9 | 188.5 | 347.1 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | |
| m Assumed Sales Density (£ per sq.m sales) | 5,000 | 5,282.9 | 5,611.1 | 5,955.2 | 6,339.4 | | | | | | | |
| n Floorspace Requirement (sq.m sales) | - | - | - | - | - | -1,074 | 14,533 | 18,911 | 25,015 | 13,459 | 32,371 | 57,386 |
| o FLOORSPACE REQUIREMENT (sq.m gross) | - | - | - | - | | -1,431 | 19,377 | 25,215 | 33,354 | 17,946 | 43,161 | 76,515 |

Notes

- a Derived from Table 1c
b Derived from Table 3
c Product of rows a. and b.
d Assumes 5% inflow from beyond zones 1 to 15
e Arithmetic
f Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
g Derived from Table 4
h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015

- i Arithmetic
j Arithmetic
k Arithmetic
l Arithmetic
m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
n Arithmetic based on previous row
o A ratio of 75% has been applied to calculate the gross floorspace requirement

Table 6: Convenience Goods Market Shares

(Survey undertaken by NEMS in February 2016)

| Zone Destination | Zone 1 % | Zone 2 % | Zone 3 % | Zone 4 % | Zone 5 % | Zone 6 % | Zone 7 % | Zone 8 % | Zone 9 % | Zone 10 % | Zone 11 % | Zone 12 % | Zone 13 % | Zone 14 % | Zone 15 % |
|---------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|
| INSIDE SURVEY AREA | | | | | | | | | | | | | | | |
| 1 Asda, Leechmere Road Industrial Estate | 37.4 | 14.0 | 11.6 | 0.3 | 1.2 | 2.0 | 3.8 | 0.0 | 0.0 | 0.0 | 0.0 | 4.4 | 1.6 | 0.0 | 0.0 |
| 1 Asda, Ryhope Road | 4.1 | 17.0 | 0.3 | 0.1 | 0.1 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 |
| 1 Grangetown Local Centre | 0.6 | 1.0 | 3.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.1 | 0.3 | 0.0 | 0.0 |
| 1 Lidl, Ryhope Road | 13.5 | 1.8 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.2 | 0.0 | 0.0 |
| 1 Sunderland City Centre | 6.6 | 4.1 | 8.8 | 5.1 | 3.7 | 1.3 | 0.5 | 0.0 | 0.0 | 0.0 | 0.5 | 0.5 | 0.0 | 0.0 | 0.0 |
| 1 Tesco Metro, Sunderland City Centre | 4.2 | 0.4 | 7.2 | 2.1 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.3 | 0.0 | 0.0 | 0.0 |
| 1 Other, Zone 1 | 3.8 | 1.4 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.2 |
| SUB-TOTAL | 70.3 | 24.4 | 31.1 | 7.7 | 6.8 | 3.7 | 4.9 | 0.3 | 0.0 | 0.0 | 0.7 | 6.0 | 2.3 | 0.0 | 0.2 |
| 2 Aldi, Knollside Close, Doxford | 3.0 | 5.7 | 0.4 | 0.0 | 0.0 | 0.3 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 |
| 2 Lidl, Durham Road | 0.0 | 2.2 | 2.8 | 0.5 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 2 Morrisons - Doxford Park District Centre | 4.5 | 31.5 | 4.5 | 0.0 | 0.8 | 4.0 | 12.1 | 0.7 | 0.0 | 2.2 | 0.0 | 7.5 | 1.0 | 0.9 | 0.0 |
| 2 Sainsbury's, Silksworth Lane | 12.3 | 17.0 | 14.2 | 0.0 | 0.3 | 1.0 | 4.2 | 0.7 | 0.0 | 4.4 | 0.0 | 3.0 | 0.2 | 0.0 | 0.0 |
| 2 Other, Zone 2 | 0.0 | 4.3 | 0.0 | 0.1 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB-TOTAL | 19.8 | 60.7 | 21.9 | 0.6 | 1.2 | 5.4 | 21.1 | 1.4 | 0.0 | 6.6 | 0.0 | 10.5 | 1.5 | 0.9 | 0.0 |
| 3 Aldi, St. Marks Road | 2.0 | 5.6 | 9.2 | 2.4 | 0.6 | 0.0 | 0.9 | 0.0 | 0.5 | 0.0 | 3.4 | 0.0 | 0.0 | 0.0 | 0.2 |
| 3 Asda - Pennywell Local Centre | 0.0 | 0.4 | 4.2 | 0.5 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 3 Other Stores - Pennywell Local Centre | 0.0 | 0.4 | 2.6 | 0.0 | 0.0 | 0.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 3 Other, Zone 3 | 0.3 | 0.3 | 5.7 | 0.8 | 0.0 | 0.3 | 0.7 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.1 |
| SUB-TOTAL | 2.3 | 6.6 | 21.7 | 3.6 | 0.6 | 0.3 | 2.5 | 0.0 | 0.5 | 0.0 | 3.7 | 0.0 | 0.0 | 0.0 | 0.3 |
| 4 Aldi - Hylton Riverside Retail Pk | 0.0 | 0.3 | 10.5 | 14.9 | 0.5 | 0.0 | 0.3 | 0.9 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| 4 Aldi, Carley Hill Road | 0.3 | 0.1 | 0.0 | 4.6 | 12.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| 4 Castletown Local Centre | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 4 Sainsbury's, Riverside Road/Wessington Way | 0.6 | 0.3 | 0.0 | 13.8 | 4.2 | 0.3 | 1.6 | 2.2 | 1.4 | 0.0 | 3.1 | 0.3 | 0.4 | 0.0 | 0.0 |
| 4 Southwick Green District Centre | 0.0 | 0.0 | 0.0 | 8.5 | 3.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 4 Other, Zone 4 | 0.0 | 0.0 | 0.1 | 5.3 | 0.1 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB-TOTAL | 0.9 | 0.7 | 10.6 | 47.7 | 20.5 | 0.3 | 1.9 | 3.3 | 1.4 | 0.0 | 6.0 | 0.3 | 0.4 | 0.0 | 0.0 |
| 5 Morrisons, Whitburn Road, Seaburn | 0.4 | 0.2 | 1.3 | 6.4 | 22.7 | 0.0 | 1.0 | 0.0 | 0.6 | 0.0 | 7.7 | 0.4 | 0.0 | 0.0 | 0.0 |
| 5 Sea Road Major District Centre | 0.4 | 0.0 | 0.0 | 1.8 | 7.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| 5 Sunderland Retail Park/Monkwearmouth Local Centre | 0.0 | 0.0 | 0.0 | 1.6 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| 5 Lidl - Sunderland Retail Park/Monkwearmouth Local Centre | 0.3 | 0.3 | 0.8 | 0.6 | 7.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 5 Tesco - Sunderland Retail Park/Monkwearmouth Local Centre | 0.6 | 1.3 | 2.3 | 5.7 | 23.0 | 0.5 | 0.4 | 0.7 | 0.0 | 0.0 | 2.2 | 0.0 | 0.6 | 0.0 | 0.0 |
| 5 Other, Zone 5 | 0.0 | 0.0 | 0.0 | 1.0 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB-TOTAL | 1.7 | 1.9 | 4.4 | 17.2 | 63.1 | 0.5 | 1.3 | 0.7 | 0.6 | 0.0 | 10.3 | 0.4 | 0.6 | 0.0 | 0.0 |
| 6 Hetton Major District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 23.1 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.6 | 0.0 | 0.0 |
| 6 Other, Zone 6 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 1.3 | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.8 | 0.0 | 0.0 |
| SUB-TOTAL | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 24.3 | 0.8 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 1.4 | 0.0 | 0.0 |
| 7 Houghton-le-Spring Town Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.6 | 12.9 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.2 | 0.0 |
| 7 Other, Zone 7 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 1.4 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB-TOTAL | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 4.0 | 14.3 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.3 | 0.2 | 0.0 |
| 8 Aldi, Galleries Retail Park, Washington | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 3.1 | 16.2 | 17.0 | 0.7 | 0.0 | 0.0 | 0.3 | 0.3 | 0.9 |
| 8 Asda, The Galleries, Washington | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 9.8 | 15.7 | 25.5 | 29.2 | 3.0 | 0.0 | 0.0 | 0.2 | 1.4 | 5.0 |
| 8 Marks & Spencer, Galleries Retail Park, Washington | 0.3 | 0.1 | 0.1 | 0.1 | 0.0 | 0.9 | 1.0 | 2.7 | 1.8 | 1.5 | 0.3 | 0.0 | 0.0 | 0.2 | 0.2 |
| 8 Sainsbury's, The Galleries, Washington | 0.0 | 0.5 | 0.7 | 0.5 | 0.0 | 3.3 | 9.8 | 22.7 | 17.1 | 7.3 | 0.3 | 0.0 | 0.0 | 0.9 | 5.3 |
| 8 Washington Town Centre | 0.1 | 0.1 | 0.4 | 0.1 | 0.0 | 0.9 | 0.8 | 6.8 | 4.8 | 1.2 | 0.0 | 0.0 | 0.3 | 0.2 | 0.6 |
| 8 Other, Zone 8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB-TOTAL | 0.4 | 0.6 | 2.2 | 0.8 | 0.0 | 15.5 | 30.4 | 76.7 | 69.9 | 13.7 | 0.6 | 0.0 | 0.8 | 3.1 | 11.9 |
| 9 Concord District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 5.3 | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| 9 Other, Zone 9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 6.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| 10 Wrekenton District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.7 | 6.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.8 |
| 10 Other, Zone 10 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.7 | 9.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.8 |
| 11 Asda, North Road, Boldon Colliery | 0.8 | 2.5 | 1.3 | 16.9 | 5.3 | 0.1 | 4.0 | 2.7 | 3.8 | 18.5 | 43.3 | 0.0 | 0.0 | 0.6 | 1.1 |
| 11 Boldon Colliery District Centre | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| 11 Other, Zone 11 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB-TOTAL | 1.0 | 2.8 | 1.3 | 16.9 | 5.4 | 0.1 | 4.0 | 2.9 | 3.8 | 18.5 | 47.0 | 0.0 | 0.0 | 0.6 | 1.1 |
| 12 Seaham Town Centre | 2.6 | 0.6 | 0.4 | 0.0 | 0.0 | 8.8 | 4.8 | 0.0 | 1.0 | 0.0 | 0.0 | 60.5 | 8.0 | 0.0 | 0.0 |
| 12 Other, Zone 12 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.3 | 0.0 | 0.0 | 0.0 |
| SUB-TOTAL | 2.6 | 0.6 | 0.5 | 0.0 | 0.0 | 8.8 | 4.8 | 0.0 | 1.0 | 0.0 | 0.0 | 66.8 | 8.0 | 0.0 | 0.0 |
| 13 Other, Zone 13 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 7.0 | 0.0 | 0.0 |
| SUB-TOTAL | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 7.0 | 0.0 | 0.0 |
| 14 Aldi, Picktree Lane, CHESTER-LE-STREET | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.0 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.0 | 5.8 |
| 14 Chester-le-Street Town Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.0 | 0.5 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.3 | 2.6 |
| 14 Morrisons, St Cuthbert's Walk Shopping Centre, Chester-le-Street | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 31.1 | 3.7 |
| 14 Tesco Superstore, North Burns, Chester-le-Street | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.7 | 7.0 |
| 14 Other, Zone 14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 |
| SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 7.0 | 3.5 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 73.8 | 19.1 |
| 15 Birtley District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 7.6 |
| 15 Morrisons, Durham Road, Birtley | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.3 | 0.3 | 0.3 | 0.0 | 0.0 | 0.7 | 27.7 |
| 15 Other, Zone 15 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 1.4 |
| SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.3 | 0.3 | 0.3 | 0.1 | 0.0 | 0.8 | 36.7 |

Table 7: Convenience Goods Spending Patterns in 2015

| Zone | Destination | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | TOTALS | | |
|---------------------------|-----------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|--------------|-------------|--|
| | | 73.3 | 73.7 | 81.2 | 52.7 | 52.2 | 44.2 | 59.7 | 63.3 | 39.1 | 57.1 | 71.6 | 73.5 | 30.8 | 46.0 | 47.7 | 866.2 | 100.0 | |
| | | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | % | |
| INSIDE SURVEY AREA | | | | | | | | | | | | | | | | | | | |
| 1 | Asda, Leechmere Road Industrial Estate | 27.4 | 10.3 | 9.4 | 0.2 | 0.7 | 0.9 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 | 3.3 | 0.5 | 0.0 | 0.0 | 54.9 | 6.3 | |
| 1 | Asda, Ryhope Road | 3.0 | 1.3 | 0.3 | 0.1 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 5.2 | 0.6 | |
| 1 | Grangetown Local Centre | 0.5 | 0.7 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 4.0 | 0.5 | |
| 1 | Lidl, Ryhope Road | 9.9 | 1.3 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.1 | 0.0 | 0.0 | 11.8 | 1.4 | |
| 1 | Sunderland City Centre | 4.8 | 3.0 | 7.2 | 2.7 | 1.9 | 0.6 | 0.3 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 21.1 | 2.4 | |
| 1 | Tesco Metro, Sunderland City Centre | 3.1 | 0.3 | 5.9 | 1.1 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 11.7 | 1.3 | |
| 1 | Other, Zone 1 | 2.8 | 1.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 4.1 | 0.5 | |
| | SUB-TOTAL | 51.5 | 18.0 | 25.2 | 4.1 | 3.6 | 1.6 | 2.9 | 0.2 | 0.0 | 0.0 | 0.5 | 4.4 | 0.7 | 0.0 | 0.1 | 112.8 | 13.0 | |
| 2 | Aldi, Knollside Close, Doxford | 2.2 | 4.2 | 0.3 | 0.0 | 0.0 | 0.1 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 8.9 | 1.0 | |
| 2 | Lidl, Durham Road | 0.0 | 1.7 | 2.3 | 0.3 | 0.0 | 0.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.0 | 0.6 | |
| 2 | Morrisons - Doxford Park District Centre | 3.3 | 23.2 | 3.7 | 0.0 | 0.4 | 1.7 | 7.2 | 0.4 | 0.0 | 1.3 | 0.0 | 5.5 | 0.3 | 0.4 | 0.0 | 47.5 | 5.5 | |
| 2 | Sainsbury's, Silksworth Lane | 9.0 | 12.5 | 11.5 | 0.0 | 0.2 | 0.5 | 2.5 | 0.4 | 0.0 | 2.5 | 0.0 | 2.2 | 0.1 | 0.0 | 0.0 | 41.4 | 4.8 | |
| 2 | Other, Zone 2 | 0.0 | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.3 | 0.4 | |
| | SUB-TOTAL | 14.5 | 44.7 | 17.8 | 0.3 | 0.6 | 2.4 | 12.6 | 0.9 | 0.0 | 3.8 | 0.0 | 7.7 | 0.4 | 0.4 | 0.0 | 106.1 | 12.2 | |
| 3 | Aldi, St. Marks Road | 1.5 | 4.1 | 7.5 | 1.2 | 0.3 | 0.0 | 0.5 | 0.0 | 0.2 | 0.0 | 2.5 | 0.0 | 0.0 | 0.0 | 0.1 | 17.9 | 2.1 | |
| 3 | Asda - Pennywell Local Centre | 0.0 | 0.3 | 3.4 | 0.2 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.0 | 0.5 | |
| 3 | Other Stores - Pennywell Local Centre | 0.0 | 0.3 | 2.1 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.3 | |
| 3 | Other, Zone 3 | 0.2 | 0.2 | 4.7 | 0.4 | 0.0 | 0.1 | 0.4 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 6.3 | 0.7 | |
| | SUB-TOTAL | 1.7 | 4.9 | 17.6 | 1.9 | 0.3 | 0.1 | 1.5 | 0.0 | 0.2 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.1 | 31.0 | 3.6 | |
| 4 | Aldi - Hylton Riverside Retail Pk | 0.0 | 0.2 | 8.5 | 7.9 | 0.3 | 0.0 | 0.2 | 0.6 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 18.1 | 2.1 | |
| 4 | Aldi, Carley Hill Road | 0.2 | 0.1 | 0.0 | 2.4 | 6.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 11.0 | 1.3 | |
| 4 | Castletown Local Centre | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | |
| 4 | Sainsbury's, Riverside Road/Wessington Way | 0.4 | 0.2 | 0.0 | 7.3 | 2.2 | 0.1 | 0.9 | 1.4 | 0.5 | 0.0 | 2.2 | 0.2 | 0.1 | 0.0 | 0.0 | 15.7 | 1.8 | |
| 4 | Southwick Green District Centre | 0.0 | 0.0 | 0.0 | 4.5 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.1 | 0.7 | |
| 4 | Other, Zone 4 | 0.0 | 0.0 | 0.1 | 2.8 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 | 0.4 | |
| | SUB-TOTAL | 0.6 | 0.5 | 8.6 | 25.2 | 10.7 | 0.1 | 1.2 | 2.1 | 0.5 | 0.0 | 4.3 | 0.2 | 0.1 | 0.0 | 0.0 | 54.3 | 6.3 | |
| 5 | Morrisons, Whitburn Road, Seaburn | 0.3 | 0.2 | 1.1 | 3.4 | 11.8 | 0.0 | 0.6 | 0.0 | 0.2 | 0.0 | 5.5 | 0.3 | 0.0 | 0.0 | 0.0 | 23.4 | 2.7 | |
| 5 | Sea Road Major District Centre | 0.3 | 0.0 | 0.0 | 1.0 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 5.5 | 0.6 | |
| 5 | Sunderland Retail Park/Monkwearmouth Local Centre | 0.0 | 0.0 | 0.0 | 0.9 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.2 | |
| 5 | Lidl - Sunderland Retail Park/Monkwearmouth Local Centre | 0.2 | 0.2 | 0.6 | 0.3 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.4 | 0.6 | |
| 5 | Tesco - Sunderland Retail Park/Monkwearmouth Local Centre | 0.5 | 1.0 | 1.8 | 3.0 | 12.0 | 0.2 | 0.2 | 0.4 | 0.0 | 0.0 | 1.6 | 0.0 | 0.2 | 0.0 | 0.0 | 20.9 | 2.4 | |
| 5 | Other, Zone 5 | 0.0 | 0.0 | 0.0 | 0.5 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 0.1 | |
| | SUB-TOTAL | 1.3 | 1.4 | 3.6 | 9.0 | 32.9 | 0.2 | 0.8 | 0.4 | 0.2 | 0.0 | 7.4 | 0.3 | 0.2 | 0.0 | 0.0 | 57.8 | 6.7 | |
| 6 | Hetton Major District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.2 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 10.8 | 1.2 | |
| 6 | Other, Zone 6 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.6 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 | 0.0 | 0.0 | 1.2 | 0.1 | |
| | SUB-TOTAL | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 10.7 | 0.5 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.4 | 0.0 | 0.0 | 12.0 | 1.4 | |
| 7 | Houghton-le-Spring Town Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 7.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 9.5 | 1.1 | |
| 7 | Other, Zone 7 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 0.1 | |
| | SUB-TOTAL | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 8.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 10.6 | 1.2 | |
| 8 | Aldi, Galleries Retail Park, Washington | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 1.8 | 10.2 | 6.6 | 0.4 | 0.0 | 0.0 | 0.1 | 0.1 | 0.4 | 20.0 | 2.3 | |
| 8 | Asda, The Galleries, Washington | 0.0 | 0.0 | 0.9 | 0.0 | 0.0 | 4.3 | 9.4 | 16.1 | 11.4 | 1.7 | 0.0 | 0.0 | 0.1 | 0.6 | 2.4 | 46.9 | 5.4 | |
| 8 | Marks & Spencer, Galleries Retail Park, Washington | 0.2 | 0.0 | 0.1 | 0.1 | 0.0 | 0.4 | 0.6 | 1.7 | 0.7 | 0.8 | 0.2 | 0.0 | 0.0 | 0.1 | 0.1 | 5.0 | 0.6 | |
| 8 | Sainsbury's, The Galleries, Washington | 0.0 | 0.3 | 0.5 | 0.3 | 0.0 | 1.5 | 5.8 | 14.4 | 6.7 | 4.1 | 0.2 | 0.0 | 0.0 | 0.4 | 2.5 | 36.8 | 4.3 | |
| 8 | Washington Town Centre | 0.1 | 0.1 | 0.3 | 0.1 | 0.0 | 0.4 | 0.5 | 4.3 | 1.9 | 0.7 | 0.0 | 0.0 | 0.1 | 0.1 | 0.3 | 8.7 | 1.0 | |
| 8 | Other, Zone 8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.2 | |
| | SUB-TOTAL | 0.3 | 0.4 | 1.8 | 0.4 | 0.0 | 6.8 | 18.1 | 48.6 | 27.3 | 7.8 | 0.4 | 0.0 | 0.2 | 1.4 | 5.7 | 119.3 | 13.8 | |
| 9 | Concord District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 2.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | 0.3 | |
| 9 | Other, Zone 9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.1 | |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 2.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.4 | |
| 10 | Wrekenton District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 3.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 4.5 | 0.5 | |
| 10 | Other, Zone 10 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 0.2 | |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 5.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 6.2 | 0.7 | |
| 11 | Asda, North Road, Boldon Colliery | 0.6 | 1.8 | 1.0 | 8.9 | 2.8 | 0.0 | 2.4 | 1.7 | 1.5 | 10.5 | 31.0 | 0.0 | 0.0 | 0.3 | 0.5 | 63.1 | 7.3 | |
| 11 | Boldon Colliery District Centre | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.2 | |
| 11 | Other, Zone 11 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.1 | |
| | SUB-TOTAL | 0.7 | 2.1 | 1.0 | 8.9 | 2.8 | 0.0 | 2.4 | 1.8 | 1.5 | 10.5 | 33.6 | 0.0 | 0.0 | 0.3 | 0.5 | 66.3 | 7.7 | |
| 12 | Seaham Town Centre | 1.9 | 0.4 | 0.3 | 0.0 | 0.0 | 3.9 | 2.9 | 0.0 | 0.4 | 0.0 | 0.0 | 44.5 | 2.5 | 0.0 | 0.0 | 56.7 | 6.6 | |
| 12 | Other, Zone 12 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.6 | 0.0 | 0.0 | 0.0 | 4.7 | 0.5 | |
| | SUB-TOTAL | 1.9 | 0.4 | 0.4 | 0.0 | 0.0 | 3.9 | 2.9 | 0.0 | 0.4 | 0.0 | 0.0 | 49.1 | 2.5 | 0.0 | 0.0 | 61.5 | 7.1 | |
| 13 | Other, Zone 13 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 2.2 | 0.0 | 0.0 | 2.5 | 0.3 | |
| | SUB-TOTAL | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | | | | | | | | | | | | |

Table 8: Convenience Goods Sales Densities of the Main Foodstores Located in the Sunderland Survey Area in 2015 in 2014 Prices

| | £ per sq.m sales |
|-----------------|-------------------------|
| Tesco | 10,739 |
| Sainsbury's | 12,909 |
| Asda | 12,973 |
| Morrisons | 10,911 |
| Co-op | 7,827 |
| Marks & Spencer | 10,964 |
| Waitrose | 11,658 |
| Iceland | 7,123 |
| Aldi | 10,914 |

Table 9a: Convenience Capacity in the Sunderland Survey Area Under a Static Retention Scenario

| | | | | | | Incremental | | | | Cumulative | | |
|--------------------------------------------|--------|--------|--------|--------|--------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2015 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | |
| a | 866.2 | 882.3 | 893.9 | 905.1 | 916.1 | 16.1 | 11.6 | 11.2 | 11.0 | 27.7 | 38.9 | 49.9 |
| b | 82.1 | 82.1 | 82.1 | 82.1 | 82.1 | - | - | - | - | - | - | - |
| c | 711.4 | 724.6 | 734.1 | 743.3 | 752.3 | 13.2 | 9.5 | 9.2 | 9.0 | 22.7 | 31.9 | 41.0 |
| d | 22.0 | 22.4 | 22.7 | 23.0 | 23.3 | 0.4 | 0.3 | 0.3 | 0.3 | 0.7 | 1.0 | 1.3 |
| e | 0.0 | - | - | - | - | 0.0 | - | - | - | 0.0 | 0.0 | 0.0 |
| f | - | - | - | - | - | 13.6 | 9.8 | 9.5 | 9.3 | 23.4 | 32.9 | 42.2 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | |
| g | 733.4 | 736.4 | 737.8 | 739.5 | 741.9 | 3.1 | 1.4 | 1.7 | 2.4 | 4.4 | 6.1 | 8.5 |
| h | 0.0 | 100.6 | 100.8 | 101.0 | 101.3 | 100.6 | 0.2 | 0.2 | 0.3 | 100.8 | 101.0 | 101.3 |
| i | 16.0 | 35.3 | 44.7 | 51.6 | 58.6 | 19.3 | 9.4 | 6.9 | 7.0 | 28.7 | 35.6 | 42.6 |
| j | - | - | - | - | - | 122.9 | 11.0 | 8.8 | 9.8 | 133.9 | 142.7 | 152.5 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | |
| k | - | - | - | - | - | 13.6 | 9.8 | 9.5 | 9.3 | 23.4 | 32.9 | 42.2 |
| l | - | - | - | - | - | 122.9 | 11.0 | 8.8 | 9.8 | 133.9 | 142.7 | 152.5 |
| m | - | - | - | - | - | -109.3 | -1.1 | 0.6 | -0.5 | -110.4 | -109.8 | -110.2 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | |
| n | 10,000 | 10,042 | 10,060 | 10,083 | 10,116 | | | | | | | |
| o | - | - | - | - | - | -10,889 | -110 | 64 | -45 | -10,999 | -10,934 | -10,979 |
| p | - | - | - | - | - | -16,752 | -169 | 99 | -69 | -16,921 | -16,822 | -16,891 |

Notes

a Derived from Table 1c

b Derived from Table 3

c Product of rows a. and b.

d Assumes 3% inflow from beyond zones 1 to 15

e See Main Report Text - Footnote 33

f Arithmetic

g Derived from previous rows and grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

h Derived from Table 4

i Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015

j Arithmetic

k Arithmetic

l Arithmetic

m Arithmetic

n The average sales density of £10,000 per sq.m sales in 2015 has been grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

o Arithmetic based on previous row

p A ratio of 65% has been applied to calculate the gross floorspace requirement

Table 9b: Convenience Capacity in the Sunderland Survey Area Under an Increase in Retention Scenario

| | | | | | | Incremental | | | | Cumulative | | |
|--------------------------------------------|--------|--------|--------|--------|--------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2020 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | |
| a | 866.2 | 882.3 | 893.9 | 905.1 | 916.1 | 16.1 | 11.6 | 11.2 | 11.0 | 27.7 | 38.9 | 49.9 |
| b | 82.1 | 82.6 | 83.1 | 83.6 | 84.1 | - | - | - | - | - | - | - |
| c | 711.4 | 728.8 | 742.8 | 756.7 | 770.4 | 17.4 | 14.1 | 13.8 | 13.8 | 31.5 | 45.3 | 59.1 |
| d | 22.0 | 22.5 | 23.0 | 23.4 | 23.8 | 0.5 | 0.4 | 0.4 | 0.4 | 1.0 | 1.4 | 1.8 |
| e | 0.0 | - | - | - | - | 0.0 | - | - | - | 0.0 | 0.0 | 0.0 |
| f | - | - | - | - | - | 17.9 | 14.5 | 14.3 | 14.2 | 32.4 | 46.7 | 60.9 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | |
| g | 733.4 | 736.4 | 737.8 | 739.5 | 741.9 | 3.1 | 1.4 | 1.7 | 2.4 | 4.4 | 6.1 | 8.5 |
| h | 0.0 | 100.6 | 100.8 | 101.0 | 101.3 | 100.6 | 0.2 | 0.2 | 0.3 | 100.8 | 101.0 | 101.3 |
| i | 16.0 | 35.3 | 44.7 | 51.6 | 58.6 | 19.3 | 9.4 | 6.9 | 7.0 | 28.7 | 35.6 | 42.6 |
| j | - | - | - | - | - | 122.9 | 11.0 | 8.8 | 9.8 | 133.9 | 142.7 | 152.5 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | |
| k | - | - | - | - | - | 17.9 | 14.5 | 14.3 | 14.2 | 32.4 | 46.7 | 60.9 |
| l | - | - | - | - | - | 122.9 | 11.0 | 8.8 | 9.8 | 133.9 | 142.7 | 152.5 |
| m | - | - | - | - | - | -105.0 | 3.6 | 5.4 | 4.4 | -101.5 | -96.0 | -91.6 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | |
| n | 10,000 | 10,042 | 10,060 | 10,083 | 10,116 | | | | | | | |
| o | - | - | - | - | - | -10,458 | 354 | 538 | 439 | -10,105 | -9,566 | -9,128 |
| p | - | - | - | - | - | -16,090 | 544 | 828 | 675 | -15,546 | -14,718 | -14,043 |

Notes

- a Derived from Table 1c
- b Derived from Table 3
- c Product of rows a. and b.
- d Assumes 3% inflow from beyond zones 1 to 15
- e See Main Report Text - Footnote 33
- f Arithmetic
- g Derived from previous rows and grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate
- h Derived from Table 4
- i Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015
- j Arithmetic
- k Arithmetic
- l Arithmetic
- m Arithmetic
- n The average sales density of £10,000 per sq.m sales in 2015 has been grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate
- o Arithmetic based on previous row
- p A ratio of 65% has been applied to calculate the gross floorspace requirement

Table 10: Distribution of Comparison Need in 2015

(survey undertaken by NEMS in February 2016)

| | | | | | | | | | | | |
|----------------|--------------|-------------|-------------|-------------|-------------|------------|------------|--------------|-------------|--------------|--------------|
| Zones 1 to 9 | 253.5 | 17.7 | 60.7 | 27.5 | 20.4 | 5.2 | 8.7 | 89.3 | 15.9 | 499.1 | 998.1 |
| Zones 10 to 15 | 53.2 | 1.2 | 9.4 | 2.1 | 2.9 | 1.1 | 0.2 | 22.0 | 9.7 | 101.8 | 101.8 |
| Total | 306.6 | 19.0 | 70.1 | 29.7 | 23.3 | 6.3 | 9.0 | 111.3 | 25.6 | 600.9 | 600.9 |

| Zone | Destination | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | TOTALS | |
|------------------------------|----------------------------------------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|------------|-------------|-------------|------------|------------|------------|--------------|------------------------------|
| | | 121.7 | 122.0 | 121.7 | 72.1 | 92.6 | 71.6 | 104.6 | 110.7 | 60.3 | 89.9 | 129.5 | 118.0 | 50.6 | 82.2 | 78.3 | 1425.7 | 100.0 |
| | | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | % |
| INSIDE CATCHMENT AREA | | | | | | | | | | | | | | | | | | |
| 1 | Sunderland City Centre | 47.2 | 44.7 | 46.6 | 27.2 | 35.4 | 7.0 | 10.4 | 4.2 | 2.3 | 0.5 | 16.6 | 23.4 | 4.4 | 1.6 | 0.5 | 272.1 | 19.1 |
| 1 | Asda, Leechmere Road Industrial Estate | 7.2 | 7.0 | 1.6 | 0.0 | 0.9 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.1 | 0.0 | 0.0 | 18.0 | 1.3 |
| 1 | Grangetown Local Centre | 0.9 | 0.5 | 0.9 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.3 | 3.1 | 0.2 |
| 1 | Hendon Local Centre | 0.7 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 2.5 | 0.1 | 0.0 | 0.0 | 3.7 | 0.3 |
| 1 | Ryhope Local Centre | 1.6 | 0.0 | 0.1 | 0.1 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 2.9 | 0.2 |
| 1 | Other, Zone 1 | 1.6 | 2.6 | 0.7 | 0.0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 6.9 | 0.5 |
| | SUB-TOTAL | 59.2 | 55.0 | 49.9 | 27.3 | 37.1 | 7.1 | 11.0 | 4.4 | 2.4 | 0.5 | 16.6 | 29.0 | 4.7 | 1.6 | 0.8 | 306.6 | 21.5 |
| 2 | Doxford Park District Centre | 0.6 | 1.7 | 0.2 | 0.0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.1 | 0.2 | 0.0 | 3.8 | 0.3 |
| 2 | Sainsbury's, Silksworth Lane | 2.1 | 5.3 | 2.8 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 10.5 | 0.7 |
| 2 | Silksworth Local Centre | 0.2 | 3.4 | 0.7 | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 4.6 | 0.3 |
| 2 | Other, Zone 2 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| | SUB-TOTAL | 2.8 | 10.4 | 3.8 | 0.1 | 0.1 | 0.1 | 0.3 | 0.0 | 0.0 | 0.1 | 0.1 | 0.8 | 0.1 | 0.2 | 0.0 | 19.0 | 1.3 |
| 3 | Chester Road District Centre | 0.0 | 0.0 | 0.9 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 0.1 |
| 3 | Pallion Local Centre | 0.1 | 1.5 | 1.7 | 0.0 | 0.6 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.0 | 0.3 |
| 3 | Pallion Retail Park | 5.1 | 1.7 | 4.6 | 1.1 | 2.4 | 0.2 | 0.3 | 0.4 | 0.1 | 0.0 | 2.0 | 0.3 | 0.0 | 0.1 | 0.1 | 18.4 | 1.3 |
| 3 | Pennywell Local Centre | 0.0 | 0.1 | 2.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 0.2 |
| 3 | Trimdon Street Retail Park | 6.3 | 9.5 | 8.8 | 2.8 | 5.3 | 0.1 | 0.9 | 0.1 | 0.1 | 0.0 | 3.1 | 3.5 | 0.3 | 0.0 | 0.0 | 40.7 | 2.9 |
| 3 | Other, Zone 3 | 0.5 | 0.5 | 1.3 | 0.1 | 0.3 | 0.0 | 0.6 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.6 | 0.3 |
| | SUB-TOTAL | 12.1 | 13.3 | 19.3 | 4.2 | 8.7 | 0.3 | 1.9 | 0.7 | 0.2 | 0.0 | 5.1 | 3.8 | 0.3 | 0.1 | 0.1 | 70.1 | 4.9 |
| | | | | | | | | | | | | | | | | | 395.7 | 55.7% Zones 1,2 &3 |
| 4 | Castletown Local Centre | 0.1 | 0.0 | 0.4 | 1.9 | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.2 |
| 4 | Hylton Riverside Retail Park | 1.3 | 1.6 | 1.2 | 4.7 | 4.6 | 0.0 | 0.2 | 0.7 | 0.4 | 0.0 | 0.8 | 0.2 | 0.9 | 0.0 | 0.0 | 16.6 | 1.2 |
| 4 | Sainsbury's, Riverside Road/Wessington Way | 0.0 | 0.0 | 0.0 | 1.1 | 0.5 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 2.1 | 0.1 |
| 4 | Southwick Green District Centre | 0.0 | 0.0 | 1.0 | 2.6 | 1.4 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 5.2 | 0.4 |
| 4 | Other, Zone 4 | 0.1 | 0.1 | 0.1 | 2.0 | 0.3 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.2 |
| | SUB-TOTAL | 1.5 | 1.7 | 2.6 | 12.3 | 7.1 | 0.1 | 0.3 | 1.3 | 0.6 | 0.0 | 0.8 | 0.4 | 0.9 | 0.0 | 0.0 | 29.7 | 2.1 |
| 5 | Sea Road Major District | 0.6 | 0.3 | 0.3 | 1.5 | 5.4 | 0.0 | 0.2 | 0.0 | 0.1 | 0.0 | 1.0 | 0.1 | 0.0 | 0.0 | 0.0 | 9.3 | 0.7 |
| 5 | Tesco/ Monkwearmouth/ Sunderland Retail Park | 2.0 | 1.4 | 0.5 | 0.4 | 5.0 | 0.1 | 0.2 | 0.6 | 0.1 | 0.1 | 0.9 | 0.5 | 0.0 | 0.2 | 0.1 | 12.1 | 0.9 |
| 5 | Other, Zone 5 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.1 |
| | SUB-TOTAL | 2.6 | 1.7 | 0.8 | 1.8 | 12.3 | 0.1 | 0.4 | 0.6 | 0.2 | 0.1 | 1.9 | 0.6 | 0.0 | 0.2 | 0.1 | 23.3 | 1.6 |
| | | | | | | | | | | | | | | | | | 53.0 | 7.5% Zones 4&5 |
| 6 | Hetton Major District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 3.4 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.2 | 0.1 | 0.0 | 5.0 | 0.4 |
| 6 | Other, Zone 6 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.5 | 0.0 | 0.0 | 1.3 | 0.1 |
| | SUB-TOTAL | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 3.9 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.7 | 0.1 | 0.0 | 6.3 | 0.4 |
| 7 | Houghton-le-Spring Town Centre | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 1.8 | 6.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 | 8.7 | 0.6 |
| 7 | Other, Zone 7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 2.0 | 6.2 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 | 9.0 | 0.6 |
| | | | | | | | | | | | | | | | | | 15.3 | 2.1% Zones 6&7 |
| 8 | Washington Town Centre | 0.8 | 3.0 | 4.9 | 3.0 | 0.6 | 8.7 | 15.3 | 34.3 | 18.6 | 6.8 | 3.5 | 0.5 | 0.3 | 3.7 | 7.2 | 111.3 | 7.8 |
| | SUB-TOTAL | 0.8 | 3.0 | 4.9 | 3.0 | 0.6 | 8.7 | 15.3 | 34.3 | 18.6 | 6.8 | 3.5 | 0.5 | 0.3 | 3.7 | 7.2 | 111.3 | 7.8 |
| 9 | Concord District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.1 |
| 9 | Peel Retail Park, Washington | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 1.0 | 0.3 | 1.8 | 0.5 | 0.2 | 0.2 | 0.1 | 0.0 | 0.3 | 0.0 | 4.5 | 0.3 |
| 9 | B&Q/Armstrong Industrial Estate | 0.0 | 0.2 | 0.0 | 0.2 | 0.1 | 0.3 | 2.4 | 3.8 | 2.8 | 3.1 | 2.2 | 0.3 | 0.0 | 1.4 | 1.9 | 18.6 | 1.3 |
| 9 | Other, Zone 9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 |
| | SUB-TOTAL | 0.1 | 0.2 | 0.0 | 0.2 | 0.2 | 1.4 | 2.7 | 6.2 | 5.0 | 3.2 | 2.4 | 0.4 | 0.0 | 1.7 | 1.9 | 25.6 | 1.8 |
| | | | | | | | | | | | | | | | | | 136.9 | 19.3% Zones 8&9 |
| | | | | | | | | | | | | | | | | | 600.9 | 84.6% Sub-Total Zones 1 to 9 |

| Zone | Destination | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | TOTALS | |
|------|------------------------------------------------|--------------|--------------|--------------|-------------|-------------|-------------|--------------|--------------|-------------|-------------|--------------|--------------|-------------|-------------|-------------|---------------|--------------|
| | | 121.7 | 122.0 | 121.7 | 72.1 | 92.6 | 71.6 | 104.6 | 110.7 | 60.3 | 89.9 | 129.5 | 118.0 | 50.6 | 82.2 | 78.3 | 1425.7 | 100.0 |
| | | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | % |
| 10 | Other, Zone 10 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 |
| 11 | Asda/ Boldon Colliery District Shopping Centre | 0.0 | 0.2 | 0.4 | 1.9 | 1.3 | 0.2 | 0.6 | 0.2 | 0.2 | 1.2 | 10.1 | 0.0 | 0.0 | 0.0 | 0.2 | 16.5 | 1.2 |
| 11 | Other, Zone 11 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.2 | 0.4 | 1.9 | 1.3 | 0.2 | 0.6 | 0.2 | 0.2 | 1.2 | 10.6 | 0.0 | 0.0 | 0.0 | 0.2 | 17.0 | 1.2 |
| 12 | Dalton Park Outlet Centre | 1.8 | 1.9 | 1.8 | 0.2 | 0.7 | 1.9 | 2.3 | 1.0 | 0.5 | 0.3 | 1.6 | 12.4 | 2.4 | 0.9 | 0.3 | 29.8 | 2.1 |
| 12 | Seaham Town Centre | 1.5 | 0.9 | 0.2 | 0.1 | 0.0 | 3.6 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 21.3 | 0.2 | 0.4 | 0.0 | 29.2 | 2.0 |
| 12 | Other, Zone 12 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 0.2 | 0.3 | 0.0 | 3.0 | 0.2 |
| | SUB-TOTAL | 3.3 | 2.8 | 2.1 | 0.3 | 0.7 | 5.5 | 3.3 | 1.0 | 0.5 | 0.3 | 1.6 | 36.0 | 2.7 | 1.6 | 0.3 | 62.0 | 4.3 |
| 13 | Sherburn Village Local Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.6 | 0.0 |
| 13 | Shotton Local Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.6 | 0.0 |
| 13 | Other, Zone 13 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.2 | 0.0 | 1.2 | 0.1 |
| | SUB-TOTAL | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.2 | 0.0 | 2.4 | 0.2 |
| 14 | Chester-le-Street Town Centre | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.6 | 0.3 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 15.3 | 3.6 | 20.2 | 1.4 |
| 14 | Other, Zone 14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.7 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.6 | 0.3 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 16.0 | 3.6 | 20.9 | 1.5 |
| 15 | Birtley District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.5 | 5.0 | 6.0 | 0.4 |
| 15 | Other, Zone 15 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.2 | 0.6 | 0.0 |
| | SUB-TOTAL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.7 | 5.2 | 6.5 | 0.5 |
| | SUB-TOTAL INSIDE CATCHMENT AREA | 82.5 | 88.5 | 84.0 | 51.3 | 68.1 | 30.3 | 44.1 | 49.3 | 27.7 | 12.4 | 42.6 | 72.3 | 11.3 | 26.1 | 19.5 | 710.0 | 49.8 |
| | OUTSIDE CATCHMENT AREA | | | | | | | | | | | | | | | | | |
| | Arnison District Centre | 0.3 | 0.3 | 0.0 | 0.0 | 0.2 | 2.9 | 3.8 | 0.5 | 0.0 | 0.0 | 0.1 | 1.1 | 2.2 | 6.3 | 0.5 | 18.2 | 1.3 |
| | Durham City Centre | 0.5 | 0.4 | 1.0 | 0.1 | 0.2 | 4.3 | 3.3 | 0.3 | 0.2 | 0.1 | 0.1 | 0.7 | 5.4 | 2.5 | 0.4 | 19.5 | 1.4 |
| | Durham City Retail Park | 0.2 | 1.9 | 0.0 | 0.1 | 0.0 | 8.2 | 5.7 | 0.1 | 0.0 | 0.0 | 0.0 | 3.9 | 8.8 | 2.3 | 0.2 | 31.5 | 2.2 |
| | Gateshead Town Centre | 0.1 | 0.0 | 0.5 | 0.0 | 0.1 | 0.0 | 0.6 | 0.1 | 0.2 | 7.1 | 1.0 | 0.0 | 0.0 | 0.3 | 0.5 | 10.5 | 0.7 |
| | Jarrow Town Centre | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 12.1 | 0.0 | 0.0 | 0.0 | 0.0 | 12.5 | 0.9 |
| | Metro Centre, Gateshead | 5.3 | 5.2 | 6.0 | 3.1 | 2.7 | 4.0 | 14.3 | 15.8 | 9.4 | 12.6 | 7.9 | 4.9 | 2.0 | 14.3 | 15.7 | 123.0 | 8.6 |
| | Metro Retail Park | 2.0 | 3.2 | 0.3 | 0.6 | 1.1 | 0.6 | 2.9 | 3.5 | 3.6 | 2.1 | 4.8 | 0.5 | 1.2 | 3.0 | 3.3 | 33.0 | 2.3 |
| | Newcastle City Centre | 11.8 | 7.0 | 5.3 | 4.4 | 7.1 | 5.3 | 9.5 | 9.3 | 5.2 | 15.9 | 25.2 | 4.4 | 3.5 | 10.8 | 10.7 | 135.5 | 9.5 |
| | Peterlee Town Centre | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 2.9 | 2.8 | 0.0 | 0.0 | 6.3 | 0.4 |
| | South Shields Town Centre | 0.0 | 0.2 | 0.0 | 0.1 | 0.5 | 0.1 | 0.2 | 0.0 | 0.1 | 1.0 | 11.5 | 0.0 | 0.1 | 0.0 | 0.0 | 13.8 | 1.0 |
| | Team Valley Retail Park | 1.4 | 1.5 | 0.1 | 0.5 | 0.7 | 0.5 | 2.3 | 11.2 | 5.0 | 15.2 | 4.0 | 0.5 | 0.6 | 4.5 | 14.6 | 62.7 | 4.4 |
| | Other Stores Outside Catchment Area | 1.4 | 1.9 | 5.2 | 1.4 | 0.7 | 1.4 | 2.1 | 1.3 | 0.6 | 3.6 | 3.8 | 2.3 | 3.5 | 3.5 | 3.9 | 36.6 | 2.6 |
| | Special Forms of Trading | 16.2 | 11.8 | 19.1 | 10.5 | 11.2 | 13.8 | 15.8 | 19.2 | 8.3 | 19.4 | 16.3 | 24.4 | 9.3 | 8.5 | 8.9 | 212.8 | 14.9 |
| | SUB-TOTAL OUTSIDE CATCHMENT AREA | 39.2 | 33.5 | 37.7 | 20.8 | 24.4 | 41.3 | 60.6 | 61.4 | 32.6 | 77.4 | 86.9 | 45.7 | 39.3 | 56.1 | 58.8 | 715.8 | 50.2 |
| | OVERALL TOTAL | 121.7 | 122.0 | 121.7 | 72.1 | 92.6 | 71.6 | 104.6 | 110.7 | 60.3 | 89.9 | 129.5 | 118.0 | 50.6 | 82.2 | 78.3 | 1425.7 | 100.0 |

£m

82.4 Money Spent in Zones 10 - 15 from Zones 10 - 15

109.1 15.4% Sub-Total Zones 10 to 15

277.4 Money Spent Outside Catchment Area from Zones 10 to 15

86.9 Money Spent on SFT from Zones 10 to 15

POPULATION SENSITIVITY ANALYSIS

Table 5d: Comparison Capacity in the Sunderland Survey Area Under a Static Retention Scenario - Sensitivity Analysis

| | | | | | | Incremental | | | | Cumulative | | | |
|--------------------------------------------|-----------------------------------------------------------------------|---------|---------|---------|---------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2020 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 | |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | | |
| a | Total Available Expenditure (£m) | 1,425.7 | 1,674.5 | 1,993.1 | 2,364.7 | 2,822.2 | 248.7 | 318.6 | 371.6 | 457.5 | 567.4 | 938.9 | 1,396.4 |
| b | Retention Rate (%) | 49.8 | 49.8 | 49.8 | 49.8 | 49.8 | - | - | - | - | - | - | - |
| c | Retained Expenditure (£m) | 710.0 | 833.8 | 992.5 | 1,177.5 | 1,405.3 | 123.9 | 158.7 | 185.0 | 227.8 | 282.5 | 467.6 | 695.4 |
| d | Inflow from beyond Zones 1 to 15 (£m) | 37.4 | 43.9 | 52.2 | 62.0 | 74.0 | 6.5 | 8.4 | 9.7 | 12.0 | 14.9 | 24.6 | 36.6 |
| e | Initial Surplus, Including Inflows (£m) | - | - | - | - | - | 130.4 | 167.0 | 194.8 | 239.8 | 297.4 | 492.2 | 732.0 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | | |
| f | Turnover of Existing Retailers (£m) | 747.3 | 789.6 | 838.7 | 890.1 | 947.5 | 42.3 | 49.1 | 51.4 | 57.4 | 91.3 | 142.8 | 200.2 |
| g | Turnover of Commitments (£m) | 0.0 | 69.9 | 74.3 | 78.8 | 83.9 | 69.9 | 4.3 | 4.6 | 5.1 | 74.3 | 78.8 | 83.9 |
| h | Special Forms of Trading (£m) | 212.8 | 249.5 | 299.0 | 347.6 | 395.1 | 36.7 | 49.5 | 48.6 | 47.5 | 86.1 | 134.8 | 182.3 |
| i | Total Claims on Initial Surplus (£m) | - | - | - | - | - | 148.9 | 102.9 | 104.6 | 110.0 | 251.8 | 356.4 | 466.4 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | | |
| j | Initial Surplus Expenditure (£m) | - | - | - | - | - | 130.4 | 167.0 | 194.8 | 239.8 | 297.4 | 492.2 | 732.0 |
| k | Claims on Expenditure (£m) | - | - | - | - | - | 148.9 | 102.9 | 104.6 | 110.0 | 251.8 | 356.4 | 466.4 |
| l | RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m) | - | - | - | - | - | -18.5 | 64.2 | 90.1 | 129.8 | 45.6 | 135.8 | 265.6 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | | |
| m | Assumed Sales Density (£ per sq.m sales) | 5,000 | 5,282.9 | 5,611.1 | 5,955.2 | 6,339.4 | | | | | | | |
| n | Floorspace Requirement (sq.m sales) | - | - | - | - | - | -3,503 | 11,433 | 15,134 | 20,475 | 7,930 | 23,064 | 43,539 |
| o | FLOORSPACE REQUIREMENT (sq.m gross) | - | - | - | - | - | -4,671 | 15,244 | 20,179 | 27,300 | 10,573 | 30,752 | 58,052 |

Notes

- | | | | |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| a | Derived from Table 1c | i | Arithmetic |
| b | Derived from Table 3 | j | Arithmetic |
| c | Product of rows a. and b. | k | Arithmetic |
| d | Assumes 5% inflow from beyond zones 1 to 15 | l | Arithmetic |
| e | Arithmetic | m | The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate |
| f | Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate | n | Arithmetic based on previous row |
| g | Derived from Table 4 | o | A ratio of 75% has been applied to calculate the gross floorspace requirement |
| h | Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 11, October 2013 | | |

Table 5e: Comparison Capacity in the Sunderland Survey Area Under a Decrease in Retention Scenario - Sensitivity Analysis

| | | | | | | Incremental | | | | Cumulative | | |
|----------------------------------------------------------------------------|---------|---------|---------|---------|---------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2020 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | |
| a Total Available Expenditure (£m) | 1,425.7 | 1,674.5 | 1,993.1 | 2,364.7 | 2,822.2 | 248.7 | 318.6 | 371.6 | 457.5 | 567.4 | 938.9 | 1,396.4 |
| b Retention Rate (%) | 49.8 | 49.3 | 48.8 | 48.3 | 47.8 | - | - | - | - | - | - | - |
| c Retained Expenditure (£m) | 710.0 | 825.5 | 972.6 | 1,142.1 | 1,349.0 | 115.5 | 147.1 | 169.5 | 206.9 | 262.7 | 432.2 | 639.0 |
| d Inflow from beyond Zones 1 to 19 (£m) | 37.4 | 43.4 | 51.2 | 60.1 | 71.0 | 6.1 | 7.7 | 8.9 | 10.9 | 13.8 | 22.7 | 33.6 |
| e Initial Surplus, Including Inflows (£m) | - | - | - | - | - | 121.6 | 154.9 | 178.4 | 217.7 | 276.5 | 454.9 | 672.7 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | |
| f Turnover of Existing Retailers (£m) | 747.3 | 789.6 | 838.7 | 890.1 | 947.5 | 42.3 | 49.1 | 51.4 | 57.4 | 91.3 | 142.8 | 200.2 |
| g Turnover of Commitments (£m) | 0.0 | 69.9 | 74.3 | 78.8 | 83.9 | 69.9 | 4.3 | 4.6 | 5.1 | 74.3 | 78.8 | 83.9 |
| h Special Forms of Trading (£m) | 212.8 | 249.5 | 299.0 | 347.6 | 395.1 | 36.7 | 49.5 | 48.6 | 47.5 | 86.1 | 134.8 | 182.3 |
| i Total Claims on Initial Surplus (£m) | - | - | - | - | - | 148.9 | 102.9 | 104.6 | 110.0 | 251.8 | 356.4 | 466.4 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | |
| j Initial Surplus Expenditure (£m) | - | - | - | - | - | 121.6 | 154.9 | 178.4 | 217.7 | 276.5 | 454.9 | 672.7 |
| k Claims on Expenditure (£m) | - | - | - | - | - | 148.9 | 102.9 | 104.6 | 110.0 | 251.8 | 356.4 | 466.4 |
| l RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m) | - | - | - | - | - | -27.3 | 52.0 | 73.8 | 107.7 | 24.7 | 98.5 | 206.3 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | |
| m Assumed Sales Density (£ per sq.m sales) | 5,000 | 5,282.9 | 5,611.1 | 5,955.2 | 6,339.4 | | | | | | | |
| n Floorspace Requirement (sq.m sales) | - | - | - | - | - | -5,159 | 9,267 | 12,390 | 16,995 | 4,107 | 16,497 | 33,492 |
| o FLOORSPACE REQUIREMENT (sq.m gross) | - | - | - | - | - | -6,879 | 12,356 | 16,520 | 22,660 | 5,476 | 21,997 | 44,656 |

Notes

a Derived from Table 1c

b Derived from Table 3

c Product of rows a. and b.

d Assumes 5% inflow from beyond zones 1 to 15

e Arithmetic

f Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate

g Derived from Table 4

h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 11, October 2013

i Arithmetic

j Arithmetic

k Arithmetic

l Arithmetic

m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate

n Arithmetic based on previous row

o A ratio of 75% has been applied to calculate the gross floorspace requirement

Table 5f: Comparison Capacity in the Sunderland Survey Area Under an Increase in Retention Scenario - Sensitivity Analysis

| | | | | | | Incremental | | | | Cumulative | | | |
|--------------------------------------------|-----------------------------------------------------------------------|---------|---------|---------|---------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2020 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 | |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | | |
| a | Total Available Expenditure (£m) | 1,425.7 | 1,674.5 | 1,993.1 | 2,364.7 | 2,822.2 | 248.7 | 318.6 | 371.6 | 457.5 | 567.4 | 938.9 | 1,396.4 |
| b | Retention Rate (%) | 49.8 | 50.8 | 51.8 | 52.8 | 53.8 | - | - | - | - | - | - | - |
| c | Retained Expenditure (£m) | 710.0 | 850.6 | 1,032.4 | 1,248.5 | 1,518.3 | 140.7 | 181.8 | 216.1 | 269.8 | 322.5 | 538.6 | 808.4 |
| d | Inflow from beyond Zones 1 to 19 (£m) | 37.4 | 44.8 | 54.3 | 65.7 | 79.9 | 7.4 | 9.6 | 11.4 | 14.2 | 17.0 | 28.3 | 42.5 |
| e | Initial Surplus, Including Inflows (£m) | - | - | - | - | - | 148.1 | 191.4 | 227.5 | 284.0 | 339.4 | 566.9 | 850.9 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | | |
| f | Turnover of Existing Retailers (£m) | 747.3 | 789.6 | 838.7 | 890.1 | 947.5 | 42.3 | 49.1 | 51.4 | 57.4 | 91.3 | 142.8 | 200.2 |
| g | Turnover of Commitments (£m) | 0.0 | 69.9 | 74.3 | 78.8 | 83.9 | 69.9 | 4.3 | 4.6 | 5.1 | 74.3 | 78.8 | 83.9 |
| h | Special Forms of Trading (£m) | 212.8 | 249.5 | 299.0 | 347.6 | 395.1 | 36.7 | 49.5 | 48.6 | 47.5 | 86.1 | 134.8 | 182.3 |
| i | Total Claims on Initial Surplus (£m) | - | - | - | - | - | 148.9 | 102.9 | 104.6 | 110.0 | 251.8 | 356.4 | 466.4 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | | |
| j | Initial Surplus Expenditure (£m) | - | - | - | - | - | 148.1 | 191.4 | 227.5 | 284.0 | 339.4 | 566.9 | 850.9 |
| k | Claims on Expenditure (£m) | - | - | - | - | - | 148.9 | 102.9 | 104.6 | 110.0 | 251.8 | 356.4 | 466.4 |
| l | RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m) | - | - | - | - | - | -0.8 | 88.5 | 122.9 | 174.0 | 87.7 | 210.5 | 384.5 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | | |
| m | Assumed Sales Density (£ per sq.m sales) | 5,000 | 5,282.9 | 5,611.1 | 5,955.2 | 6,339.4 | | | | | | | |
| n | Floorspace Requirement (sq.m sales) | - | - | - | - | - | -155 | 15,772 | 20,630 | 27,442 | 15,617 | 36,247 | 63,690 |
| o | FLOORSPACE REQUIREMENT (sq.m gross) | - | - | - | - | - | -206 | 21,029 | 27,507 | 36,590 | 20,823 | 48,329 | 84,919 |

Notes

- a Derived from Table 1c
- b Derived from Table 3
- c Product of rows a. and b.
- d Assumes 5% inflow from beyond zones 1 to 15
- e Arithmetic
- f Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- g Derived from Table 4
- h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015
- i Arithmetic
- j Arithmetic
- k Arithmetic
- l Arithmetic
- m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- n Arithmetic based on previous row
- o A ratio of 75% has been applied to calculate the gross floorspace requirement

Table 9c: Convenience Capacity in the Sunderland Survey Area Under a Static Retention Scenario - Sensitivity Analysis

| | | | | | | Incremental | | | | Cumulative | | | |
|--------------------------------------------|------------------------------------------------------------------------|--------|--------|--------|--------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|----------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2015 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 | |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | | |
| a | Total Available Expenditure (£m) | 866.2 | 889.0 | 907.6 | 926.3 | 945.6 | 22.7 | 18.6 | 18.7 | 19.3 | 41.3 | 60.1 | 79.4 |
| b | Retention Rate (%) | 82.1 | 82.1 | 82.1 | 82.1 | 82.1 | - | - | - | - | - | - | - |
| c | Retained Expenditure (£m) | 711.4 | 730.1 | 745.3 | 760.7 | 776.6 | 18.7 | 15.3 | 15.4 | 15.8 | 34.0 | 49.3 | 65.2 |
| d | Inflow from beyond Zones 1 to 19 (£m) | 22.0 | 22.6 | 23.1 | 23.5 | 24.0 | 0.6 | 0.5 | 0.5 | 0.5 | 1.1 | 1.5 | 2.0 |
| e | Allowance for Over/Under trading in the Base Year (£m) | 0.0 | - | - | - | - | 0.0 | - | - | - | 0.0 | 0.0 | 0.0 |
| f | Initial Surplus, Including Inflows (£m) | - | - | - | - | - | 19.3 | 15.7 | 15.8 | 16.3 | 35.0 | 50.8 | 67.2 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | | |
| g | Turnover of Existing Retailers (£m) | 733.4 | 736.4 | 737.8 | 739.5 | 741.9 | 3.1 | 1.4 | 1.7 | 2.4 | 4.4 | 6.1 | 8.5 |
| h | Turnover of Commitments (£m) | 0.0 | 100.6 | 100.8 | 101.0 | 101.3 | 100.6 | 0.2 | 0.2 | 0.3 | 100.8 | 101.0 | 101.3 |
| i | Special Forms of Trading (£m) | 16.0 | 35.6 | 45.4 | 52.8 | 60.5 | 19.6 | 9.8 | 7.4 | 7.7 | 29.4 | 36.8 | 44.5 |
| j | Total Claims on Initial Surplus (£m) | - | - | - | - | - | 123.2 | 11.4 | 9.4 | 10.4 | 134.6 | 143.9 | 154.4 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | | |
| k | Initial Surplus Expenditure (£m) | - | - | - | - | - | 19.3 | 15.7 | 15.8 | 16.3 | 35.0 | 50.8 | 67.2 |
| l | Claims on Expenditure (£m) | - | - | - | - | - | 123.2 | 11.4 | 9.4 | 10.4 | 134.6 | 143.9 | 154.4 |
| m | RESIDUAL EXPENDITURE TO SUPPORT NEW CONVENIENCE FLOORSPACE (£m) | - | - | - | - | - | -103.9 | 4.4 | 6.5 | 5.9 | -99.6 | -93.1 | -87.2 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | | |
| n | Assumed Sales Density (£ per sq.m sales) | 10,000 | 10,042 | 10,060 | 10,083 | 10,116 | | | | | | | |
| o | Floorspace Requirement (sq.m sales) | - | - | - | - | - | -10,351 | 436 | 643 | 583 | -9,916 | -9,273 | -8,689 |
| p | FLOORSPACE REQUIREMENT (sq.m gross) | - | - | - | - | - | -15,925 | 670 | 989 | 898 | -15,255 | -14,266 | -13,368 |

Notes

a Derived from Table 1c

b Derived from Table 3

c Product of rows a. and b.

d Assumes 3% inflow from beyond zones 1 to 15

e See Main Report Text - Footnote 33

f Arithmetic

g Derived from previous rows and grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

h Derived from Table 4

i Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015

j Arithmetic

k Arithmetic

l Arithmetic

m Arithmetic

n The average sales density of £10,000 per sq.m sales in 2015 has been grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

o Arithmetic based on previous row

p A ratio of 65% has been applied to calculate the gross floorspace requirement

Table 9d: Convenience Capacity in the Sunderland Survey Area Under an Increase in Retention Scenario - Sensitivity Analysis

| | | | | | | Incremental | | | | Cumulative | | | |
|--------------------------------------------|------------------------------------------------------------------------|--------|--------|--------|--------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|----------------|
| | 2015 | 2020 | 2025 | 2030 | 2035 | Growth 2015 to 2020 | Growth 2020 to 2025 | Growth 2025 to 2030 | Growth 2030 to 2035 | Growth 2015 to 2025 | Growth 2015 to 2030 | Growth 2015 to 2035 | |
| CALCULATION OF INITIAL SURPLUS | | | | | | | | | | | | | |
| a | Total Available Expenditure (£m) | 866.2 | 889.0 | 907.6 | 926.3 | 945.6 | 22.7 | 18.6 | 18.7 | 19.3 | 41.3 | 60.1 | 79.4 |
| b | Retention Rate (%) | 82.1 | 82.6 | 83.1 | 83.6 | 84.1 | - | - | - | - | - | - | - |
| c | Retained Expenditure (£m) | 711.4 | 734.3 | 754.2 | 774.4 | 795.2 | 22.9 | 19.9 | 20.2 | 20.9 | 42.8 | 63.0 | 83.8 |
| d | Inflow from beyond Zones 1 to 19 (£m) | 22.0 | 22.7 | 23.3 | 23.9 | 24.6 | 0.7 | 0.6 | 0.6 | 0.6 | 1.3 | 1.9 | 2.6 |
| e | Allowance for Over/Under trading in the Base Year (£m) | 0.0 | - | - | - | - | 0.0 | - | - | - | 0.0 | 0.0 | 0.0 |
| f | Initial Surplus, Including Inflows (£m) | - | - | - | - | - | 23.6 | 20.5 | 20.8 | 21.5 | 44.1 | 64.9 | 86.4 |
| CLAIMS ON INITIAL SURPLUS | | | | | | | | | | | | | |
| g | Turnover of Existing Retailers (£m) | 733.4 | 736.4 | 737.8 | 739.5 | 741.9 | 3.1 | 1.4 | 1.7 | 2.4 | 4.4 | 6.1 | 8.5 |
| h | Turnover of Commitments (£m) | 0.0 | 100.6 | 100.8 | 101.0 | 101.3 | 100.6 | 0.2 | 0.2 | 0.3 | 100.8 | 101.0 | 101.3 |
| i | Special Forms of Trading (£m) | 16.0 | 35.6 | 45.4 | 52.8 | 60.5 | 19.6 | 9.8 | 7.4 | 7.7 | 29.4 | 36.8 | 44.5 |
| j | Total Claims on Initial Surplus (£m) | - | - | - | - | - | 123.2 | 11.4 | 9.4 | 10.4 | 134.6 | 143.9 | 154.4 |
| CALCULATION OF RESIDUAL EXPENDITURE | | | | | | | | | | | | | |
| k | Initial Surplus Expenditure (£m) | - | - | - | - | - | 23.6 | 20.5 | 20.8 | 21.5 | 44.1 | 64.9 | 86.4 |
| l | Claims on Expenditure (£m) | - | - | - | - | - | 123.2 | 11.4 | 9.4 | 10.4 | 134.6 | 143.9 | 154.4 |
| m | RESIDUAL EXPENDITURE TO SUPPORT NEW CONVENIENCE FLOORSPACE (£m) | - | - | - | - | - | -99.6 | 9.2 | 11.4 | 11.1 | -90.4 | -79.0 | -67.9 |
| FLOORSPACE EQUIVALENT | | | | | | | | | | | | | |
| n | Assumed Sales Density (£ per sq.m sales) | 10,000 | 10,042 | 10,060 | 10,083 | 10,116 | | | | | | | |
| o | Floorspace Requirement (sq.m sales) | - | - | - | - | - | -9,918 | 910 | 1,135 | 1,094 | -9,008 | -7,873 | -6,779 |
| p | FLOORSPACE REQUIREMENT (sq.m gross) | - | - | - | - | - | -15,258 | 1,400 | 1,746 | 1,683 | -13,858 | -12,112 | -10,429 |

Notes

a Derived from Table 1c

b Derived from Table 3

c Product of rows a. and b.

d Assumes 3% inflow from beyond zones 1 to 15

e See Main Report Text - Footnote 33

f Arithmetic

g Derived from previous rows and grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

h Derived from Table 4

i Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015

j Arithmetic

k Arithmetic

l Arithmetic

m Arithmetic

n The average sales density of £10,000 per sq.m sales in 2015 has been grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

o Arithmetic based on previous row

p A ratio of 65% has been applied to calculate the gross floorspace requirement

AN ANALYSIS OF A BASKET OF 100 MULTIPLE RETAIL AND SERVICE OPERATORS

Table 11: An analysis of the representation of a Basket of 100 Multiple Retail and Service operators typically found in Sub-regional centres of the size of Sunderland

| Retailer | Sunderland |
|-----------------------|------------|
| 3 Store | Yes |
| Accessorize | No |
| Ann Summers | Yes |
| Apple | No |
| Argos | Yes |
| B&M Bargains | No |
| Bank | No |
| BHS | Yes |
| Blue Inc | Yes |
| Bodycare | Yes |
| Bon Marche | Yes |
| Boots | Yes |
| Build-a-Bear | No |
| Burton | Yes |
| Card Factory | Yes |
| Claire's | Yes |
| Clarks | Yes |
| Clas Ohlson | No |
| Clintons | Yes |
| Costa Coffee | Yes |
| Currys & PC World | No |
| Debenhams | Yes |
| Disney Store | Yes |
| Dorothy Perkins | Yes |
| Dunelm Mill | No |
| Early Learning Centre | No |
| EE | Yes |
| Footlocker | Yes |
| French Connection | No |
| Game | Yes |
| Games Workshop | No |
| Gap | No |
| H&M | Yes |
| HMV | Yes |
| Henri Lloyd | No |
| Holland & Barrett | Yes |
| Home Bargains | Yes |
| Hotel Chocolat | No |
| House of Fraser | No |
| Internationale | No |
| Jane Norman | No |
| JD | Yes |
| La Senza | No |
| Laura Ashley | No |
| Lush | Yes |
| Maplin | Yes |
| Marks & Spencer | Yes |
| Matalan | No |
| Max Spielmann | Yes |
| Millie's Cookies | No |
| Miss Selfridge | No |
| Monsoon | No |
| Moss | No |
| Mothercare | Yes |
| New Look | Yes |

Table 11: An analysis of the representation of a Basket of 100 Multiple Retail and Service operators typically found in Sub-regional centres of the size of Sunderland

| Retailer | Sunderland |
|------------------------|-------------------|
| Next | Yes |
| O2 | Yes |
| Optical Express | No |
| Oasis | No |
| Paperchase | No |
| Peacocks | No |
| Poundland | Yes |
| Poundworld | Yes |
| Phones 4 U | Yes |
| Primark | Yes |
| Republic | No |
| River Island | Yes |
| Ryman | No |
| Schuh | Yes |
| Shoe Zone | Yes |
| Sony Centre | No |
| Specsavers | Yes |
| Sports Direct | Yes |
| Sunglass Hut | No |
| Superdry | Yes |
| Superdrug | Yes |
| The Body Shop | Yes |
| The Card Factory | Yes |
| The Carphone Warehouse | Yes |
| The Fragrance Shop | Yes |
| The Perfume Shop | Yes |
| The Schoolwear Centre | No |
| The Works | No |
| Thomas Cook | Yes |
| Thomson | Yes |
| Thorntons | Yes |
| Timpson | Yes |
| TK Maxx | Yes |
| Topman | Yes |
| Topshop | Yes |
| Toys R Us | No |
| Virgin Media | No |
| Vision Express | Yes |
| Vodafone | Yes |
| Wallis | No |
| Warehouse | No |
| Waterstones | Yes |
| Wilkinson (Wilko) | Yes |
| WH Smith | Yes |
| Zara | No |
| Yes | 61 |
| No | 39 |
| Total | 100 |