

# Fermanagh & Omagh

## Retail and Commercial Leisure Needs Assessment

**on behalf of Fermanagh & Omagh District Council**

March 2017

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## 1.0 Introduction

### Instruction

- 1.1 Nexus Planning (Nexus) was commissioned by Fermanagh and Omagh District Council ('the Council') in August 2016 to undertake a Retail and Leisure Study for the District.
- 1.2 The Fermanagh and Omagh Retail and Leisure Study will form the evidence base upon which the emerging Fermanagh and Omagh Local Development Plan (up to 2030) will be established.
- 1.3 The approach adopted by Nexus and the brief provided by the Council, has been refined to reflect the latest Government guidance provided in the Strategic Planning Policy Statement (SPPS) 2015.
- 1.4 The detailed aims and objectives for this study therefore include the following:
  - i. An analysis of retail and commercial leisure market trends to examine how town centres are changing;
  - ii. Completion and analysis of a householder survey of retail and commercial leisure activity and expenditure patterns (completed by 600 households);
  - iii. Analyse retailing patterns in the Enniskillen and Omagh area to inform a study area;
  - iv. Identify current population and project future population levels forward to the forecast years (2025 and 2030);
  - v. Calculate total available retail expenditure (including making appropriate allowances for special forms of trading);
  - vi. Determine if existing retail floorspace is trading at equilibrium levels;
  - vii. Calculation of anticipated residual expenditure availability for convenience retailing, comparison retailing and commercial leisure activities in Enniskillen and Omagh at 2020, 2025 and 2030, reflecting anticipated growth in population utilising NISRA forecasting, and local expenditure growth utilising Experian forecasting;
  - viii. A quantitative assessment of the potential change in floorspace requirements, taking account of existing commitments;
  - ix. A qualitative assessment of the nature of Enniskillen and Omagh's retail offer in the context of UK averages; and

- x. Recommendations on the nature and timing of the delivery of any future convenience retail, comparison retail and commercial leisure floorspace requirements.
- 1.5 This Study is supported by new empirical research, with NEMS Market Research Limited (NEMS) undertaking surveys of 600 households within a defined Study Area in October 2016. The Study Area for the household survey encompasses 5 zones within the District (100 surveys in each), which are based on postcode sectors grouped to reflect areas that are expected to exhibit similar patterns of shopping behaviour. A further 100 door-to-door interviews were carried out with residents of the Republic of Ireland in order to understand the degree and nature of any cross-border trade.
- 1.6 To complete this study, Nexus has drawn on comprehensive surveys of existing operators within the District and examined the latest published land use data from Land and Property Services. Nexus has also referred to the latest NISRA and Experian population and expenditure data in order to establish the up-to-date position with regard to convenience retail, comparison retail, and leisure capacity.

## Structure of Report

- 1.7 This report is structured as follows:
- **Section 2** sets out the context for the Retail and Leisure Study by detailing analysis of key current and future retail trends;
  - **Section 3** examines the current quantitative and qualitative provision of retail facilities in Enniskillen and Omagh Town Centres;
  - **Section 4** details our assessments of the current and future population and expenditure levels within the Study Area;
  - **Section 5** comprises a review of the survey research and considers the key findings with regard to shopping trip patterns throughout the Study Area;
  - **Section 6** provides our analysis in respect to the quantitative and qualitative need for further convenience and comparison goods retail floorspace over the assessment period (to 2030);
  - **Section 7** details the existing leisure provision in the District and considers future leisure capacity over the plan period; and
  - **In Section 8** we summarise our findings and identify our recommendations in respect of the District's future retail, town centre and leisure strategy.

## 2.0 Current and Emerging Retail and Leisure Trends

### Introduction

- 2.1 Nexus has reviewed recent research completed by a number of retail research providers, including but not limited to; Colliers International, Office for National Statistics (ONS), Experian, and Verdict. Through the analysis of this research we can ascertain information on recent trends and future forecasts for the Northern Irish and wider UK retail and leisure market.

### Planning Policy Context

- 2.2 Prior to discussing trends, it is useful first to briefly outline the prevailing planning policy context for Town Centres and Retail activity in Northern Ireland. Primary guidance is contained in the Strategic Planning Policy Statement for Northern Ireland (SPPS, September 2015). Guidance on Town Centres and Retailing is contained to Paragraphs 6.267 to 6.292. The SPPS also links into the general policy guidance contained within the Regional Development Strategy 2035 (RDS).
- 2.3 The overarching objective in the SPPS is to seek to encourage development at an appropriate scale in order to enhance the attractiveness of town centres, helping to reduce travel demand. It aims to support and sustain vibrant town centres across Northern Ireland through the promotion of established town centres as the appropriate first choice location of retailing and other complementary functions, consistent with the RDS. Key to this, a regional strategic objective is that LDPs and decisions are informed by robust and up-to-date evidence in relation to need and capacity. This underlines the requirement for this Study, which is the first of its kind to be produced for Fermanagh and Omagh District.

### Current Retail Picture - UK

- 2.4 Since the 1950's, the UK retail market has, in general, experienced expansive growth. The rate of which the growth is occurring has increased in speed in recent years. The level of growth is resultant of several influencing factors. These factors are summarised in brief below:
1. Improving standards of living.
  2. A population with higher disposable incomes;
  3. The popularity of obtaining fiscal credit;
  4. Changes in modes of transport; and
  5. New (digital) technologies, including online retailing.

2.5 The key identified trends are summarised in brief below, and expanded within the subsequent sections:

- I. The economic climate that prevailed during the recent recession (circa 2008 to 2013) had substantial impacts on the retail market; by restricting resident incomes and reducing standards of living. In consequence, the level of spending retracted. Since 2013 (recognised as being the end of the recession in the UK) the economy has been slowly regaining momentum and economic reports released in early 2016 indicate a return to pre-recession levels<sup>1</sup>. The most recent release from NISRA shows that overall NI economic activity grew by 1.6% in Q3 of 2016, maintaining a positive trajectory since 2013<sup>1</sup>.
- II. As with the retail market, the retail property landscape in the UK has dramatically developed over the last 50 years. The post-war years saw a significant redevelopment effort focused on town centres. However, in more recent times, and most notably during the 1990s, the retail landscape changed following the introduction of retail warehouse parks and large out-of-town regional shopping malls. But as will be explained later in this section, new retail development is once again becoming more focused on town centre locations.
- III. The physical location of where consumers are spending has also undergone a significant shift over the past 15 years. Recent findings of Verdict Retail demonstrate this shift. Verdict's 2013 research identified that spending within town centres as a proportion of overall spending declined from 50.7% in 2003 to 45.0% at 2013. In contrast, spending in out-of-centre locations increased over the same period (2003 to 2013) by 4.7%; rising from 31.5% in 2003 to 36.2% in 2013<sup>2</sup>. The movement towards out-of-centre locations has directed recent Governments to endorsing their commitment to UK town centres through the nationwide promotion of the 'town centre first' policy approach. The 'town centre first' approach is outlined at Paragraph 6.271 of the SPPS.
- IV. Another factor that has led to notable changes in the retail market is the rise in "E-tailing" (or "E-commerce"). The popularity and increased availability of the internet, as well as the growing confidence of consumers in making purchases online, has led to a distinctive change in the way in which goods and services are purchased. Reports on "E-tailing" suggest it currently accounts for somewhere between one in every five to ten pounds that are spent in the UK<sup>3</sup> (taking account of monthly fluctuations). One report released in March 2016 stated that 20% of

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<sup>1</sup> NISRA – Northern Ireland Composite Economic Index, 19 January 2017.

<sup>2</sup> 'British High Streets: from Crisis to Recovery? - A Comprehensive Review of the Evidence', Economic and Social Research Council and the University of Southampton, March 2015

<sup>3</sup> 'UK online retail sales to reach £62.7bn in 2020', Verdict Retail, 17 September 2015

retail sales in the UK were completed online<sup>4</sup>.

- V. Consumer expectations are also continually evolving, producing a dynamic and unstable retail market. The providers operating in the market are required to evolve as a result of numerous dynamic factors, including – the characteristics of the UK population, consumer demands, popularity in private car ownership, planning policy and digital advances. The diverse nature of the factors which form consumer expectations is forcing retailers to pursue new innovative development proposals. Consumers are seeking more out of their shopping experience and wanting it now.

- 2.6 Additionally, it is important to recognise the recent results of the public referendum for the UK to leave the European Union in late June 2016 ('Brexit'). The impact on the UK economy, and in particular the retail and leisure markets, is currently unknown and commentary on the topic is changing weekly. As such, it may be appropriate to issue an Addendum to this report at the time the effects (positive or negative) are more developed and predicted trends can be supported by observed evidence. For example, it will be important to monitor industry forecast data provided by experts such as Experian.

## **Current Retail Picture**

### **Household Spending and Labour Trends**

- 2.7 In their August 2015 Retail Report, Colliers International recognised that since Quarter 1 2011 household spending has steadily increased each year<sup>5</sup>. Following 2.3% year-on-year growth in Quarter 1 2015, growth in household spending is at the pre-recession levels of 2006 and 2007. Trends in real wages have been supporting the increase in spending. Real wages reached a 4.5% year-on-year growth rate in March 2015. This is the highest level since March 2007. The Centre for Retail Research published their Retail Forecast for 2016-2017 in January 2016 which support Colliers findings. In this forecast they confirm (as suggested by the figures above) the UK retail sector has enjoyed uninterrupted growth since 2013<sup>6</sup>.

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<sup>4</sup> 'More than 20% of UK retail sales took place online in February, as consumers moved more spending to the internet', Chloe Rigby, Internet Retailing Online, 6 March 2016

<sup>5</sup> 'Midsummer Retail Report', Colliers, August 2015

<sup>6</sup> 'The Retail Forecast for 2016-2017', Centre for Retail Research, 5 January 2016



- 2.8 Domestic economic drivers of UK retail performance are linked to two key factors:
- I. Low inflation – drives growth in real wages, strengthens household confidence and disposable income
  - II. Low interest rates – lead to low mortgage rates, which in turn results in more money in the pockets of borrowers
- 2.9 Each of the factors set out above have a significant impact on the public's general confidence, and in turn their tendency to spend their earnings on retail goods. Most notably, reports on consumer confidence indicate that it is currently the strongest it has been for over a decade<sup>7</sup>. Total recorded spending for Quarter 4 2015 was £279.1 billion. This is indicative of considerable increases in spending when considering the low level of spending which occurred in 2009. Notably, in Quarter 2 2009 spending hit a low of £250.8 billion<sup>8</sup>, as reported by Colliers.
- 2.10 Also of note are current trends in the labour market. This information is sourced from the Office for National Statistics (ONS). The median gross earning for full-time employees in the UK has increased and as at April 2016 sat at £528 per week, an increase of 1.8% from £518 per week a year earlier (April 2015)<sup>9</sup>. Figure 2.1 illustrates how earnings have increased since 1997, and further exemplifies the deceleration in year-on-year growth that has occurred since the start of the recession in 2008.
- 2.11 Since the year 2010 taxation rates and levels have increased (including VAT, national insurance contributions, and capital gains tax). As a direct result of these increases consumers' spending

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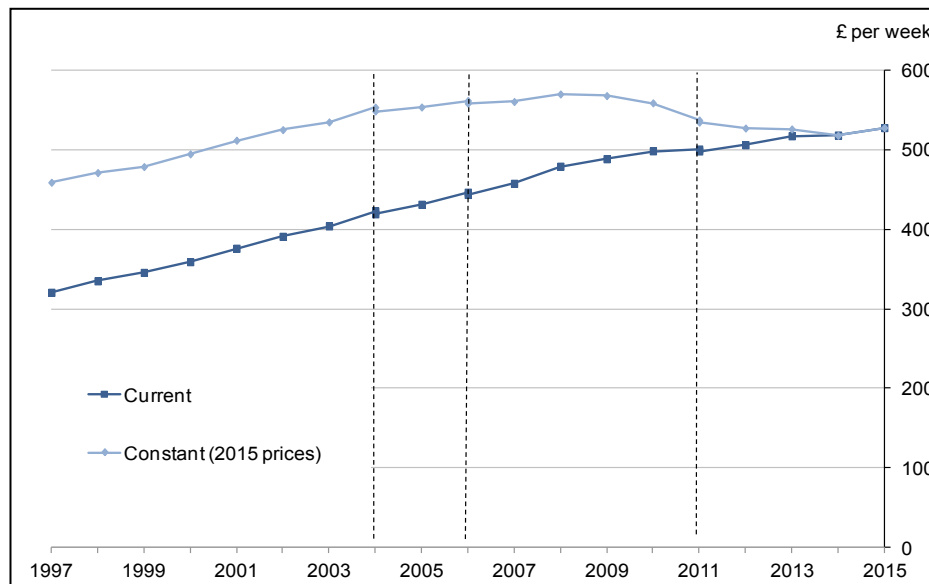
<sup>7</sup> 'UK Economic Outlook', PwC, March 2016

<sup>8</sup> 'Midsummer Retail Report', Colliers, August 2015

<sup>9</sup> 'Statistical bulletin: Annual Survey of Hours and Earnings: 2015 Provisional Results', ONS, 18 November 2015

power is reduced, impacting upon households' spending. Therefore, the gross increase of pay in consumers' pockets cannot be used as a direct comparison.

**Figure 2.1 | Median full-time gross weekly earnings in current and constant (2015) prices, UK, April 1997 to 2015**



**Source:** 'Statistical bulletin: Annual Survey of Hours and Earnings: Provisional Results', ONS, 18 November 2015

- 2.12 What is more, the employment rate (the proportion of people aged 16 to 64 who were in work) was 74.1% in March 2016. This is the highest score since records began in 1971. The unemployment rate was recorded as being 5.1% at March 2016<sup>10</sup>. When considering this figure against the 2014-2015 rates it indicates a decreasing trend. The UK unemployment rate was recorded as being 5.7% between October and December 2014.

### UK Retail Property Market

- 2.13 In 2011 Colliers CRE reported that economic conditions were resulting in significant structural changes to the UK high street, with many retailers displaying signs of caution by decreasing the size of their property portfolios, completely abandoning weaker towns and putting a concerted effort into acquiring sites in city centres and major regional shopping centres<sup>11</sup>. At this time comparison goods retailers were finding it increasingly difficult to justify being represented in every town in the UK. However, over the five years to 2016, the circumstances inflicted upon UK town centres have changed dramatically. More recent reports, including those published by Colliers, Verdict, PwC,

<sup>10</sup> 'Labour Market Statistics' ONS, 16 March 2016

<sup>11</sup> 'Great Britain Retail: Autumn 2011', Colliers CRE, 2011

provide a more positive picture for high street retail. Most notably, Colliers declare that high streets are 'no longer dead or dying'. Representative of this is the fact that in 2014 investment into high street assets jumped by circa 30% to £2.39 billion<sup>12</sup>. There have been fewer retailer failures on the high street and its retailers' requirements continue to increase, report Colliers.

- 2.14 In 2014, Colliers acknowledged that recent improvements to the economic outlook were beginning to show positive results for town centres<sup>13</sup>. For example, increased consumer confidence and retailer expansion was resulting in a reduction in vacant retail space. However, Colliers remained cautious at this time (2014), and in their report explained that even though the speed at which a significant amount of vacant space was being taken off the market and the positivity of the current economic indicators suggested a return to normalcy, online retailing flourished during the recession and high street stores struggled. They warned retailers to continue with caution when deciding to build existing store networks.
- 2.15 In terms of current vacancy rates, the UK average rate of retail shopping pitches as at March 2016 was identified by Experian as 11.3%<sup>14</sup>. The rate of vacancies is described by Colliers as being 'stubbornly high' as it is not typical or reflective of the total economic or retail climate. Colliers explains that in light of recent advances in the performance of the UK economy it should have improved a lot more against its 2012 peak of 16.3%. Perhaps we should expect the vacancy rate to drop to a figure that is more akin to pre-recession time – for example in 2008 the vacancy rate dropped to 7.0%<sup>15</sup>. In terms of actual quantities, reports suggest some 46,000 UK shops lie unoccupied, and around a third of those have been empty for more than three years<sup>16</sup>.
- 2.16 It is important to distinguish that this high level of vacancies is driven mainly by non-prime units. Colliers identify, in their Midsummer Report, that the prime unit vacancy rate sits around 7.5% while non-prime is as high as 17%. As a consequence of the recent economic difficulty that troubled the early 2000s and subsequent lack of investment into retail property, we have seen demand drop considerably for 'poorer quality stock'. Such stock is often found in secondary shopping frontages within smaller towns. As a result this poorer quality stock suffers from a proportionate reduction in value (and often rent)<sup>17</sup>.
- 2.17 The high number of voids during the recession, the lack of investment in premises, including upkeep, led to a harmful impact on the overall attractiveness of town centres. As set out within the recommendations of Mary Portas' December 2011 Review into the future of UK high streets – there is a recognised necessity to encourage the redevelopment of high street retail space. To do this

<sup>12</sup> 'Midsummer Retail Report: 2015', Colliers, August 2015

<sup>13</sup> 'National Retail Barometer: Summer 2014', Colliers, September 2014

<sup>14</sup> Experian GOAD Category Report, Experian March 2016

<sup>15</sup> 'Midsummer Retail Report: 2015', Colliers, August 2015

<sup>16</sup> 'Where have all Britain's shoppers gone?', The Guardian, 26 April 2016

<sup>17</sup> 'National Retail Barometer Autumn 2015', Colliers, Autumn 2015

Portas explained it will be important to empower local authorities to address negligent landlords, especially those of long-term vacant units<sup>18</sup>.

- 2.18 In short, the incessantly high average vacancy rate, despite improving economic conditions, is representative of a discernible divergence between in-demand high quality units and diminishing demand for secondary premises in smaller locations.

### **Other Factors Influencing the Improving Town Centre Environment**

- 2.19 It is important to recognise that the improving high street environment is not solely driven by 'pure' retail offerings. The food and beverage sector is a significant contributing factor to the recent success and growth of UK high streets. Colliers explains the desire of UK shoppers to 'graze' while they shop has seen a significant boost in the quantity of coffee shops, restaurants, bars and grab-and-go convenience food outlets on UK high streets. In addition to this, the popularity of going out to eat also brings more visitors to the town centre<sup>19</sup>.
- 2.20 Further to this, as digital technologies continue to advance the importance of understanding and operating within the digital world of retail shopping is becoming just as essential as trading in the traditional physical shopping world. The challenges set by online retailing are irrefutable. However, large cities, towns, or shopping centres, which offer an 'experience' and choice for customers with high volume trading potential for the retailers, continue to be attractive<sup>20</sup>. Growing investments in physical retail development is indicative of the desire of shoppers to have a physical retail experience and not just make all of their retail purchases online.
- 2.21 UK town centres and high streets provide highly visible and empirical evidence of the scale of the economic downturn (2008 to 2013). Recent improvements in the economy (as evident when reviewing household spending and average earnings statistics) have seen increased investment into town centre retail stores and a drop in prime unit vacancy rates.

### **Trends in Convenience Retailing**

- 2.22 A 2015 study by Retail Economics reported that spending on food accounted for 40% of all retail spend nationwide<sup>21</sup>. As a consequence, trends in food retailing have a significant influence on retail trends in general.

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<sup>18</sup> 'Portas Review – An independent review into the future of our high streets', Mary Portas, 2012

<sup>19</sup> 'UK Economic Outlook', PwC, March 2016

<sup>20</sup> 'Midsummer Retail Report' Colliers, August 2015

<sup>21</sup> UK Retail Sales – Retail Economics March 2016

- 2.23 Instability currently prevails in the food retailing market and supermarkets are most affected. Numerous supermarket chains are currently in the process of consolidating their assets; selling stores, pulling construction programmes, and letting go of sites already with planning permission.

### **Food Retailing Back in the Town Centre**

- 2.24 The structure of food and grocery retailing has changed significantly since the departure from large format out-of-centre food stores. During the 1990's a significant number of out-of-centre food stores with large floor plates were developed and provided cheap rent when compared to town centre locations. The success of these developments was dependent on the dominant transport culture, which at that time was much more tolerant of the reliance on the car and people were generally happy to travel greater distances to shop.
- 2.25 As out-of-centre food stores thrived, town centres suffered. However, following recognition of these detrimental impacts, UK Governments enforced stricter local planning rules which make these types of development harder to gain planning permission for. Foremost was the 'town centre first' approach prescribed by the SPPS in 2015.
- 2.26 Food and grocery retailers have had to return to town centres and adopt alternative methods of retailing. The most common approach taken is to offer lower cost product ranges. Following that, we also see retailers offering much more flexible models, including protracted opening hours (sometimes staying open 24 hours), opportunity to shop online, home delivery, as well as click and collect. Some retailers have also diversified into non-food items including fuel. Also in a bid to keep and win new customers many retailers have opted to put a concerted effort into branding, marketing, including presence on social media. Tapping in to the modern consumer's desire to purchase food on the go several food retailers now have a presence in dense town centre locations where their stores are accommodated over much smaller floor plates such as Sainsbury's Local, Tesco Express and Morrisons M Local Stores (now 'My Local').
- 2.27 Growth figures in sales in the food and grocery within UK town centres are evidence that food and grocery stores are reasserting their presence within the town centre. Verdict Research identified that sales made in UK town centres on the food and groceries has developed from 16.9% in 2006 to 24.2% in 2013<sup>22</sup>.

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<sup>22</sup> 'British High Streets: from Crisis to Recovery? - A Comprehensive Review of the Evidence', Economic and Social Research Council and the University of Southampton, March 2015

## The Rise of the Food Discounter

- 2.28 In 2013, Mintel reported that the recession, along with a period of high inflation, impacted on consumer behaviours and the wider dynamics of grocery retailing. Consumers who have less disposable income are likely to seek out food and grocery items that are offered at the lowest price, or more importantly, food and groceries which represent the best value for money<sup>23</sup>. Therefore, in order to attract shoppers, food retailers have to compete not just on price points but by also offering the best in high quality good value products. The complex nature of consumer demands results in a dynamic market that is often difficult to negotiate. The rise of online food retailing adds yet another dimension to this market. Reports by Retail Economics suggest that while the general retail food market suffered, the number of online food purchases rose by 10.3% year-on-year in January 2016<sup>24</sup>
- 2.29 The scene set above indicates the food sector is facing a number of unique structural challenges, which is causing issues for food operations and subsequently restricting growth in this sector. One of the overriding challenges comes from the intense price competition created by the key food discounters (Aldi and Lidl), which are taking market share away from the big four grocers (Tesco, Sainsbury's, Morrisons, Asda)<sup>25</sup>.
- 2.30 Illustrating the dynamic nature of the struggling food and grocery environment at present is the number of recent sales of a significant number of food and grocery outlets by major food retailers. For example, Morrisons let go of 140 of Morrisons M Local Stores nationwide in late 2015. A decision forced upon Morrisons due to struggling profit ratios even though convenience stores are the fastest-growing format in the UK<sup>26</sup>. Making the sale of the Morrisons M Local Stores even more surprising are the 2013 reports from providers such as Mintel who suggested there has been a massive shift away from superstores to more convenient shopping<sup>27</sup>. The first Morrisons M Local Store was only opened in 2011 but after reporting an annual operating loss of £36m on the stores; contributing to the company's total annual loss of £792m, the decision to sell was made. Some of the stores have since been rebranded in a bid to compete with other centrally located top-up convenience stores meeting the demand driven by consumer's increasingly 'hectic' lifestyles. More recently, in early 2016 Sainsbury announced they would be closing down all 16 of its Netto discount grocery stores nationwide<sup>28</sup>. The majority of the stores are located in the north of England and their closure illustrates that this time of uncertainty still prevails.

<sup>23</sup> Food and Drink Retailing. 'Mintel, March 2013

<sup>24</sup> UK food and grocery, Retail Economics, March 2016

<sup>25</sup> UK Retail Sales, Retail Economics, March 2016

<sup>26</sup> Morrisons sells its chain of convenience stores', BBC online, 9<sup>th</sup> September 2015

<sup>27</sup> 'Food UK', Mintel, April 2016

<sup>28</sup> Sainsbury's to close Netto stores' BBC online, 4<sup>th</sup> July 2016

- 2.31 While the food retail market is still generally described as struggling, up-to-date March 2016 research produced by Retail Economics showed that grocery sales are continuing with their recent run of better performance with sales up 1.5%, year-on-year, the strongest since February 2014. March 2016 sales represent the third consecutive month of growth<sup>29</sup>.
- 2.32 Notwithstanding this, the food and grocery market is predicted to remain fiercely competitive, meaning retailers will be forced to keep their sales margins as compressed as possible.
- 2.33 As recent as September 2015, Retail Economics reported that the UK's largest retailer, Tesco, and their struggles over the past few years are predicted to endure. Retail Economics predicts that it will be competition from the discounters Aldi and Lidl, in particular that will continue to diminish Tesco's market share. While broader market trends, such as consumers' desire to eat-out and purchase only 'grab and go' food at their convenience, will stifle growth across Tesco's core large format superstores – reducing as much as 50% of sales<sup>30</sup>. In April 2016 the Tesco Chief Executive hailed the supermarkets £162 million statutory pre-tax profit for the 2015 / 2016 as "significant progress" when compared to the retailers reported £6.2 billion loss of the 2014 / 2015. However, the Chief Executive stressed that recovery would not be a straight process as the food retailing market remained "challenging, deflationary and uncertain"<sup>31</sup>. In order to be successful in the market retailers are forced to cut prices. This means that discount food retailers remain the fastest growing supermarkets in UK town centres.
- 2.34 When analysing the performance of Aldi, who are considered a food and grocery discounter, Retail Economics describes that they have "attacked the heartland of UK grocery" by undercutting the 'big four' with highly competitive prices and investing in more high quality premium produce. This approach has broadened Aldi's appeal to more affluent customers. In the same way, Lidl has adopted an aggressive growth programme including ambitious store expansion. To date, the strategy has achieved what it has intended by growing Lidl's market share. The widening of product ranges will help broaden market appeal while a focus on more alcohol will help support sales<sup>32</sup>.
- 2.35 In late 2015, reports on Lidl and Aldi's success suggested their joint share of the groceries market doubled to 10% in just three years<sup>33</sup>. Even so, Tesco remains the UK's largest supermarket with a 27.9% market share, while Sainsbury's has 16.6%, with Asda on 16.4%. Followed by – Morrisons 10.8%, The Co-operative 6.3%, Aldi 5.6%, Waitrose 5.2%, and Lidl 4.4%.

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<sup>29</sup> 'UK Retail Sales', retail Economics March 2016

<sup>30</sup> 'UK Food and Grocery', Retail Economics, September 2015

<sup>31</sup> 'Tesco shares hit by warning profit growth to slow', BBC Business Online, 13 April 2016

<sup>32</sup> 'UK Food and Grocery', Retail Economics, September 2015

<sup>33</sup> 'Aldi and Lidl double market share in three years', BBC Online, 17 November 2015

### Consumer Behaviours When Making Food and Grocery Purchases

- 2.36 The UK food market has been shaped in recent years by the broad change in shopping habits with many customers opting to complete smaller but more frequent grocery shops. Fewer households now complete the traditional once-a-week “big shop”. In their March 2015 report, the University of Southampton (published as part of an Economic and Social Research Council study) predicts that forecasts for 2019 will see the convenience store grocery sector account for almost a quarter (24.1%) of total UK grocery sales up from 21.4% in 2014<sup>34</sup>.
- 2.37 An additional demand-driven factor shaping the UK food retail market relates to consumers’ desire to purchase locally sourced food. A 2013 Ethical Consumers Market report provides<sup>35</sup> evidence to suggest that the number of shoppers specifically looking to buy local produce increased from 15% in 2005 to 42% in 2012. Of particular note, the survey found more than 40% of local shoppers said they were prepared to pay a premium for locally produced foods.
- 2.38 To summarise, the competitive nature and price driven market for food and grocery retailing continues to force supermarkets to adapt and seek out how they can do things differently in order to attract consumers.

### Trends in Comparison Retailers

- 2.39 The comparison retail market saw the biggest drop in trade during the 2008-2013 economic recession. The Economic and Social Research Council, in their March 2015 report, attribute the drop in sales to two corresponding factors – (1) consumers’ general reluctance to spend on comparison ‘big-ticket’ items, and (2) the fact comparison retailers are often more susceptible to online price comparison. In recent years, consumers are growing more confident in making online purchases of comparison goods meaning town centre stores continue to suffer in consequence. The strong performance of comparison online retailing is supported by reports showing high levels of year-on-year growth in the sector.
- 2.40 There are two types of comparison goods retailers that are identified as suffering the most - those whose trade has been fundamentally changed by competition from online providers (e.g. music and video retailers, book shops – which consumers happily use in a virtual form) and second, those whose products are bulky and space-consuming, meaning high operational costs for high street stores has left them uncompetitive in contrast to out-of-centre and online retailers with much lower tenancy costs. That said, certain types of comparison-goods retailers have increased their share of town centre trade. For example, Verdict data indicated that clothing and footwear retailers increased

<sup>34</sup> British High Streets: From Crisis to Recovery? – A Comprehensive Review of the Evidence’, Economic and Social Research Council and the University of Southampton, March 2015

<sup>35</sup> ‘Ethical Consumer Market Report’, Ethical Consumer Research Association, 2013



their share from 20.5% to 25.4% from 2007 to 2013, and department stores from 7.4% to 9.5%.

- 2.41 When evaluating the current trends influencing the performance of the comparison retail market, it is important to recognise the physical shift that is evident in town centres nationwide. The number of comparison retail units present in UK high streets is decreasing. This trend is evident when reviewing Experian Goad data which identifies that in August 2015 the comparison sector accounted for 32.1%<sup>36</sup> of all town centre units, dropping from 33.4%<sup>37</sup> in 2011 (during the recession) and 47.4%<sup>38</sup> in 2006 (before the recession).
- 2.42 Against this background, in their Midsummer Retail Report, Colliers predicts that comparison retailers are holding on to their current units in search of larger higher quality retail units where they can provide a wider range of items. This is driven by the need to provide consumers with a high-quality shopping environment, coupled with their expectations for a wide selection of goods being available in store. Retailers must meet these demands in order to compete with the rise of e-tailing for comparison goods.
- 2.43 The recent liquidation of British Home Stores (BHS) in April 2016, further illustrates the struggles facing comparison retailers. Reports on the reasons for the failure of BHS identify the following issues facing the company – (1) the internet, (2) international competition, (3) the on-going impacts of the recession and (4) their failure to keep up with the demands of consumers for innovation in retailing<sup>39</sup>.
- 2.44 In summary, comparison retailing is fuelled by fierce competition, in particular that made possible by the internet companies operating in the comparison market need to fight for their sales through adapting to the new and modern desires and needs of the consumer, and most importantly acknowledge the fact they are likely to compare prices over the internet. How to combine a physical and online store is essential to success, as will be established later on under the sub-title “E-Tailing”. The option of ‘click and collect’ is one such combination being introduced in response to growing popularity. In order to attract customers into a physical store it is vital that it is both (1) physically and aesthetically pleasing and exciting, making for an enjoyable experience for the shopper, as well as (2) providing for a wide array of different products that they can see and touch.

## Out-of-Centre

- 2.45 From 1996 to 2006 out-of-town retailing was recognised as the ‘engine of retailing growth’. The following figures quite clearly illustrate this – between 1996 and 2006 retail sales as a whole

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<sup>36</sup> Experian, March 2016

<sup>37</sup> WYG, 2011

<sup>38</sup> GVA Grimley, 2006

<sup>39</sup> The Guardian Online, April 2016

increased by 62.1% and sales of out-of-town stores grew nearly twice as fast, at 118%<sup>40</sup>.

- 2.46 The growth of out-of-centre retailing has been constrained by the 'town centre first' policy regime enforced through the NPPF, as well as the SPPS. As a consequence of the prevailing policy regime, traditionally out-of-centre retailers (for example supermarkets) are being re-focussed back into the centre of UK towns.
- 2.47 In 2013, Deloitte picked out the fact that there is a limit to how much an out-of-centre shopping centre can fully meet the daily needs of consumers<sup>41</sup>. Deloitte reported the drive of consumers to out-of-centre locations is primarily motivated by their desire to seek out lower prices, convenience and the wide range of goods available at out-of-centre locations by virtue of their larger store formats. However, changes in consumer habits has driven a return to smaller format shops in more centrally located and accessible locations. As consumer habits become more aligned, the draw of out-of-centre shopping venues is weakened.
- 2.48 One obvious result of new consumer behaviours has led to larger retailers opting to provide 'click and collect' services within their smaller retail units. This service enables consumers to have a much wider variety of goods available to them, but for collection to take place in an easily accessible and convenient location suitable for their busy lifestyles.
- 2.49 The Economic and Social Research Council reported that rising numbers of consumers are less convinced by the costs versus benefits balance of the out-of-centre superstore/retail park proposition and have sought convenience at the 'local' level and in the 'community'.

### **Shopping Centre/ Retail Park Investment**

- 2.50 In recent years the level of shopping centre development in the UK has seen some progression, following a number of years of very minimal development. In 2011, Colliers reported that shopping centre development was at a standstill and little activity was anticipated over the next four years to 2015<sup>42</sup>.
- 2.51 More recent reports suggest that we should not expect an inundation of new shopping centres to open in the UK (i.e. we will not seek the peak levels reached during the 1980's to 1990's). More recent Colliers research (released in August 2015) reported that the shopping centre market has assumed a dramatic shift, changing from an investment no one was interested in procuring to a "must-have" for investors within a very short time period.

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<sup>40</sup> GVA Grimley, March 2006

<sup>41</sup> The Deloitte Consumer Review 2013

<sup>42</sup> Colliers Midsummer Retail Report – August 2015

- 2.52 However, some caution is still advised as demand and investment in shopping centre units is focused on prime and regionally dominant assets. In this current climate, it is only those high quality tenants that can support the much desired high-quality shopping experience.
- 2.53 In contrast, shopping centres considered to be in the secondary market (i.e. not A Grade or prime shopping centre) should be addressed with a lot more caution. Tenants are seeking shorter lease terms and secondary shopping centres have been described as being in structural decline.
- 2.54 It is clear that the draw of shopping centres includes the experience, and not the retail offer alone. Consumers are increasingly willing to travel to larger out of town shopping centres for their overall experience and to use the leisure facilities. In response to this, the split between retail and leisure units present within UK shopping centres is shifting; with more experiential offers in the form of leisure services. In 2012, the Portas Review recognised this shift highlighting that:
- “...Epic and immersive experiences offered by today’s new breed of shopping mall. Modern shopping centres; for example Westfield, bring together cinema premieres, world class restaurants, bowling alleys, art galleries and luxury brands – replacing the lightless, soulless experiences of the past<sup>43</sup>.”*
- 2.55 When comparing the operation of shopping centres in comparison to high streets, it is useful to reference the submission of the British Property Federation on the Portas Review, in which the Federation stated:
- “Shopping centres and other out-of-town formats often have the advantage of single ownership. The landlord is able to create an identity for the centre, choose the retail mix, manage the centre so that it reinforces the brand, co-ordinate marketing and refresh the centre through regular reinvestment. Single ownership is rare on our high streets, but that shouldn’t stop some of these elements being replicated. Our high streets need to plan their identity and shape their retail offer accordingly. They need leadership, business plans and day-to-day delivery.”*
- 2.56 It is this *managed* experience delivered by a shopping centre that continues to prove attractive to customers. Therefore, as consumers continue to seek out high quality shopping experiences the growth and success of prime shopping centres is set to continue. In consequence town centre managers and local authorities will need to continue to monitor the impact of the draw of such centres, whether within their District or within adjoining authorities, may have on the health of their own town centres.

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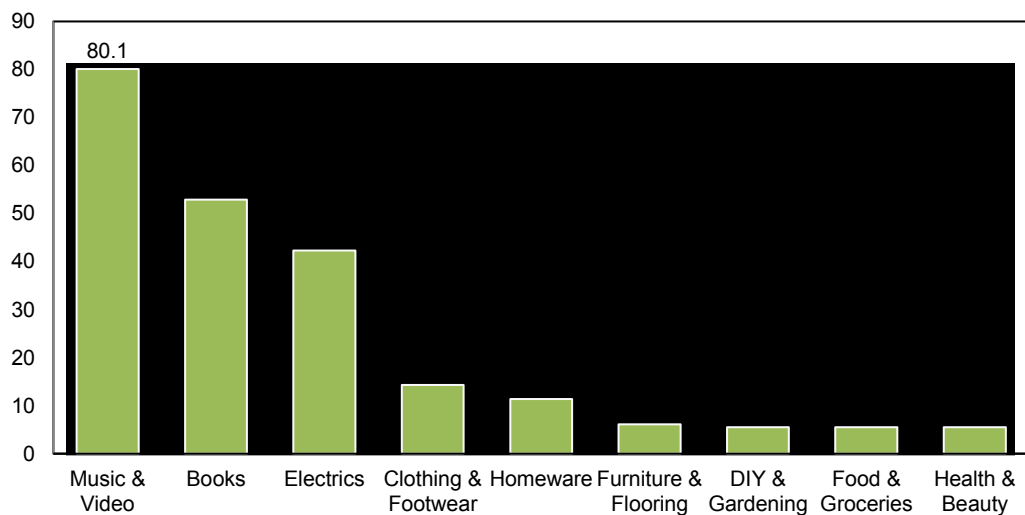
<sup>43</sup> Portas Review – An Independent review into the future of our High Streets’, Mary Portas 2012

- 2.57 However, as clarified in Experian's November 2016 Retailer Planner Briefing Note, as people work longer hours the idea of completing a weekly shop at an out-of-centre superstore had become less attractive<sup>44</sup>. As we have addressed earlier in this section, the tendency towards smaller and more regular shopping trips has risen in recent years.

### Growth in E-tailing (or 'E-Commerce')

- 2.58 As has already been established in the preceding sections, the rise of "E-tailing" has significantly altered the way in which the average consumer makes purchases across multiple sectors. Between 2008 and 2014, online sales as a proportion of total retail spend (excluding fuel) rose by more than 2.5 times – from under 4.7% in June 2008 to 11.7% in mid-2015 (as reported by Experian)<sup>45</sup>.
- 2.59 In the current retail environment, reports on "E-tailing" suggest it accounts for one in every five to ten pounds that are spent in the UK<sup>46</sup>. To keep up with the spending patterns of the typical consumer, almost all retailers now have an online presence. Over time online shops are becoming more and more advanced and easy to use. This supports the growing attraction for consumers to make their purchases online.

**Figure 2.2 | Online Sales Penetration by Sector % (2013 data)**



**Source:** Verdict and SAS – *How the UK will shop: 2013*

<sup>44</sup> 'Retail Planner Briefing Note 14' Experian, November 2016

<sup>45</sup> 'Retail Planner Briefing Note 14' Experian, November 2016

<sup>46</sup> 'UK online retail sales to reach £62.7bn in 2020', Verdict Retail, 17 September 2015

- 2.60 It is important to acknowledge that there is a substantial variation between the kinds of purchases that are most likely to be made online. Figure 2.2 illustrates the penetration of online sales by sector based on 2013 data. Most notable is the large proportion of music and video, books and electrics that are purchased online.
- 2.61 The popularity of making online purchases is predicted to not only continue but to grow. Experian predict that by 2020 online (non-store) purchases will account for 17.7% of total retail expenditure, rising to 20.9% in 2035<sup>47</sup>. However, it is important to recognise that the increasing internet user base which drove the significant leaps in online sales observed each year from the mid-2000s will no longer be the key contributing factor as 88.5% of the UK population are now internet users (or 57.3 million people). Nevertheless, growth is expected to be maintained, although through new technology such as mobile phones and tablets.
- 2.62 In addition, a more co-ordinated approach to retail offers is expected with the online and physical world working together – an approach which is coined “omni-channel”. Indicative of the relationship between an online retail presences producing in-store purchasing is research produced by Deloitte in 2015, which estimated that digital technology influenced 33% of in-store retail sales in the UK in 2014, equivalent to £100 billion<sup>48</sup>. In future, Deloitte predict this will continue to grow with 50% of all in-store purchases being influenced digitally at the end of 2015.
- 2.63 The rise in popularity in ‘click and collect’ is another example of online influenced sales resulting in visits to a physical store. According to Verdict, 68% of online shoppers in the UK make use of ‘click and collect’ services<sup>49</sup>. Deloitte predicted that at 2015 the number of ‘click and collect’ locations will reach half a million, representing a 20% increase from 2014.
- 2.64 In summary, the rise of the online retail world is undeniable. As the influence of “E-Commerce” continues to grow, we can expect retailers to react and start prioritising how they will make sure the relationship between real world retail stores and their online presence become more integrated.

## Trends in Leisure

- 2.65 Leisure is often considered a discretionary activity, and as such consumer spending on leisure is greatly influenced by the economic climate and in particular average levels of disposable incomes. However, when assessing the average spend of UK households on leisure activities it becomes clear that, even in light of an economic downturn, consumers in the UK have shown a growing desire to

<sup>47</sup> ‘Experian Retail Planner Briefing Note 14’, Experian, November 2016

<sup>48</sup> The Deloitte Consumer Review (2015) – Digital Predictions 2015

<sup>49</sup> Verdict Retail Online, retrieved on 2 May 2016

engage in leisure activities.

- 2.66 Figure 2.3 illustrates changes in UK average weekly household spending on leisure before the recession (2006), during the recession (2011) and after the recession (2014). ONS and NISRA have adjusted all the figures to strip out the effects of inflation, so that true like-for-like comparisons can be made.

**Figure 2.3 | ONS Weekly Household Spending Data on Leisure Items**

Leisure Item / Activity	2006	2011	2014
<b>Sports admissions, subscriptions, leisure class fees and equipment hire</b>	£5.80	£6.70	£6.90
<b>Cinema, theatre and museums etc.</b>	£2.00	£2.40	£2.80
<b>Admissions to clubs, dances, discos, bingo</b>	£0.60	£0.60	£0.50
<b>Gambling payments</b>	£3.60	£2.70	£2.90
<b>Restaurants and café meals</b>	£12.80	£14.70	£16.60
<b>Take away meals/food and other snack food</b>	£8.10	£8.40	£8.80
<b>Total</b>	<b>£32.90</b>	<b>£35.50</b>	<b>£38.50</b>

Sources: 'Family Spending, 2015 Edition', ONS, released on 8 December 2015  
 'Family Spending, 2012 Edition', ONS, released on 4 December 2012  
 'Family Spending, 2007 Edition', ONS, released on 28 January 2008

- 2.67 The most recent ONS/NISRA data (for the 2014 year) identified that an average household would spend £38.50 on leisure activities, including; £6.90 on 'sports admissions, subscriptions, leisure class fees and equipment hire' and £2.80 on going to 'cinemas, theatres and museums. This is out a total of £531.30 spent on average per week by UK households. It is interesting to assess the data on average household spending from the Office for National Statistics (ONS) for years both preceding (2006) and during the recession (2011). The Office for National Statistics (ONS) average household spending figures for 2011 identify that out of the average weekly spend of £483.60, households spent - £6.70 on 'sports admissions, subscriptions, leisure class fees and equipment hire', £2.40 on going to 'cinemas, theatres and museums'. What is more, Office for National Statistics (ONS) data from

2006 confirms that on average households spent £455.90 per week, and of that £5.80 was spent on 'sports admissions, subscriptions, leisure class fees and equipment hire' and £2.00 on the 'cinema, theatre and museums' etc. The significant increases in spending from 2006 to 2014 illustrate the popularity of spending on leisure activities.

- 2.68 Research completed by the Economic and Social Research Council assessing the diversity of uses within 1,100 centres and high streets during 2000 to 2006 (the years preceding the recession), provides a clear indication that during this time, when the economy was strong, the leisure service industry was thriving. They found that the total number of leisure service units within UK town centres increased by 23% between 2000 and 2006.
- 2.69 As evident when assessing consumer spending figures (recorded by ONS/NISRA) as at 2014 the leisure industry had strengthened since previous years (2006). Mintel calculated that this industry was estimated as worth £80 billion in 2015, approximately 15% higher than the 2010 total expected worth<sup>50</sup>.
- 2.70 A significant challenge that may soon face the industry is anticipated to occur in response to the introduction of the National Living Wage. From 1 April 2016, the UK government (including in Northern Ireland) introduced a new mandatory National Minimum Wage (NMW) for workers aged 25 and above, initially set at £7.20 - a rise of 50p relative to the previous National Minimum Wage rate. That represents a £910 per annum increase in earnings for a full-time worker on the current National Minimum Wage. A National Minimum Wage rate of £6.70 continues to apply for those aged 21 to 24.
- 2.71 So, while the increased base level wage will improve living standards for low-paid workers, in the process it seems certain to push up leisure operators' wage costs, since they largely rely on unskilled workers.

### **The Northern Irish Market**

- 2.72 We have referenced above the UK-wide Portas report. This covered only briefly affairs in Northern Ireland, so in 2012 the NI Executive commissioned a bridging report entitled the "High Street Task-Force Report". That report was issued as a result of the recessionary years, and concluded that those areas of key concern in Northern Ireland were perceived high car parking charges, limits on parking times and draconian enforcement; perceived high non-domestic property rates relative to low rental values; and, unfair competition created by the expansion of out-of-centre retail development across Northern Ireland under spatial planning policy.

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<sup>50</sup> 'Leisure Review', Mintel, October 2015

- 2.73 In the period since, it is evident that the Northern Irish retail market has experienced a mix of ups and downs. Springboard and the Northern Ireland Retail Consortium recently reported that Northern Ireland had experienced a 1.3% drop in year-on-year footfall on the High Street. This was marginally improved at Retail Parks which experienced a reduced drop of 0.6% year-on-year. However, overall, this was in keeping with the UK average of a 1.3% drop across the board<sup>51</sup>.
- 2.74 In preparing the research report - Town Centre and Retailing Research Project (the former DOE NI)(January 2014) - GL Hearn et al undertook an assessment of the current health of designated town centres and provided an assessment of town centre and retail trends. The town centre health checks were carried out on 24 towns and cities using a variety of health check indicators (see Appendix 1). Town centre composition data was obtained from Experian Goad who undertake physical town centre surveys and prepare occupier plans for most town centres in the UK. Overall the town centre health checks did not identify any towns that were performing badly, but equally there was little evidence of any particularly strong performance. There is clearly room for improvement in the vitality and viability of the town centres and a policy stance which seeks to protect and enhance town centre performance and diversity will contribute to uplifting existing centre vitality and viability.
- 2.75 Some of the key findings regarding town centres in Northern Ireland are summarised in a DOE (now DfI) publication for Fermanagh and Omagh in February 2015 as follows<sup>52</sup>:
- The majority of centres fell below the national average of 80,170 sq m gross, with only Bangor, Coleraine, Enniskillen, Lisburn, Ballymena, Newry and Londonderry sitting above this threshold.
  - Convenience goods floorspace was focused in a proportionately small number of larger units and reflects the wider UK trend of the dominance of larger supermarkets in meeting convenience shopping needs.
  - Service uses take up a larger proportion of town centres by unit number, reflecting the smaller sized units these uses tend to occupy and often the secondary nature of that floorspace.
  - The proportion of other town centres uses was notably higher in NI than the UK average and included uses such as transport services, employment and commercial activities, religious buildings, wholesale trade, civic and unclassified buildings.
  - Having a range of other uses within town centres should be seen as a positive attribute

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<sup>51</sup> Belfast Telegraph, 13.10.16

<sup>52</sup> DOE (now DfI), Position Paper Four, Town Centres and Opportunity Sites, February 2015



helping to attract people into town centres and contribute to overall vitality and viability.

- The majority of centres had a vacancy rate which exceeded the UK national average (12% in 2013). The average vacancy rate was 14.5% by unit and 11.9% by floorspace. This differential reflects the fact that vacant floorspace includes a disproportionate number of smaller units, a trend reflected in the UK.
- Much of the vacancy is within the secondary/tertiary areas rather than prime retailing frontages.
- Many town centres are characterised by edge-of-centre and out-of-centre foodstores and retail parks.
- The amount and quality of out-of-centre retailing and its convenience in terms of accessibility and free car parking are attractive to shoppers. They also tend to have fewer vacancies suggesting a good level of demand for modern larger space units.

- 2.76 In the convenience retail market, Tesco is the dominant market-leader in Northern Ireland with an overall market share of 34.8%. This is more than double its closest rivals, Sainsbury's and Asda, who both have share of 17.6% of the market<sup>53</sup>. The convenience market in general has been relatively stable in recent years, with budget retailer Lidl making small advances, and McColls having recently announced plans to make a £9m facelift to a number of Co-op stores in Northern Ireland. Concurrently though, Aldi recently announced plans to open 80 new stores in the UK. However, none of those stores are proposed to be in Northern Ireland.
- 2.77 In the comparison goods sector, hopes have recently been raised following a Court Decision to relax restrictive covenants, that John Lewis will soon open its first store in Northern Ireland, at Sprucefield in Belfast. Mixed goods retailer, The Range, has also just opened its first store in Northern Ireland, at Ballymena.
- 2.78 Retailers in Northern Ireland are evidenced to have received a more recent boost to sales though increasing sales to residents crossing the border from the Republic. With the Pound having recently fallen in value relative to the Euro, centres such as the Buttercross Shopping Centre in Newry have reported that 22% of their trade has come from residents who live in the Republic over the Christmas 2016 period, compared with just 12% the year before<sup>54</sup>.
- 2.79 Lisney provide quarterly snapshots of the NI retail market. Their most recent publication for Q3 2016 suggests cautious optimism for retailing in NI, with falling vacancy rates in Belfast a useful barometer of general performance<sup>55</sup>. They also point towards the devalued pound following the Brexit vote, and the uplift in footfall to border towns. Erneside Shopping Centre in Enniskillen is specifically quoted as

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<sup>53</sup> Kantar Worldpanel, May 2016

<sup>54</sup> Belfast Telegraph, 27.12.16

<sup>55</sup> Lisney, Commercial Update Q3 2016, October 2016.

having recorded increased footfall of around 10% in July and August 2016, compared to the same months in 2015. 80% of retailers also recorded sales growth of between 4-40%. We will explore evidence of this general trend as part of this Study, utilising the empirical data from our household telephone survey.

### **Summary**

- 2.80 The retail market has experienced significant changes in recent years. The prevailing retail environment continues to be volatile and unstable. In response to the unpredictability those operating in the market are forced to adapt quickly or otherwise face failing profits.
- 2.81 Following the economic downturn (2008 – 2013), 2016 has brought a return to economic conditions more akin to pre-recession times. The evolution of e-tailing continues to impact on the high street, however the retail industry is increasingly embracing innovative omni-channelling strategies. These are supported by online-influenced sales providing an opportunity for town centres to regain some of the custom they have lost.
- 2.82 Investment in Northern Ireland is being particularly driven in the comparison goods sector, where new retailers look to open up a presence amidst a background of general economic caution. In the short-term, trade is certainly being boosted by the relative weakness of the Pound, and the ability to entice residents of the Republic across the border.
- 2.83 In the Sections which follow, we go on to explore how all of these trends are playing out in Fermanagh & Omagh District, beginning with a snapshot of how the District is providing for its residents at the current time.

## 3.0 Enniskillen and Omagh Town Centres

### Introduction

- 3.1 Before we consider our quantitative analysis of retail capacity in the following Sections, it is firstly helpful here to examine Enniskillen and Omagh Town Centre's qualitatively, and in the context of UK averages. This assessment will help inform the recommendations we reach in Section 8.
- 3.2 The Council are currently under-taking full health-check analysis for the town centres. That work will form part of a separate document and will work alongside our more quantitative analysis to inform the emerging Local Development Plan. Nevertheless, we do here consider our own findings on both the composition of each town centre, as well as customer perceptions.

### Context

#### Role of the Centres

- 3.3 The Regional Development Strategy 2035 (RDS) recognises the inter-regional gateway function of **Enniskillen** being only 1 hours drive to Sligo. Enniskillen performs an important role as the main service centre for the south west of Northern Ireland as well as a strong cross border shopping function given that it borders four counties in the Republic of Ireland - Donegal, Cavan, Leitrim and Monaghan. The area stretching from West Bridge to Dublin Road and Forthill Street is designated as the Commercial Core of Enniskillen (Policy TC1) (Appendix 2, Maps) and contains the traditional 8 concentration of retailing and other town centre uses. The frontages of Belmore Street, East Bridge Street, Townhall Street, the Diamond, High Street and Church Street are designated as Primary Retail Frontage (Policy TC2). This places restrictions on non-retail shop proposals at ground floor level within these streets. The remaining streets within the town centre are secondary shopping areas and proposals for local services, offices and food uses will be determined on locational merits.
- 3.4 The RDS also recognises the strategic location of **Omagh** on the Western Economic Corridor that connects the town with Londonderry and Dublin. Omagh has an extensive town centre boundary which is mainly contained at its southern side by the Great Northern Road but with an extension beyond this as far as the Asda store on Dromore Road. It extends northwards from the river as far as the junction of Lisanelly Avenue/Old Mountfield Road junction. The commercial area of Campsie Road is also included and an area along the Derry Road opposite the PSNI station. Omagh's main shopping frontages are along High Street, Market Street, Bridge Street, John Street and George's Street and areas accessed from them including Scarffe's Entry, Foundry Lane, Prospect Court and Old Market Place. However, the western section of High Street in the vicinity of the courthouse has a concentration of offices.

- 3.5 As Hubs, these towns perform economic roles and their town centres provide a range of employment opportunities, therefore they are expected to be the prime locations for businesses, housing, administration, leisure and cultural facilities (SFG 13). For small towns and villages which have been static or declining and contain areas of social need, an integrated approach between government departments, agencies and communities will ensure that regeneration plans reflect the specific needs of each community.

#### Previous Empirical Work

- 3.6 GL Hearn were previously commissioned by the Department of the Environment Northern Ireland to produce a report entitled “Town Centres and Retailing Research Project” (January 2014). That report provided an overview health-check of both Enniskillen and Omagh. We summarise some of the headline data in respect of both towns in Figure 3.1 below. We also include data from the 2011 Census in order to profile the two towns. We set each against the Northern Irish average.

**Figure 3.1 | Enniskillen and Omagh Towns**

Measure	Enniskillen	Omagh	NI Average
<b>2011 Census</b>			
<i>Population</i>	13,823	19,659	1,810,863
<i>Population Change (2011-2011)</i>	+1.7%	-0.8%	+7.4%
<i>Unemployment</i>	5.2%	5.4%	5.0%
<b>2014 GL Hearn Study</b>			
<i>Town Centre Size</i>	99,330 sq m gross	54,600 sq m gross	68,800 sq m gross <sup>56</sup>
<i>Vacancy Rate (unit nos)</i>	10%	12%	15%
<i>Major Retailers present<sup>57</sup></i>	15	10	n/a
<i>Total number of units</i>	306	265	n/a

- 3.7 The health-check concluded that Enniskillen Town Centre was well served by local independent shopping, with lower-than-average vacancy rates. The Centre was observed to serve a wide rural catchment, offering ample car parking. The town centre environment was said be good on the whole, though issues around the pedestrian environment at the confluence of major roads on the periphery of the centre.
- 3.8 Omagh Town Centre was also observed to have a healthy presence of independent traders. It was also noted that there were a noticeable number of prominent vacant units, but that none were clustered. The report considered that the high street had an extremely high environmental quality,

<sup>56</sup> Excludes Belfast City Centre

<sup>57</sup> As defined by Experian Goad

with a number of historic buildings. The quality dropped off though to the east of Dublin Road/Drumragh Avenue.

- 3.9 We examine further below how the composition of the two town centres has altered between 2013 and now.

#### Town Centre Masterplans

- 3.10 Firstly, each centre has also been subject to a Masterplan and we summarise here the key aims of these plans. The Enniskillen Town Centre Masterplan was produced by URS in November 2012. The Masterplan built on the Enniskillen Retail and Commercial Leisure Capacity Study 2007. That report had recommended that 2,000-3,000 sq m of convenience floorspace, and 4,000-7,000 sq m of comparison goods floorspace, be developed in the town. The Masterplan therefore considered a range of potential development sites in order to meet this identified capacity. In this respect, the main interventions suggested by URS were a re-modelling of Buttermarket to create small scale retail spaces, as well as the PSNI site for the creation of a new hotel and associated leisure uses.
- 3.11 The Omagh Town Centre Masterplan was produced by The Paul Hogarth Company in March 2015. This built on a Retail Capacity Study produced by Strategic Planning in November 2014. That report shows that there was no requirement for any additional convenience goods floorspace, and only a small amount of comparison goods floorspace (1,010 sq m to 2029).

### **Current Town Centre Composition**

#### Enniskillen Town Centre

- 3.12 We have acquired land use data from NI Land and Property Services for the town centre (see **Appendix B**). Alongside this, we are able to contrast the composition of the town centre to the UK average by using data supplied by Experian Goad. The two datasets are not directly comparable in terms of the classification of certain types of properties, so Nexus has made a number of adjustments to allow a direct comparison, as detailed in the source notes. It should also be noted that the 2013 Goad survey covered a smaller area (265 units) than the 2016 LPS work (390 units).
- 3.13 Figure 3.2 compares the LPS data to the Experian averages, by number of units. The data shows that Enniskillen is very comparable to the UK average in almost every category. The number of convenience units is slightly below the UK average, whilst the vacancy rate is slightly above the UK average, and has increased since the GL Hearn survey in 2013.

**Figure 3.2 | Enniskillen Town Centre Composition (2016) – by Unit Numbers**

Enniskillen Town Centre Composition	Units (No.)	Units (%)	Units (%) – UK Avr.
<b>Convenience</b>	23	6.8%	8.6%
<b>Comparison</b>	109	32.2%	32.1%
<b>Retail Services</b>	158	46.7%	47.8%
<b>Vacant</b>	48	14.2%	11.3%
<b>TOTAL</b>	<b>338</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Enniskillen numbers from Land and Property Services, December 2016 ('Mixed stores' reclassified as comparison goods units. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

- 3.14 Figure 3.3 considers the composition of Enniskillen Town Centre, this time in terms of its percentage floorspace composition across the various goods categories. When looked at in floorspace terms, Enniskillen Town Centre deviates considerably from the UK average. The town centre has a number of larger comparison goods stores which contribute to an overall comparison goods floorspace which represents 64.6% of the overall composition. This contrasts the UK average of 35.9%. The likely reason for this is that there are a number of larger stores, including the M&S, Dunnes and other stores at Railway Junction Retail Park, which all fall within the definition of the Town Centre. Elsewhere in the UK, those types of stores might ordinarily form part of an out-of-centre retail park. As a consequence, the overall proportion of convenience goods floorspace, and especially retail services floorspace, is considerably lower than the UK average. This paints a healthy picture, where Enniskillen Town Centre has not seen declining comparison goods provision in deference to large out of centre retail parks, in the same way as many UK centres. This is also reflected in a vacant floorspace of 5.2%, which is considerably less than the UK average of 9.2%. The average unit size in Enniskillen Town Centre is 276 sq m net.

**Figure 3.3 | Enniskillen Town Centre Composition (2016) – by Floorspace (Sq m)**

Enniskillen Town Centre Composition	Floorspace (Sq m)	Floorspace (%)	Floorspace (%) – UK Avr.
<b>Convenience</b>	9,341	10.0%	15.2%
<b>Comparison</b>	60,282	64.6%	35.9%
<b>Retail Services</b>	18,762	20.1%	39.2%
<b>Vacant</b>	4,866	5.2%	9.2%
<b>TOTAL</b>	<b>93,251</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Enniskillen numbers from Land and Property Services, December 2016 ('Mixed stores' assumed to be 2/3 comparison goods floorspace. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

### Omagh Town Centre

- 3.15 In the same way as with Enniskillen Town Centre, Figure 3.4 compares the LPA data to the Experian averages, by number of units for Omagh Town Centre. The data shows that Omagh Town Centre has a significantly lower proportion of retail service fascia's than the UK average. The correlation of this is that there is a slightly above average representation in the number of comparison and vacant units. The proportion of vacant units in Omagh Town Centre (14.4%) is almost identical to that in Enniskillen Town Centre (14.2%). In keeping with Enniskillen, this is also a higher percentage than found by GL Hearn in 2013.

**Figure 3.4 | Omagh Town Centre Composition (2016) – by Unit Numbers**

Omagh Town Centre Composition	Units (No.)	Units (%)	Units (%) – UK Avr.
<b>Convenience</b>	26	6.7%	8.6%
<b>Comparison</b>	158	40.5%	32.1%
<b>Retail Services</b>	150	38.5%	47.8%
<b>Vacant</b>	56	14.4%	11.3%
<b>TOTAL</b>	<b>390</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Enniskillen numbers from Land and Property Services, December 2016 ('Mixed stores' reclassified as comparison goods units. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

- 3.16 Figure 3.5 considers the composition of Omagh Town Centre by floorspace. The amounts of convenience and vacant floorspace are very similar to the UK average. In keeping with the observation we made in respect of Enniskillen Town Centre, it is also apparent that the amount of floorspace devoted to comparison goods traders in Omagh Town Centre significantly exceeds the UK average. This is again due to Omagh bucking the UK trend for having a number of out-of-centre retail parks, and will also be because the Showground Retail Park falls within the LPS town centre boundary (though the Great Northern Retail Park does not). Though vacancy rates are slightly higher than in Enniskillen, the town centre can also be considered to be healthy on the basis of the composition figures.
- 3.17 The average unit size in Omagh Town Centre is notably smaller than in Enniskillen, at 197 sq m net.

**Figure 3.5 | Omagh Town Centre Composition (2016) – by Floorspace (Sq m)**

Omagh Town Centre Composition	Floorspace (Sq m)	Floorspace (%)	Floorspace (%) – UK Avr.
<b>Convenience</b>	12,538	16.3%	15.2%
<b>Comparison</b>	44,870	58.3%	35.9%
<b>Retail Services</b>	12,579	16.4%	39.2%
<b>Vacant</b>	6,912	9.0%	9.2%
<b>TOTAL</b>	<b>76,899</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Enniskillen numbers from Land and Property Services, December 2016 ('Mixed stores' assumed to be 2/3 comparison goods floorspace. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

## NEMS Household Survey Analysis

- 3.18 In Sections 4 and 5, we go on to introduce in detail the Study Area (see **Appendix A**) and results emanating from a Household Telephone survey of 600 households carried out by NEMS Market Research. Those results underpin our quantitative analysis. However, we also took the opportunity to ask a number of qualitative questions about residents likes and dislikes of both Enniskillen and Omagh Town Centres. We briefly summarise those findings here. The full results are contained at **Appendix C** (see Questions 25 to 27b).

### Enniskillen Town Centre

- 3.19 Overall, 71.6% of residents in the Study Area (which includes the whole District and an area of the Republic to the south) visited Enniskillen Town Centre, at least on an occasional basis. Interestingly, this included 74.8% of residents in Zone 6 (the Republic). The level of cross-border activity is something we go on to explore in more detail in Sections 5 and 7.
- 3.20 Q26 of the survey also asks whether residents in the Study Area visited Enniskillen or Omagh Town Centre the most often. 56.9% of residents answered Enniskillen Town Centre. Whilst residents in Zone 1 (Omagh area) had clear preference for visiting Omagh, residents in each of the other survey zones leaned towards visiting Enniskillen for the majority of their town centre trips. This was a very clear majority in Zones 3, 4, 5 and 6. However, residents in Zone 2 (Irvinestown area) were far more likely to visit either, with 54.4% choosing Enniskillen more regularly and 45.6% choosing Omagh.



- 3.21 Turning to consider residents likes and dislikes, we asked at Q27 why residents who did not visit Enniskillen Town Centre, chose not to do so. The results do not highlight any significant issues with the centre. By far the largest number of respondents answered either that they simply 'had no reason to visit', or that it was 'too far from home'. Perhaps the most interesting result though is to examine the answers given in Zone 2 (Irvinestown area) where it is clear that residents live relatively equidistant to both Town Centres and have a choice to make. In that Zone, 21.7% of respondents suggested that 'parking was too inconveniently located'. Occasional 'traffic congestion' was also an answer provided by residents in Zone 3 (Lisnaskea area).

### Omagh Town Centre

- 3.22 Q25 shows that 68.3% of survey respondents visit Omagh Town Centre, at least on occasional basis. This is only just less than the equivalent figure for Enniskillen Town Centre (71.6%). The attraction of Omagh town Centre though is understandably more restricted to residents of the District, with only 20.5% of residents in the Republic (Zone 6) answering that they ever visited the centre.
- 3.23 As detailed previously, Q26 highlighted that Omagh is the preferred centre for 43.1% of Study Area residents. Almost all residents in Zone 1 prefer to visit Omagh over Enniskillen (98.1%), and 44.6% of residents in Zone 2 make the same choice. Enniskillen is understandably though more regularly chosen over Omagh though for the vast majority of residents in Zones 3, 4, 5, and 6.
- 3.24 Q27A did not highlight any significant issues with Omagh Town Centre. As with Enniskillen Town Centre, the vast majority of respondents answered that the town was simply 'too far from home' or that there was 'no reason to visit' the town. However, looking again at the responses in Zone 2 (Irvinestown area), where residents have more of a choice between Omagh and Enniskillen, it is interesting to note that 17.1% of respondents suggested that the centre 'lacked a choice and range of non-food shops'. A number of residents in Zone 3 (Lisnaskea area) also highlighted that there was 'inconveniently located car parking' (12.4%).

### **Town Centre Traders**

- 3.25 The Council advertised consultation events with local traders and business-people in Omagh and Enniskillen. The purpose of the evenings was to outline the findings of the Study and to seek stakeholder views on the evolving nature of the towns, as well as a range of specific matters responding to our Brief; including cross-border trade, the impact of the school closures, and the future direction of identified capacity. A meeting with Omagh traders was held at the Strule Arts Centre on 28<sup>th</sup> February 20217, and a meeting with Enniskillen traders was held on 1<sup>st</sup> March 2017.

3.26 Key themes arising from the **Omagh** traders meeting included:

- Concern that the lack of hotel accommodation in the town depresses the evening economy, footfall to the town centre in general and the ability to attract further numbers of tourists.
- Uncertainty over the future of the town's school sites, including the obvious potential reduction in footfall from school children, as well as their families. However, recognition that the vacated sites represent opportunities to attract potentially beneficial mixed-use developments to the town, with linked trip opportunities.
- Concern about traffic at concentrated peak times, and yet the high street being a 'ghost town' at other times.
- It was felt that the town's retail parks were disengaged from the town centre, with poor links, and that this should be borne in mind when considering the future occupation of the school sites.
- There were not enough taxis to support a fully working night-time economy, and that this might be holding demand back.

3.27 Meanwhile, at the **Enniskillen** meeting, traders raised the following points:

- Recognition that the Asda store was a very significant attractor to the town, including significant inflows from the Republic. It was observed that the currency ramifications of 'Brexit' would have a significant bearing on Enniskillen's retail economy going forward.
- Concern that there have twice been attempts to introduce a ten-pin bowling facility to the town, but that this has yet to transpire. There is a perceived demand.
- Welcoming of planned public realm investments in the town centre arising through the recent Masterplan.
- The large number of family run independent traders in the town was felt to be one of its key strengths.
- Potential issues with the availability of free car parking in the town. At some times, it is common for people to make one or two laps of the ring-road before finding a space.
- Debate as to whether the high street might be pedestrianised. On balance, it was felt that motorised traffic adds to the vibrancy of the centre.

- Important to note that the town centre is an island. There is a limit to developable space without compromising on the character of the centre and/or compromising the availability of car parking. It was noted though that there was more potential to develop evening economy outlets on the banks of the rivers.
- Questions as to whether the soon to be vacated SW College site could be utilised for a budget hotel to further help diversify the stock of local accommodation and support the tourist industry.
- It was recognised that the recent museum development in the town had been a great boost.

## Summary

- 3.28 In this Section we have highlighted a snapshot of the two town centres as the current time. It will be important to consider this analysis alongside the more detailed health-check work being carried out by the Council in due course. Nevertheless, we are able to draw on this snapshot to help inform our recommendations in Section 8. In the following Sections, we go on to examine a quantitative analysis of the District based on market share analysis and gap analysis.

## 4.0 Population and Expenditure

### Introduction

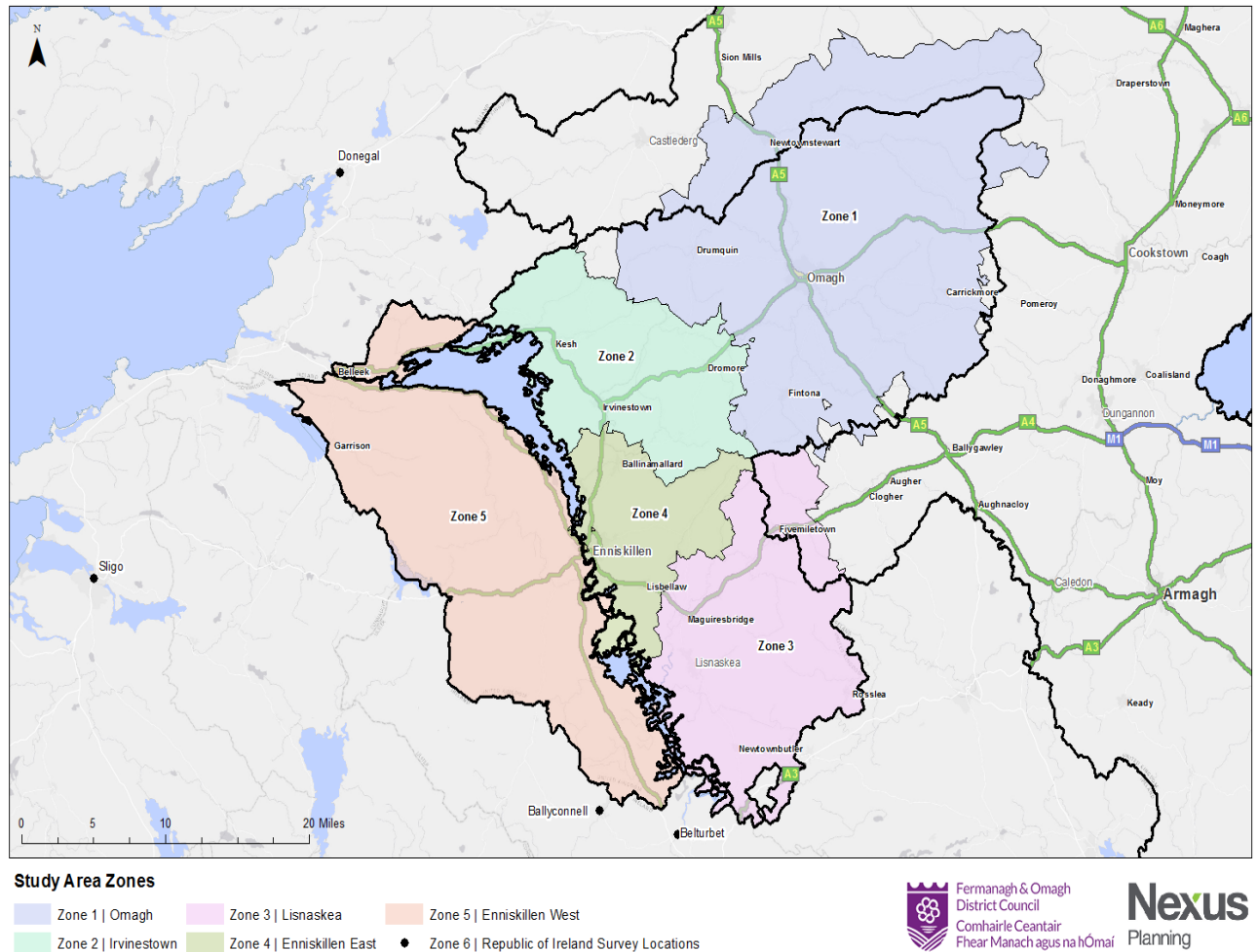
- 4.1 We identify below how we assess the current population and available convenience and comparison retail expenditure within the Study Area, as well as the methodology for forecasting the available expenditure across the plan period. This data has informed our quantitative model of available retail capacity in the Study Area, along with the NEMS Market Research household telephone survey, which we go on to discuss in Section 5.

### Study Area

- 4.2 A key task of this Study was to identify a suitable Study Area. This is the area within which residents of the District and beyond might look to Enniskillen and Omagh for their retail and leisure needs. In keeping with general practice, we then sub-divide the overall Study Area into distinct Zones in order to allow for a more detailed analysis of market share patterns.
- 4.3 We agreed with the Council that the Study Area would comprise 5 defined Zones, which broadly cover the District area. Additionally, we included a Zone 6, to understand the inflows and outflows of trade from the Republic – this covered the towns of Donegal, Sligo, Ballyconnell and Belturbet, as we discuss in more detail when analysing the survey results in Section 5.
- 4.4 Figure 4.1 shows the definitions of the survey zones by postal sector, whilst Figure 4.2 shows the geographical extent of the Study Area (also contained at **Appendix A**).

**Figure 4.1 | Definitions of Survey Area Zones**

Survey Zone	Postcode Sectors
<b>Zone 1   Omagh</b>	BT78 1-2, BT78 4-5, BT79 0, BT79 7-9
<b>Zone 2   Irvinestown</b>	BT78 3, BT93 0-1, BT93 8, BT94 1
<b>Zone 3   Lisnaskea</b>	BT75 0, BT92 0, BT92 5-8, BT94 4
<b>Zone 4   Enniskillen East</b>	BT74 4, BT74 6, BT94 2-3, BT94 5
<b>Zone 5   Enniskillen West</b>	BT 74 5, BT74 7-9, BT92 1-4, BT92 9, BT93 2-7
<b>Zone 6   ROI</b>	N/A

**Figure 4.2 | Survey Area Zones**

## Study Area Population

- 4.5 Having defined an appropriate Study Area, we then extrapolate 2016 population data for each Zone using Experian census software (Micromarketer G3). This data is based on the latest mid-year estimates for the postcode sector geography of the Study Area. Notably, the Study Area boundary is a 'best fit' for the District boundary, but there are small geographic differences. As can be seen in Figure 4.2, the Study Area is slightly larger than the District boundary. As a result, the Experian postcode sector based population for the Study Area at 2016 (126,248) is slightly larger than the NISRA estimate of population for Fermanagh and Omagh District at 2016 (116,146)<sup>58</sup>.

<sup>58</sup> NISRA 'Population projections for areas within Northern Ireland'. Published 25<sup>th</sup> May 2016.

- 4.6 Taking the Experian figures for Zones 1-5 as the starting point, we then grow the population projections year on year using the NISRA data. That data suggests that there will be an increase of around 5.7% in the population of the District over the period 2016-2030.
- 4.7 Applied to the Experian base data figures, we therefore project that the 2016 Study Area population of 126,248 will increase by 5.7% to 133,481 people by 2030. We present this on a Zone by Zone basis in Figure 4.3 below.

**Figure 4.3 | Population across the Study Area by Zone**

Zone	2016	2020	2025	2030
<b>Zone 1   Omagh</b>	51,955	53,039	54,128	54,932
<b>Zone 2   Irvinestown</b>	14,926	15,238	15,550	15,781
<b>Zone 3   Lisnaskea</b>	18,790	19,182	19,575	19,866
<b>Zone 4   Enniskillen East</b>	18,248	18,628	19,010	19,293
<b>Zone 5   Enniskillen West</b>	22,329	22,795	23,263	23,609
	<b>126,248</b>	<b>128,882</b>	<b>131,526</b>	<b>133,481</b>

Source: Appendix D, Table A1

## Retail Expenditure

- 4.8 Retail expenditure data (in the form of convenience and comparison goods expenditure per capita) has been sourced from the in-house Experian Micromarketer G3 system.
- 4.9 The data takes account of the socio-economic characteristics of the local population to provide local consumer expenditure calculations. Experian is a robust source of population and expenditure data that is widely used for calculating retail capacity across the industry.
- 4.10 Expenditure data from Experian is provided at a base year of 2014 in 2015 prices (as is every subsequent monetary value) and has been projected forward using per capita growth forecasts derived from the latest Experian Planner Briefing Note 14 (November 2016).
- 4.11 As identified in Figure 4.4, Experian forecasts suggest that convenience goods expenditure will fall in 2017, and even more so in 2018, as a result of a trend towards more price conscious shopping patterns and the growth of high street discounters such as Lidl and Aldi, as discussed in further detail in Section 2. Marginal growth is not now anticipated in the convenience goods sector until towards the end of the Plan period, with a consistent 0.1% growth per annum forecast over the period 2024-2030.
- 4.12 Comparison expenditure is shown to have risen by 3.3% in 2016, before levelling off to 1.4% in 2017 and 1.0% in 2018. Experian then forecast a steady growth of 3.0% per annum over the period 2019-2023, and 3.2% over the period 2024-2030, as comparison retailers incorporate newer technologies,

innovations and formats (including 'click and collect') in order to respond to the increasing competition from internet shopping.

- 4.13 Experian note that long term forecasts should be treated with caution and subject to regular reviews, given the wide range of factors that can impact on the broader national economy.

**Figure 4.4 | Retail Expenditure Forecasts for Fermanagh and Omagh**

Year	Convenience growth rates	Comparison growth rates
2016	0.0%	3.3%
2017	-0.2%	1.4%
2018	-0.9%	1.0%
2019	0.0%	3.0%
2020	0.0%	3.0%
2021	0.0%	3.0%
2022	0.0%	3.0%
2023	0.0%	3.0%
2024	0.1%	3.2%
2025	0.1%	3.2%
2026	0.1%	3.2%
2027	0.1%	3.2%
2028	0.1%	3.2%
2029	0.1%	3.2%
2030	0.1%	3.2%
2031	0.1%	3.2%

Source: Table 1a, Experian Retail Planner Briefing Note 14, November 2016

## Non-Store Retailing or Special Forms of Trading

- 4.14 Special forms of trading (SFT) are defined by Experian as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies and are discussed in detail in 'Growth in E-Tailing (or E-Commerce)' in Section 2.
- 4.15 Experian Retail Planner Briefing Note 14 (November 2016) provides estimated forecasts of internet and other SFT, which allows for us to 'strip out' any expenditure that survey respondents suggest is made by SFT and instead utilise Experian's forecasts. This ensures that the proportion of SFT accounted for in our modelling increases in line with Experian forecasts as opposed to remaining constant at current levels.
- 4.16 Many stores offer online sales, but source goods from regular stores' stock as is often the case for foodstores where employees will carry out online orders from stores' shelves each morning before

they open to the general public. These orders are then delivered by dedicated vans at each store and as such the online expenditure is attributed to tangible stores. Experian provides 'adjusted' figures, cited below at Figure 4.5, which make an allowance for these online sales derived from individual stores so as to ensure that the expenditure is counted as 'available' spend within the Study Area.

**Figure 4.5 | 'Adjusted' Special Forms of Trading Market Share Forecasts**

Year	Adjusted Convenience SFT	Adjusted Comparison SFT
2016	3.0%	13.2%
2020	3.7%	15.3%
2025	4.5%	15.9%
2030	4.9%	16.3%

Source: Appendix 3, Experian Retail Planner Briefing Note 14, November 2016

## Convenience Goods Expenditure

- 4.17 Projecting forward available expenditure per capita and population growth for each survey zone in 2016, 2020, 2025 and 2030, we are able to estimate the total available convenience and comparison goods expenditure.

**Figure 4.6 | Total Available Convenience Goods Expenditure across the Study Area**

2016	2020	2025	2030	Growth 2016-2030
£269.9 m	£270.6 m	£274.4 m	£278.7 m	£8.7 m

Source: Table 2a, Appendix D

- 4.18 As identified in Figure 4.6 above, in 2016 it is estimated that the resident population of the Study Area spent £269.9m on convenience goods, which is expected to increase by £8.7m (3.2%) to £278.7m by 2030.
- 4.19 For the purpose of the Study this total available convenience expenditure is split across two sub-categories, with a Study Area average of 77.2% of spending attributed to main food shopping trips and 22.8% attributed to 'top-up' shopping trips (as derived from the NEMS Household Survey on a zone by zone basis).

## Comparison Goods Expenditure

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



**Figure 4.7 | Total Available Comparison Goods Expenditure across the Study Area**

2016	2020	2025	2030	Growth 2016-2030
£358.1m	£387.6m	£455.9m	£540.4m	<b>£182.3m</b>

Source: Table 8, Appendix D

- 4.21 Applying the increases in population and comparison goods expenditure per capita, Figure 4.7 above estimates that the resident population of the Study Area generated £358.1m of comparison goods expenditure in 2016, rising to £540.4m in 2030 (an increase of £182.3m or 50.9%).

## Summary

- 4.22 The base data established in this section is now utilised, in conjunction with our analysis of the market shares of retailers across the Study Area in Section 5, to inform our subsequent analysis of retail expenditure capacity in Section 6.

## 5.0 Original Market Research

### Introduction

- 5.1 Nexus has partnered with specialist consultancy NEMS Market Research Ltd in order to identify shopping and leisure patterns, preferences and trends through a comprehensive household telephone survey of residents across the Study Area. This data provides the underlying structure of our quantitative retail capacity modelling, which is used to calculate the capacity for new retail floorspace across the Study Area over the plan period.
- 5.2 NEMS has gathered empirical evidence through undertaking a household telephone survey of 500 households within the Council area in October/November 2016. The Survey Area is described previously in Section 4.
- 5.3 The Council has asked us to specifically consider the issue of cross-border trade with the Republic, and so a further 100 door-to-door surveys were carried out with households in the Republic to understand their propensity to visit retail and leisure facilities within the Council area. We also discuss the findings of this survey below.
- 5.4 There are potential limitations with such datasets, which are restricted by the number of surveys that can be carried out across the Study Area, as well as the length of the household and door-step questionnaire itself. In order to minimize any statistical error, the results of the survey are weighted according to the population profile in each zone, as set out in **Appendix C**. As such, the NEMS results are understood to provide a broad, representative indication of the market shares of retail and leisure destinations across the Study Area.

### Household Telephone Survey

- 5.5 Being a newly created Council area, our Study is the first of its type for Fermanagh & Omagh. We are not therefore able to compare and contrast our survey results with those of any predecessors, as is commonly the case elsewhere and will be the case in the future. The approach we therefore adopt in this section is to examine the market shares identified from each of the 6 Zones for convenience and comparison goods retail. The market share for leisure facilities is described separately in Section 7, where those qualitative findings are tied into our quantitative capacity analysis. This section, and following Section 6, therefore concentrate fully on analysis of the retail element of this Study.
- 5.6 The shopping patterns that result from the household survey provide the basis of the calculations of the retail expenditure at each retail destination by extrapolating the total available expenditure provided by Experian MMG3 (as discussed in Section 4). As noted above, a limitation of the

household survey is that the results may underestimate trade to smaller centres and retail facilities. In order to counter this, we ask respondents for the destination that they last made a purchase so as to record more infrequent purchases including drive-by and impulse shopping that are more likely to be at smaller centres and stand-alone stores.

- 5.7 The household survey also provides details of linked trips between various destinations, the use of other town centre facilities, the most popular means of travel to each centre and the frequency of visits. Whilst it is not part of our commission to undertake a full health-check of Enniskillen and Omagh, an exercise the Council will be undertaking separately, we do nevertheless set out some headline findings from the Household Survey as these results usefully underpin our recommended distribution of retail floorspace, which is more fully discussed in Sections 6 (Retail Capacity) and 8 (Recommendations).
- 5.8 The full tabulations of the results of the household telephone survey are provided at **Appendix D**. Where we refer to Zones 1-5, these correspond to the Zone Plan set out at **Appendix A**. The 100 sample door-step survey of residents in the Republic was carried out amongst households in Donegal, Sligo, Ballyconnell and Belturbet (25 in each). These cross-border towns were chosen by NEMS Market Research for being of sizable population (in the case of Donegal and Sligo), picking up the observed flow of trade into Enniskillen (Ballyconnell and Belturbet), as well as representing a geographic spread along the western and southern borders.

## Convenience Goods

- 5.9 In overall terms, the District is very self-sufficient in terms of its retention of convenience goods shopping locally. Figure 5.1 summarises the full results of Table 3 at **Appendix D**, and shows that:

### Main Food Shopping

- 94.8% of all main food shopping carried out by residents of the District is carried out within the District itself.
- Three large foodstores account for almost two-thirds of the main food spending of the District population – Asda in Omagh (22.9% of all main food spending), Asda in Enniskillen (20.0%) and Tesco in Enniskillen (16.0%). No other single destination has a greater market share than 4.0% (Dunnes, Omagh).
- 10.7% of main food trips made by border region residents in Zone 6 (ROI) are carried out in the District. The vast majority of those trips (9.2%) are made to destinations within Enniskillen (Zone 4), predominantly to the Asda store.

- Of the 5.2% of District residents main food spending which is carried out outside the District, 1.2% is carried out over the border in Zone 6, with the small residual amount (4.0%) being carried out beyond the Study Area at destinations such as Strabane and Dungannon.
- Regarding their main food shopping, residents across the Study Area also suggested that, on average, they:
  - Spent £81.65 per household every week (Q5);
  - Carried out a main food shopping trip at least once a week (Q6);
  - Travelled by car (as driver or passenger) 88.3% of the time, with a further 7.0% walking (Q7); and
  - Travelled an average of 14.75 minutes to get to their destination (Q8).

#### Top-up Shopping

- 94.4% of all top-up shopping carried out by residents of the District is carried out within the District. Ordinarily, it would be surprising that top-up goods retention is lower than main food spending. This can though be explained by the significantly lower proportion of Zone 6 residents (ROI) who cross the border to carry out their top-up food shopping trips (3.2%, compared to 10.7% for main food).
- Top-up shopping trips are spread across a far more diverse range of shopping destinations than main food shopping trips. The largest market shares are attracted to Local Shops in Omagh Town Centre (11.9%) and Local Shops in Enniskillen Town Centre (10.4%).
- Smaller shops in more rural settlements account for a significant proportion of residents spending. These are typically small Spar or Costcutter units, which are either standalone stores or forming part of a petrol filling station operation.
- Regarding their top-up shopping, residents across the Study Area also suggested that, on average, they:
  - Spent £26.00 per household every week (Q15); and
  - Carried out a top-up shopping trip around 3 times a week (Q6).

**Figure 5.1 | Convenience Goods - Market Share of District Residents spending (%)**

Destination	Main Food	Top-up Food
Asda, Omagh	22.9%	1.7%
Others, Zone 1 (Omagh area)	17.4%	36.1%
Zone 2 (Irvinestown area)	2.8%	9.3%
Zone 3 (Lisnaskea area)	6.7%	13.0%
Asda, Enniskillen	20.0%	5.6%
Tesco, Enniskillen	16.0%	2.9%
Others, Zone 4 (Enniskillen East area)	5.8%	17.6%
Zone 5 (Enniskillen West area)	3.3%	8.2%
<b>Fermanagh &amp; Omagh District</b>	<b>94.8%</b>	<b>94.4%</b>
Zone 6 (ROI)	1.2%	1.5%
Outside Study Area	4.0%	4.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Appendix D, Table 3

## Comparison Goods

5.9 Turning to consider comparison goods, we examine market shares across the range of categories defined by Experian. These eight categories cover all ranges of bulky and non-bulky items. The full results of our market shares analysis are set out at Tables 9-23 of **Appendix D**. We set out a summary of these results at Figure 5.2. The headline findings are that:

- The amount of comparison goods spending retained within the District ranges from 82.4% (recreation goods) to 98.1% (chemist goods). All other comparison goods ranges fall in-between. By UK standards, this is an exceptionally high level of comparison goods retention. It is indicative of the relative geography of the District relative to other major retail centres (more commonplace in Northern Ireland), and the overall attraction of both Enniskillen and Omagh Town Centres which encompass large footplate comparison goods retail parks within their boundaries.
- Unsurprisingly, Enniskillen and Omagh provide for the vast majority of the District's market share across all ranges of comparison goods categories. Enniskillen provides especially well for large electrical, books, and small media items, whilst Omagh is more accented towards DIY goods. The two towns provide roughly equally for all other categories.
- Only relatively small amounts of trade leak from the District (Zones 1-5) to destinations elsewhere (10.5%). Belfast (3.9%) is the largest recipient of this leakage of comparison goods spend, with the remainder spread across a large number of destinations (Table 25, **Appendix D**).

- Residents of border Zone 6 (ROI) carry out a notable proportion of their comparison goods spending within the District. Larger cross-border trading patterns include 23.9% of spending by Zone 6 residents on recreation goods in the District, 20.3% on electrical goods and 16.9% on clothing and footwear. In common with convenience goods spending patterns, almost all of this trade is directed towards Enniskillen (99.0%) (Table 25, **Appendix D**).

**Figure 5.2 | Comparison Goods - Market Share of District Residents Spending (%)**

Destination	Comparison Goods Spending								
	Clothing	Books etc.	Household	Recreation	Chemist	Electrical	DIY	Furniture	All Comparison
<b>Omagh</b>	42.4%	34.0%	41.6%	39.4%	41.0%	40.9%	48.3%	33.2%	<b>40.5%</b>
<b>Enniskillen</b>	43.9%	48.7%	39.1%	41.7%	36.9%	50.8%	33.0%	34.7%	<b>41.8%</b>
<b>Others in District</b>	3.1%	3.8%	9.6%	1.3%	20.2%	4.7%	15.3%	18.7%	<b>7.2%</b>
<b>District Sub-Total</b>	<b>89.4%</b>	<b>86.5%</b>	<b>90.3%</b>	<b>82.4%</b>	<b>98.1%</b>	<b>96.4%</b>	<b>96.6%</b>	<b>86.6%</b>	<b>89.5%</b>
<b>Zone 6 (ROI)</b>	0.4%	0.8%	0.6%	0.4%	0.0%	0.8%	0.7%	0.8%	<b>0.5%</b>
<b>Outside the Study Area</b>	10.2%	12.7%	9.1%	17.2%	1.9%	2.8%	2.7%	12.6%	<b>9.9%</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Appendix D, Tables 9-23

## Enniskillen – Market Share Analysis

- 5.10 Enniskillen provides very well for the needs of its own population. Considering convenience goods firstly, Zone 4 (which includes the main urban area of Enniskillen), provides for 95.3% of its residents own main food spending. 45.6% of local residents use the Asda store, whilst 36.3% use the Tesco store. Smaller main food market shares are attracted by the Lidl (3.7%) and Dunnes (3.5%) stores.
- 5.11 Turning to consider top-up food shopping, Enniskillen again provides for the majority of its own population. Zone 4 residents carry out 93.4% of their spending in the Enniskillen area, with the main recipients of that trade being local stores in Enniskillen Town Centre (32.7% of all trade). As a reverse of the popularity for main food shopping, Tesco (14.5%) is slightly more popular for top-up shopping than Asda (12.4%). Notably as well, shops in the rural area surrounding Enniskillen also contribute significantly towards meeting the top-up needs of the local population; including local shops in Ballinamallard (5.8%), Lisbellaw (5.4%) and Tempo (5.4%).

- 5.12 All residents in Zone 4 carried out their main food shop in the District, and only 1.1% carry out their top-up food shopping outside the District.
- 5.13 In terms of comparison goods, Zone 4 residents again look primarily towards Enniskillen for all their needs. In overall terms, 86.2% of all comparison goods spending made by residents in Zone 4 is carried out in the town.
- 5.14 Considering some of the main comparison goods categories, 87.0% of residents carry out their clothing and footwear shopping in the town, 92.1% for their electrical items, 82.4% for DIY goods, and 86.3% for items of furniture. All categories of comparison goods are evidently well provided for in Enniskillen, with the only notable leakage of trade being in the sale of toys and recreation goods where stores in Omagh pick up 11.7% of trade.
- 5.15 Overall, residents in Zone 4 make 6.4% of their comparison goods trips to destinations outside the Study Area. The main recipient is Belfast (4.3% of trade). Only very small amounts of trade are carried out in the Republic (0.6%).

### **Omagh – Market Share Analysis**

- 5.16 Study Area Zone 1 covers the main urban and rural area surrounding Omagh. Considering firstly main food shopping, Omagh provides for 83.0% of its own residents, with the Asda (49.3%) being the most popular destination, followed by Dunnes (9.4%) and smaller local shops (7.1%). Of the 17.0% of main food trips being made outside the town, the greatest proportion are to the Supervalu in Fintona (4.1%).
- 5.17 Omagh accounts for a smaller proportion of its local areas top-up shopping needs, with 59.2% of residents visiting stores in the town, with small stores in the town centre attracting the largest proportion of those trips (28.7%). The remainder of top-up shopping trips are attributed to a large number of smaller stores in Omagh and the surrounding network of villages.
- 5.18 Just over 10% of main food and around 12% of top-up shopping trips made by residents in Zone 1, were carried out outside the Zone.
- 5.19 Similar to Enniskillen, Omagh also provides well for its local population in terms of comparison goods. Around 82.8% of all comparison goods spending carried out by residents in Zone 1 is carried out in the town. In terms of individual comparison goods categories, notable results are that 86.9% of clothing and footwear trade is carried out in the town, 88.9% of electrical goods shopping, and 86.4% of DIY shopping. At the lower end of the scale was furniture goods at 71.5% (though a further 10.8% shop at nearby Newtownstewart).

- 5.20 The largest recipients of comparison goods trade to leak outside of Zone 1 are Strabane (2.9% of comparison goods trips made by Zone 1 residents) and Belfast (2.7% of such trips). Residents of Zone 1 carry out just 0.1% of their comparison goods shopping trips in the Republic.

## **Cross-Border Trade – Market Share Analysis**

### Inflow

- 5.21 We have described the patterns of cross-border trade to and from the Republic throughout this Section. To summarise though, our Study shows that there is only limited cross-border inflow from the Republic, and that what trade there is, relates almost entirely to Enniskillen.
- 5.22 Residents surveyed in the Republic carry out 10.7% of their main food shopping in the District. This is comprised 9.2% to stores in Enniskillen (primarily the Asda) and 1.4% to stores in Omagh (the M&S). Only a very small amount of their top-up shopping trips (3.2%) are made to the District.
- 5.23 It is not possible to accurately quantify this inflow in terms of monetary amounts. That would require a more detailed shopper survey of large proportions of the Republic. However, as we detail further in Section 6, we estimate, conservatively, that this inflow of convenience goods trade is worth at least £6m per annum to the District.
- 5.24 Interestingly, residents of the Study Area listed being 'near to home' as their first choice reason to choose a main food shopping destination (25.0% of respondents, Q3, Appendix C), with the second most popular reason being the 'choice of food goods available' (13.5%). This followed a similar pattern across Zones 1-5. However, when it comes to Zone 6, residents of the Republic listed 'value for money' (16.6%) and 'lower prices' (14.9%) as their main drivers. This is indicative of the current market climate, where shopping in Northern Ireland is seen to be better value in the border regions. This also reflected in the answers to Q8 of Appendix C, where residents in Zone 6 are also prepared to travel the longest distances for main food shopping (19.71 minutes, versus a Study Area average of 14.75 minutes). In view of the current uncertainties around the impact of 'Brexit', these may or may not be long-term trends, and so caution must be applied when forecasting in this area.
- 5.25 The inflow of comparison goods trade is even more notable. For example, residents in Zone 6 carry out 16.9% of their clothing and footwear trips to stores in the District, with Enniskillen accounting for 15.2% of that trade. The District also accounts for 23.9% of trips for toys and recreation (23.2% to Enniskillen) and 20.3% of electrical items (19.6% to Enniskillen).



Outflow

- 5.26 There is only a very limited outflow of main food trade from the District to the Republic. This equates to just 1.2% of trade. The outflow of top-up food trade amounts to 1.8% of trips. The largest proportion of these trips originate from residents in Zone 3 (Lisnaskea area).
- 5.27 Retail destinations in the Republic only account for around 0.9% of all comparison goods trips made by residents of the District.
- 5.28 Our results suggest that the District is a net importer of both convenience and comparison goods trade with the Republic.

## 6.0 Retail Capacity

### Introduction

- 6.1 One of the key aims of this Study is to provide recommendations on the capacity for new retail floorspace over the plan period to 2030. The use of long term projections should be treated with caution and reviewed regularly in order to test the accuracy of the forecasts against emerging datasets. External national and international factors can influence the wider performance of the economy, which can have trickle down effects on local shopping patterns. One such example has been the trend toward convenience discounters (such as Lidl and Aldi) in response to the period of economic downturn between 2008 and 2013.
- 6.2 We would also note that any identified retail capacity across the Study Area does not necessarily equate to justification for new retail floorspace in and of itself (especially in out-of-centre locations), and any such development would be required to be assessed in line with national policy in terms of impacts on the vitality and viability of town centres, the potential to prejudice emerging town centre developments, and the 'town centre first' sequential approach to site selection.
- 6.3 Detailed quantitative retail capacity tables are enclosed at **Appendix D**.

### Methodology

- 6.4 Retail capacity modelling follows a consistent, robust methodology which incorporates a number of datasets and informed assumptions:

$$\text{Expenditure (£m)} - \text{Turnover (£m)} = \text{Surplus or Deficit (£m)}$$

- 6.5 Experian MMG3 census software is used to provide localised expenditure per capita per annum for various forms of retail spending. These figures are then projected forwards on the basis of population growth, changes in expenditure over time and Special Forms of Trading (SFT) such as internet shopping.
- 6.6 The turnover of existing retailers across the Study Area is calculated on the basis of average sales densities, or turnover, per square metre. Various retail planning sources such as Verdict UK Food & Grocery Company Briefing Reports and Mintel Retail Rankings provide average (or benchmark) sales densities for all national multiple retailers.
- 6.7 The surplus or deficit equates to the difference between the available retail expenditure across the Study Area and the turnover of the existing facilities within the Study Area. If the total turnover is greater than the available expenditure then the model would identify an oversupply of retail

floorspace, whilst a surplus of expenditure would suggest capacity for additional retail floorspace.

- 6.8 Once the surplus or deficit of expenditure is calculated, it is then presented in floorspace figures (using average sales density assumptions) in order to demonstrate the findings within a 'real world' context. Often surplus figures are presented under a number of different scenarios representing various retailers. For example, considering convenience spend, discount retailers (such as Aldi and Lidl) operate at a lower sales density than the 'big 4' (Tesco, Asda, Sainsbury's and Morrisons).

### **Capacity for Future Convenience Goods Floorspace**

- 6.9 For robustness, when assessing the capacity for new convenience retail floorspace we adopt a constant market share in line with findings of the latest household survey (i.e. that stores across Fermanagh & Omagh District will continue to draw 101.8% of all comparison goods spending across the Study Area – see Table 6a of **Appendix D**) on the basis of the comparable strength of offer of the surrounding centres.
- 6.10 In addition to allowing for growth in retail expenditure over the plan period (as considered in Section 4), we utilise data provided within the Experian Retail Planner Briefing Note in order to take account of forecast growth in efficiencies in retailers trading (for example, through the adoption of new technologies and more efficient use of available floorspace). Floorspace efficiencies are estimated to have a greater impact on comparison retailers than convenience retailers over the plan period as the rise of food discounting continues to subdue projected efficiencies in turnover of existing convenience retail floorspace.
- 6.11 We go on to make a number of statistical assumptions through the quantitative capacity exercise in order to account for a number of variables:
- Utilising a 'goods based' approach, we strip out expenditure for non-food comparison goods such as clothing, household goods, CDs, DVDs and other media that are now commonly sold at major foodstores. These assumptions are made in line with floorspace figures sourced from Verdict UK or, where data is not available, Nexus professional judgement based on site visits.
  - We also make assumptions as to the gross to net sales floorspace of each store, again utilising online planning records where available, Verdict UK Food & Grocery Retailers 2014 or Nexus professional judgement.
  - Finally, we consider whether foodstores are likely to attract any additional 'inflow' from outside of the Study Area. We have based this assessment on the results obtained from survey Zone 6 (ROI), as well as potential inflow from other areas in Northern Ireland.

- 6.12 We then go on to calculate the anticipated turnover of all major convenience goods operators on the basis of the published company sales data, referred to as 'benchmark' turnover. 'Benchmark' turnover is calculated from national average 'sales densities' (turnover per square metre) from sources such as Verdict UK Food & Grocery Company Briefing Reports and Mintel Retail Rankings. By comparing the turnover estimates derived from the findings of the household survey (total available expenditure distributed on the basis of each destinations market share) to the benchmark turnovers, we are able to establish where stores are trading above (overtrading) or below (undertrading) company averages. For stores located outside of designated town centres, surplus expenditure over and above benchmark turnover is considered to be available as this suggests that existing convenience goods providers in the Study Area are stretched and overproviding to meet the existing need.
- 6.13 As smaller convenience retailers and local traders may not publish annual turnover figures and there is not a standardised dataset available, local town centre stores are assumed to be trading in line with the findings of the household survey (at 2016), or 'at equilibrium'. We provide a detailed assessment of this benchmark exercise measuring the performance of convenience retailers at Table 5, **Appendix D**.
- 6.14 On the basis of the household survey, we identify that convenience retailers within Fermanagh & Omagh turnover an estimated £255.6m, higher than the benchmark turnover of £192.3m at 2016. This overtrade equates to £69.1m of additional expenditure across the Study Area, or 32.9% above company averages. Very notably, the three largest foodstores in the District are all surveyed to over-trade by significant amounts – Asda in Omagh by £23.8m, Asda in Enniskillen by £17.0m and Tesco in Enniskillen by £14.8m. The combination of these stores over-trade is £55.6m, which accounts for the vast majority of the net over-trade position. Other stores which are clearly performing well are the Spar and Lidl stores in Omagh, and the Lidl in Enniskillen.
- 6.15 Only a handful of stores are shown to under-trade. Of those which do, the most significant are the Co-op store in Fivemiletown (-£1.4m) and the Iceland store in Enniskillen (-£1.2m).

**Figure 6.1 | Convenience Goods Surplus in Fermanagh & Omagh District**

Year	Benchmark Turnover (£m) <sup>1</sup>	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
<b>2016</b>	192.3	255.6	5.8	69.1
<b>2020</b>	190.6	256.3	5.8	71.5
<b>2025</b>	190.0	259.9	5.9	75.7
<b>2030</b>	191.0	263.9	6.0	79.0
<b>Study Area Market Share (%)</b>		<b>94.7%</b>		

<sup>1</sup> Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

<sup>2</sup> Assumes constant market share claimed by Fermanagh & Omagh District facilities at 94.7% from Study Area (allows for no inflow)

Source: Table 6a, Appendix D

- 6.16 Figure 6.1 identifies a surplus of £69.1m expenditure in 2016, rising to £71.5m in 2020 taking account of increases in population, expenditure and floorspace efficiencies. Surplus is estimated to grow to £75.7m by 2025 and £79.0m by 2030.
- 6.17 'Inflow' is the amount estimated to be taken by each store or centre from beyond Zones 1-5. This is based on professional judgment. In this case, we have primarily based our estimates on reported flows of trade into Enniskillen from over the border, with Asda in Enniskillen, for example, assumed to receive a 10% inflow of trade from outside the District. Smaller amounts are assumed to flow into Omagh and other parts of the District. Our estimates are likely to be conservative, which we consider to good practice when considering floorspace capacity, and particularly appropriate in the current case given the sensitivity of cross-border trade arising from currency fluctuations whilst the implications of 'Brexit' remain unresolved.
- 6.18 We then consider committed, emerging and extant permissions for new convenience retail floorspace across the District that could come forward over the next few years. We do not take into account proposed allocations for retail floorspace that do not benefit from extant and implementable permission over the plan period. In total, these committed developments equate to a net convenience floorspace of 9,387 sq m and an estimated turnover of £110.4m.

**Figure 6.2 | Convenience Goods Floorspace Capacity in Fermanagh & Omagh District**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	69.1	110.4	-41.2	-3,200	-4,100
<b>2020</b>	71.5	109.6	-38.1	-3,000	-3,800
<b>2025</b>	75.7	109.3	-33.5	-2,700	-3,400
<b>2030</b>	79.0	109.8	-30.8	-2,400	-3,100

<sup>1</sup> Average sales density assumed to be £12,777 per sq m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015

<sup>2</sup> 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,108/sq m.

Source: Table 6d, Appendix D

- 6.19 Taking account of committed turnover, we identify a residual turnover of £-41.2m at 2016, increasing to £-30.8m at 2030. Using average sales densities to cater for minimum (a large supermarket operator) and maximum (a combination of discount foodstores and larger supermarket operators) scenarios, we calculate that when the District is viewed as a whole, there is no capacity for additional convenience goods, should all of the committed developments come forward, as identified in Figure 6.2.
- 6.20 However, as part of our commission, we have also been asked to conduct a finer grain analysis to understand whether capacity exists separately in a) Enniskillen, b) Omagh, or c) the rest of the District. This analysis is contained at Tables 6e to 6p at Appendix D. By analysing the breakdown of individual market shares for each of the three areas alongside their survey derived turnovers, we identify convenience goods capacities as show in Figures 6.3 (Enniskillen), 6.4 (Omagh) and 6.5 (rest of the District).
- 6.21 The three floorspace capacities sum to the District-wide figures set out in Figure 6.2 (allowing for rounding). For example, the maximum forecast capacity in 2030 is plus 2,200 sq m net in Enniskillen, minus 6,000 sq m net in Omagh, and plus 600 sq m net in the rest of the District. This sums to minus 3,100 sq m net (as per Figure 6.2, allows for rounding).
- 6.22 The notable aspect of this analysis is that District, when viewed as a whole, shows a negative capacity for convenience goods floorspace until the end of the Plan period. However, when broken down into these three geographies, it is clear that there is a significant deficit of expenditure in Omagh, which overrides surpluses in Enniskillen and in the rest of the District. This is largely a virtue of the significant convenience goods commitments in Omagh which total £94.9m (see Table 6k). We discuss the implications of this variance in our recommendations in Section 8.

**Figure 6.3 | Convenience Goods Floorspace Capacity in Enniskillen**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	34.0	15.5	18.5	1,400	1,800
<b>2020</b>	34.9	15.4	19.5	1,500	1,900
<b>2025</b>	36.5	15.3	21.2	1,700	2,100
<b>2030</b>	37.9	15.4	22.5	1,800	2,200

<sup>1</sup> Average sales density assumed to be £12,777 per sq m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015

<sup>2</sup> 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,108/sq m.

Source: Table 6h, Appendix D

**Figure 6.4 | Convenience Goods Floorspace Capacity in Omagh**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	31.2	94.9	-63.7	-5,000	-6,300
<b>2020</b>	32.0	94.2	-62.3	-4,900	-6,200
<b>2025</b>	33.5	93.9	-60.5	-4,800	-6,100
<b>2030</b>	34.6	94.4	-59.8	-4,700	-6,000

<sup>1</sup> Average sales density assumed to be £12,777 per sq m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015

<sup>2</sup> 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,108/sq m.

Source: Table 6i, Appendix D

**Figure 6.5 | Convenience Goods Floorspace Capacity in the rest of the District**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	4.0	0.0	4.0	300	400
<b>2020</b>	4.7	0.0	4.7	400	500
<b>2025</b>	5.8	0.0	5.8	500	600
<b>2030</b>	6.5	0.0	6.5	500	600

<sup>1</sup> Average sales density assumed to be £12,777 per sq m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015

<sup>2</sup> 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,108/sq m.

Source: Table 6p, Appendix D

## Capacity for Future Comparison Goods Floorspace

- 6.23 The methodology for calculating capacity for comparison goods floorspace differs from that used to model capacity for convenience goods floorspace. The principal reason for this is that there are no robust, industry standard benchmark sales densities for calculating the turnover of smaller independent retailers that typically make up the majority of the comparison provision of town centres (although it is noted that Mintel Retail Rankings do provide published sales densities for national multiple comparison retailers). Moreover, the trading levels of comparison retailers can fluctuate significantly depending on a number of localised variables, most notably the location of the retailer relative to similar providers (as customers are likely to link multiple comparison goods trips and retailers in close proximity to each other provide a greater draw).
- 6.24 As such, we adopt the approach that comparison goods retailers across the Study Area are trading 'at equilibrium' at 2016 (which adopts the survey derived turnover) and examine capacity by measuring the growth in available expenditure to 2030.

**Figure 6.6 | Comparison Goods Surplus in Fermanagh & Omagh District**

Year	Total Survey Turnover (£m) <sup>1</sup>	District Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
<b>2016</b>	335.3	320.6	14.7	0.0
<b>2020</b>	359.8	347.0	15.9	3.2
<b>2025</b>	401.9	408.3	18.7	25.1
<b>2030</b>	448.1	483.9	22.2	57.9
<b>Study Area Market Share (%)</b>		<b>89.5</b>		

<sup>1</sup> Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

<sup>2</sup> Assumes constant market share claimed by Fermanagh & Omagh District facilities at 89.5% from Study Area

Source: Table 26a, Appendix D

- 6.25 Based on the survey findings, we estimate that comparison goods retailers within Fermanagh & Omagh District turnover £320.6m, or 89.5% of available comparison goods expenditure in the Study Area (£358.1m). We adopt a constant market share, assuming that the performance of comparison retailers within Fermanagh & Omagh continues to be commensurate with its current market share. This equates to a total turnover of £448.1m by 2030.
- 6.26 Taking account of inflow, population and expenditure growth and forecast floorspace efficiencies, we identify a surplus expenditure of £3.2m at 2020, rising to £25.1m by 2025, and £57.9m at 2030. As with convenience capacity modelling, we have taken account of committed comparison retail goods floorspace which equates to a total of 4,348 sq m, or £19.6m of committed comparison goods turnover.



**Figure 6.7 | Comparison Goods Floorspace Capacity in Fermanagh & Omagh District**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	0.0	19.6	-19.6	-3,600	-5,600
<b>2020</b>	3.2	21.0	-17.8	-3,000	-4,700
<b>2025</b>	25.1	23.0	2.1	300	500
<b>2030</b>	57.9	25.6	32.3	4,400	6,900

<sup>1</sup> Average sales density assumed to be £5,500 per sq m which Nexus considers to be towards the upper end of what could be achieved in Fermanagh & Omagh District

<sup>2</sup> Average sales density assumed to be £3,500 per sq m which Nexus considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District

Source: Table 26d, Appendix D

6.27 Figure 6.7 identifies a residual expenditure deficit of £-17.8m at 2020, rising to £2.1m at 2025, and £32.3m at 2030. We go on to utilise average sales densities for high street retailers (the upper end of what could be achieved) to provide assumed minimum floorspace estimates and average sales densities for bulky goods retailers (the lower end of what could be achieved) to provide assumed maximum comparison goods floorspace capacity estimates. This available residual spend equates to a negative comparison goods floorspace capacity at 2020, rising to an estimated 300 sq m to 500 sq m at 2025, and between 4,400 sq m and 6,900 sq m at 2030.

6.28 In keeping with our convenience goods analysis, we then sub-divide this capacity into separate capacities for Enniskillen, Omagh, and the rest of the District. The results are set out in Tables 26e to 26p at Appendix D. We summarise the findings in Figures 6.8 (Enniskillen), 6.9 (Omagh) and 6.10 (Rest of the District) below. Again, we discuss the implications of these figures further in Section 8.

**Figure 6.8 | Comparison Goods Floorspace Capacity in Enniskillen**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	0.0	8.7	-8.7	-1,600	-2,500
<b>2020</b>	1.6	9.3	-7.8	-1,300	-2,100
<b>2025</b>	12.3	10.2	2.1	300	500
<b>2030</b>	28.3	11.4	17.0	2,300	3,600

<sup>1</sup> Average sales density assumed to be £5,500 per sq m which Nexus considers to be towards the upper end of what could be achieved in Fermanagh & Omagh District

<sup>2</sup> Average sales density assumed to be £3,500 per sq m which Nexus considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District

Source: Table 26h, Appendix D

**Figure 6.9 | Comparison Goods Floorspace Capacity in Omagh**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	0.0	10.9	-10.9	-2,000	-3,100
<b>2020</b>	1.4	11.7	-10.3	-1,700	-2,700
<b>2025</b>	10.7	12.8	-2.1	-300	-500
<b>2030</b>	24.7	14.2	10.5	1,400	2,200

<sup>1</sup> Average sales density assumed to be £5,500 per sq m which Nexus considers to be towards the upper end of what could be achieved in Fermanagh & Omagh District

<sup>2</sup> Average sales density assumed to be £3,500 per sq m which Nexus considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District

Source: Table 26i, Appendix D

**Figure 6.10 | Comparison Goods Floorspace Capacity in the rest of the District**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	0.0	0.0	0.0	0	0
<b>2020</b>	0.3	0.0	0.3	0	100
<b>2025</b>	2.1	0.0	2.1	300	500
<b>2030</b>	4.9	0.0	4.9	700	1,000

<sup>1</sup> Average sales density assumed to be £5,500 per sq m which Nexus considers to be towards the upper end of what could be achieved in Fermanagh & Omagh District

<sup>2</sup> Average sales density assumed to be £3,500 per sq m which Nexus considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District

Source: Table 26p, Appendix D

## Summary

- 6.29 There is a significant over-trade from existing foodstores, indicating that there is the opportunity for increased competition. At the same time, there exist four large extant commitments for convenience retailing (totalling 9,387 sq m net) which, if implemented, would consume a significant proportion of the available floorspace capacity. This is especially the case in Omagh, where there is a large negative convenience goods capacity. There is though demonstrable capacity for further convenience goods floorspace in Enniskillen and a small amount elsewhere in the District.
- 6.30 Notwithstanding commitments totalling 4,348 sq m net, there is also identifiable capacity for net additional comparison floorspace across Fermanagh & Omagh from 2025 onwards. Capacity is identified in both Enniskillen and Omagh to support either a large standalone retailer, or a small retail park.
- 6.31 We discuss in Section 8, our recommendations for how any floorspace capacity might be met.

## 7.0 Leisure & Other Town Centre Uses

### Introduction

- 7.1 The leisure market has undergone drastic structural changes over the past few years. The economic downturn of 2008 to 2013 significantly changed consumers' spending behaviours. Even though overall spending was down, the popularity of going to the cinema or theatre has steadily increased, as has eating out at restaurants, cafés, or purchasing takeaway meals. Additionally, as the health and fitness world flourishes, the number of fitness centre memberships has steadily increased. ONS reported that in 2006 average weekly spend on 'sports admissions, subscriptions, leisure class fees and equipment hire' was £5.80 and in 2014 it had increased to £6.90. Further commentary on recent and emerging leisure trends is included in Section 2 of this report.
- 7.2 This section of the Retail and Leisure Study provides a concise analysis of current and predicted trends influencing the leisure sector, as well as an examination of the performance of the District's existing leisure base.

### Methodology

- 7.3 The results of the NEMS Household Survey offer an indication of locations/facilities where residents of the Study Area satisfy their leisure and cultural needs. As such, the survey enables us to analyse patterns of travel and potential deficiencies (those that are qualitative in nature) in Fermanagh & Omagh's provision.
- 7.4 The modelling of future commercial leisure needs cannot be based upon the same quantitative model used to estimate retail need (as we have done in Section 6 by estimating future expected expenditure). We therefore appraise Fermanagh & Omagh's existing provision against recognised sector 'standards' or 'benchmarks'. The completion of this 'benchmarking exercise' allows us to establish deficits and where gaps in the provision of existing facilities may be.
- 7.5 There is a limited collection of uses within the leisure market for which reliable data can be obtained. These include; gyms and leisure centres, cinemas, and ten pin bowling. These uses require proportionally larger properties, and by virtue of their size land parcels/sites may need to be identified through the development plan process and land allocated accordingly.
- 7.6 Public houses, restaurants, clubs, are typically accommodated in smaller units. By nature of their smaller size, the market can generally deliver units of this size unaided by intervention by the development plan process through allocations.

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## Existing Fermanagh & Omagh Market Share by Leisure and Cultural Sector

- 7.7 The NEMS household survey (completed in October/November 2016) asked respondents to describe their leisure and cultural activities and habits. The responses to these questions (Questions 31 to 48) inform our understanding of leisure trends and needs in Fermanagh & Omagh. The breakdown of the answers to these questions is set out in full within **Appendix C** and we extrapolate the key results in this Section.
- 7.8 It is important to acknowledge that residents across the border into the Republic, may visit Fermanagh & Omagh for leisure, recreation and cultural activities, as well as vice-versa. In response to this, the Study Area (from which respondents were engaged) encompasses also a Zone 6 to understand the leisure habits of residents in the Republic.
- 7.9 In the following sections we summarise and interpret the responses given to the household survey, paying particular attention to distance travelled in order to identify any gaps in provision, as well as general levels of satisfaction with Fermanagh & Omagh's provision of leisure and cultural facilities.

## Participation in Leisure Activities

- 7.10 In the first instance it is important to have an understanding of the participation rates and general popularity of leisure activities across the Study Area. In Question 31 of the household survey NEMS asked respondents to identify all of the leisure activities they participated in (respondents were allowed to identify as many options as they wished).
- 7.11 As evident in Figure 7.1, the most popular leisure activity across the Study Area is to go to a restaurant, which 67.3% of Study Area respondents indicated they do on at least an occasional basis. The second most popular activity is a trip to the cinema, which 46.8% of the respondents to Question 31 identified as an activity they partake in. Following this, 35.3% of respondents participate in visits to pubs / bars, while 27.8% visit theatres and concert halls. Visiting nightclubs (6.5%) and social clubs (5.6%) are found to be less popular activities for respondents to partake in.
- 7.12 On the basis of our experience of undertaking similar studies elsewhere in the UK over recent years, leisure participation rates in Fermanagh & Omagh appear to be at the lower end of the usual spectrum. Cinema visitation, for example, usually exceeds 50% and visits to pubs and bars normally exceeds 45%. We examine whether this might be due to a lack of supply of such facilities below.

**Figure 7.1 | Participation in Leisure Activities by Zone (%)**

Activity	Average	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Health & Fitness	21.7%	23.7%	14.9%	23.9%	28.6%	16.2%	19.2%
Cinema	46.8%	50.9%	33.9%	39.6%	43.8%	43.8%	54.9%
Restaurant	67.3%	74.4%	74.7%	72.0%	61.7%	71.9%	46.6%
Pubs and Bars	35.3%	33.8%	34.7%	28.8%	38.3%	24.2%	49.4%
Nightclub	6.5%	5.3%	8.0%	2.0%	10.8%	2.2%	11.1%
Social Club	5.6%	4.9%	8.8%	2.9%	10.0%	1.8%	6.7%
Ten Pin Bowling	10.1%	12.0%	7.2%	8.3%	9.5%	4.2%	13.8%
Swimming	25.3%	20.7%	14.3%	34.7%	38.3%	15.8%	32.1%
Theatre / Concert Hall	27.8%	31.2%	28.3%	29.9%	37.6%	37.7%	4.9%
Museum / Art Galleries	12.2%	14.9%	13.7%	13.4%	18.1%	12.9%	0.6%
(None Mentioned)	15.5%	14.5%	17.0%	19.4%	17.7%	13.6%	14.0%

Source: Question 31 of NEMS Household Survey, Appendix C

## Leisure Destinations

- 7.13 NEMS then asked a series of questions to understand where residents of each zone usually undertook their chosen leisure activity. These results are summarised in Figure 7.2 below. In each case, we have focused on the most popular three venues. The fully tabularised results are found in **Appendix C**.

**Figure 7.2 | Most Popular Leisure Destinations by Zone (%)**

Activity	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Health &amp; Fitness</b>	Omagh	Irvinestown	Enniskillen	Enniskillen	Enniskillen	Sligo (ROI)
<b>Cinema</b>	IMC, Omagh	IMC, Enniskillen	IMC, Enniskillen	IMC, Enniskillen	IMC, Enniskillen	Eclipse, Bundoran (ROI)
<b>Restaurant</b>	Omagh	Enniskillen	Enniskillen	Enniskillen	Enniskillen	Donegal (ROI)
<b>Pubs and Bars</b>	Omagh	Irvinestown	Enniskillen	Enniskillen	Enniskillen	Ballyconnell (ROI)
<b>Ten Pin Bowling</b>	Moviebowl, Derry	Johnny Rocko's, Irvinestown	Johnny Rocko's, Irvinestown	Johnny Rocko's, Irvinestown	Moviebowl, Derry	Bundoran Glowbowl
<b>Swimming</b>	Omagh	Omagh	Enniskillen	Enniskillen	Enniskillen	Donegal (ROI)
<b>Theatre/Concert/Museum/Gallery</b>	Belfast	Enniskillen	Enniskillen	Enniskillen	Enniskillen	Cavan (ROI)

Source: Questions 32-45 of NEMS Household Survey, Appendix C

- 7.14 There are two clear trends in Figure 7.2. The first is that the District provides for the vast majority of its own populations leisure and cultural needs. Looking at the residents of Zones 1-5, the only times where the most popular leisure and cultural destinations are outside the District is for residents of Zone 1 (Omagh) when it comes to making cultural trips for the theatre etc, and for Zone 5 (Enniskillen East) when it comes to ten-pin bowling, where Derry is the most popular venue.
- 7.15 The other apparent trend is that Enniskillen holds prominence when it comes to meeting general leisure and cultural needs, with residents of Zones 2, 3, 4 and 5 all gravitating towards Enniskillen for the majority of their trips. Only the immediate residents of Zone 1 visit Omagh more often.
- 7.16 We consider below a more in-depth analysis on a sector-by-sector basis of where residents are carrying out their trips.

## Health and Fitness

- 7.17 As set out in Figure 7.1, the survey highlighted that 21.7% of Study Area residents participate in health and fitness centre activities. Participation rates are broadly similar across the Study Area, though are notably higher in the areas surrounding Omagh and Enniskillen (Zones 1 and 4), reflecting the nearby availability of a number of facilities.

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- 7.18 The results to Q32 at **Appendix C** show that over 94.4% of the residents of the District undertake their health and fitness trips to destinations inside the District.
- 7.19 Facilities in Omagh are popular with residents in Zone 1 and account for 77.1% of all trips. Loughmacrory accounts for much of the remainder (15.3%).
- 7.20 Residents in Zone 2 (the Irvinestown area) visit a more diverse spread of destinations, with Irvinestown accounting for the greatest proportion (37.6%), followed by Omagh (25.5%), Dromore (16.3%) and Enniskillen (14.5%).
- 7.21 There is a similarly diverse spread in Zone 3 (Lisnaskea area), where residents visit Enniskillen (28.8%), Lisnaskea (28.6%) and Fivemiletown (22.8%) in almost equal amounts.
- 7.22 Zones 4 and 5 though (the Enniskillen area) are predominantly accented towards Enniskillen, with 95.7% of residents in Zone 4 and 86.4% of residents in Zone 5 undertaking their health and fitness activities there.
- 7.23 None of the residents surveyed in the Republic (Zone 6) undertook their health and fitness activities in the District.
- 7.24 Q33 suggests that residents who undertake health and fitness visits, do so between 1 and 2 times a week.

## **Cinemas**

- 7.25 46.8% of Study Area residents make cinema trips. There are two large cinemas in the District which together attract a healthy 86.6% of all cinema trips made by residents of the District (Q34). These are the IMC cinemas at Enniskillen (7 screens) and Omagh (6 screens), with the Enniskillen cinema attracting 47.5% of all trips and the Omagh cinema attracting 41.0% of all trips.
- 7.26 There are no other full-time cinema screens within the District.
- 7.27 Notably, the IMC in Enniskillen also attracts around 19.9% of all cinema trips made by residents in Zone 6 (the Republic).
- 7.28 Looked at one a zone-by-zone basis, the IMC in Omagh is most popular with residents in Omagh (Zone 1), but the Enniskillen IMC is the most popular destinations for the residents of Zones 2-5.
- 7.29 Q35 shows that, on average, residents of the District who undertake a cinema trip, do so around once every 6 weeks.

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## Restaurants

- 7.30 67.3% of Study Area residents make restaurant trips. Q36 shows that around 78.7% of those trips made by residents of the District (Zones 1-5), are made to restaurants within the District. The most popular destinations across the District are Enniskillen (36.7% of trips), Omagh (29.4%), Irvinestown (4.0%) and Fivemiletown (3.9%).
- 7.31 Of the 22.3% of trips which 'leak' outside the District, the most popular destinations are Belfast (5.2% of trips) and Donegal (2.5%).
- 7.32 Only around 6.1% of restaurant trips made by residents within Zone 6 (the Republic) are made to venues within the District, and all of those are directed to Enniskillen.
- 7.33 Q37 suggests that, on average, residents of the Study area who visit restaurants, do so around once every fortnight.

## Bars, Pubs, Social Clubs and Nightclubs

- 7.34 The survey results show that a roughly equal proportion of residents within the District visit Enniskillen (33.4%) and Omagh (33.2%) for their evening economy trips. Other popular destinations include Fivemiletown (5.2%) and Irvinestown (4.7%). On the whole though, there is clearly a predominance towards the evening economies of the two main centres. This is not typical of our experience throughout other parts of the UK, where often rural settlements provide for a more significant part of the evening economy.
- 7.35 Overall though, 96.3% of all trips made by residents of the District are made within the District itself. This is a healthy level of retention.
- 7.36 Again, only small amounts of inflow arrive into the District from residents in the Republic (Zone 6). This amounts to 4.4% of Zone 6 residents trips, and again, all of this trade is directed to Enniskillen.

## Ten Pin Bowling

- 7.37 Only 10.1% of Study Area residents play ten pin bowling. Of those that do, only 36.6% of District residents do so within the District itself. The only full-time facilities are the 6-lane Johnny Rocko's in Irvinestown which attracts 23.0% of all trips made by residents, and the 4 lane CC Bowling in Omagh (13.6%).



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- 7.38 Of the 63.4% of trade which leaks outside the District, the most popular destinations are the Brunswick Moviebowl in Derry (37.5% of trips) and venues in Belfast (12.0%).
- 7.39 The survey showed there to be no inflow of ten-pin bowling trade from Zone 6 (the Republic) into the District.
- 7.40 Q41 suggested that those who undertake ten-pin bowling trips, do so on average around every 2 months.

### **Swimming**

- 7.41 Around 25.3% of Study Area residents swim regularly. Q42 showed that of those trips made by residents of the District, 92.5% are carried out within the District itself. The majority of those trips are made to venues in Enniskillen (43.1%) and Omagh (39.6%).
- 7.42 12.9% of residents in Zone 6 crossed the border to undertake their swimming in the District. All of those trips were directed to Enniskillen.
- 7.43 Q43 suggests that those residents in the Study Area who go swimming, do so on average around once a week.

### **Theatres, Galleries and Museums**

- 7.44 Perhaps surprisingly, as much as 56.3% of theatre, gallery and museum trips made by residents of the District are carried out in the District. This is a high level of retention for a District with a small population, though is sure to be a factor of its relative size. As a result, it is clear that Enniskillen is viewed as being the cultural centre of the District, attracting 38.8% of all trips. This compares to Omagh which attracts 16.7% of such trips.
- 7.45 Notably, Enniskillen provides for over 70% of all trips made by residents in Zones 4 and 5 (the Enniskillen area), as well as for more than 50% from Zone 3 (the Lisnaskea area).
- 7.46 Of the 43.7% of trips which leak outside the Borough, the largest outflows are to Belfast (24.8% of trips) and Londonderry (5.1%).
- 7.47 The survey showed there to be no inflow of trips from Zone 6 (the Republic).
- 7.48 Q54 of the survey suggested that residents undertake a trip to cultural facilities around once every three months.

## The Need for Additional Leisure Facilities

- 7.49 Question 47 of the Household Survey found that the majority of responses in Fermanagh & Omagh District (56.3%) did not identify any leisure facilities that they wished to see more of. This suggests that residents are largely happy with the provision of facilities. Such a response is typical of our surveys of many parts of the UK.
- 7.50 In Figure 7.3 we isolate those responses by residents of Zones 1-5 to identify what the main requests for new leisure facilities were from residents of the District. More than one suggestion was allowed.
- 7.51 The results show that a new bowling alley was requested almost twice as much as any other single leisure pursuit. The largest area of demand is shown as Zone 1 (Omagh), notwithstanding the presence of the small CC Bowling facility in the town. A new bowling alley was also identified as the most needed facility by residents of Zones 3 (Lisnaskea area) and 4 (Enniskillen West).
- 7.52 Interestingly, the top answer for residents in Zone 5 (Enniskillen East) was for new health and fitness facilities (8.4%). This far exceeded such requests elsewhere in the District and may point to a lack of such facilities in that area.
- 7.53 Similarly, in Zone 2 (Irvinestown area), there appears to be a localised dissatisfaction with the provision of sports facilities, with a combined 17.9% of responses to the survey suggesting that either 'more sports facilities' or a swimming pool were required.

**Figure 7.3 | Leisure Facilities Fermanagh & Omagh residents wish to see more of (%)**

Activity	Average	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
None or Don't know	53.6	57.4	47.6	46.8	51.3	56.7
Bowling Alley	10.4	15.2	4.6	7.5	10.5	5.4
More Children's Facilities	5.5	4.6	6.2	6.0	9.4	3.2
More Sports Facilities	5.0	4.0	9.6	6.1	4.5	8.0
Swimming Pool	3.8	1.5	8.1	5.7	1.7	6.8
Leisure Centre	2.8	2.0	1.7	4.1	4.9	2.7
Others	18.9	15.3	22.2	23.8	17.7	17.2
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Question 47 of NEMS Household Survey, Appendix C (multiple responses allowed to this question)

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## Capacity for Additional Leisure Facilities

- 7.54 Having identified existing market shares and examined the demand for new facilities from the District's residents, we consider here the potential supply-side issues for the provision of new leisure facilities. The purpose of this assessment is to examine the realism of actually providing for new facilities.
- 7.55 Due to the nature of the leisure market we have chosen to adopt a different assessment methodology from that used to analyse the quantitative capacity in the retail market. The reason for this primarily relates to the degree to which the leisure market is disaggregated. However, the lack of reliable data for a number of leisure uses (public houses, clubs etc.) is also an influencing factor; as the data available is not sufficient and would not represent credible information from which we can base our assessment.
- 7.56 The findings of the NEMS Household Survey allow us to assess the market share secured by facilities within the District and the wider Study Area for a variety of leisure sectors. As such, we have completed a 'benchmarking' exercise by referencing the estimated increases in the Study Area population. The results of the 'benchmarking' exercise have been used to inform our conclusions with regards to the prospective future need for additional commercial leisure facilities in Fermanagh & Omagh.

## Estimated Study Area Population

- 7.57 In Section 4 of this Retail and Leisure Study we set out our assessment of how the Study Area's population will grow at regular year intervals from 2016 to 2030 (i.e. at 2016, 2020, 2025 and 2030). We have calculated the population within each postal code sector using Experian Micromarketer G3 data and projected forwards using NISRA population forecasts.
- 7.58 The results are shown in earlier Figure 4.3.

## Health and Fitness Capacity

- 7.59 A February 2015 report from Savills<sup>59</sup> identified that the level of health and fitness clubs in the UK is higher than it has ever been before, with more clubs and more members. In terms of membership rates across the whole of the UK, Savills estimate that 13.2% of the UK's population are registered

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<sup>59</sup> 'The UK's health and fitness sector', Savills online, 27 February 2016

members of private health and fitness clubs. In 2014 the membership rate was 12.6%. As at February 2015 Savills estimated that there were 6,112 fitness facilities in the UK.

- 7.60 Similarly, the Leisure Database Company's most up to date research (of June 2015)<sup>60</sup> suggests that there were in the region of 6,312 health and fitness clubs operating across the UK at 2015. We have taken an average of these two estimations, which gives a figure of 6,212.
- 7.61 At the time these estimations were produced the UK population was projected at 65.1 million<sup>61</sup>, and therefore, we calculate there to be on average one club for every 10,480 persons. Our calculations are summarised in Figure 7.4 below.
- 7.62 When estimating the potential requirement for additional health and fitness facilities in Fermanagh & Omagh, we have considered only the capacity within the District itself (Zones 1 to 5, rather than the wider Study Area (Zones 1 to 6). The reason for this is because the average person is likely to seek out and attend such facilities that are close to home (i.e. typical customer behaviour). Moreover, such trips are likely to be completed by a single person on a regular basis - i.e. one to two times a week, as shown by the household survey. The type and frequency of trips varies greatly to cinema or ten pin bowling activities. Visits to these kinds of leisure facilities are typically completed on a much less frequent basis and undertaken by groups of people and/or families. As a consequence, participants in cinema or ten pin bowling activities are more willing to travel further distances.
- 7.63 Accordingly, the five zones which broadly comprise Fermanagh & Omagh District have an identified estimated population of 126,248 at 2016, increasing to 133,481 at 2030. Based on the assumed benchmark identified above, we calculate that the District could support around 17 health and fitness clubs at 2016, increasing to around 21 clubs at 2036.
- 7.64 There are a total of four publically owned and operated leisure centre complexes in the District – Omagh Leisure Complex, Lakeland Forum (Enniskillen), Bawnacre Centre (Irvinestown) and Castle Park Leisure Centre (Lisnaskea). The research completed by Nexus has also identified a number of small private health and fitness clubs in the District (6 in total, 4 of which are in Omagh). These are of varying sizes, though most are at the smaller end of the scale, with none being operated by UK chains. This brings the total health and fitness centre provision to 10 in the District. It is also important to note that there may be a limited number of smaller clubs which have not been identified as part of our assessment.

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<sup>60</sup> State of the UK Fitness Industry 2015, Leisure Database Company, June 2015

<sup>61</sup> As identified by the Office for National Statistics' UK Population mid-year estimate 23 June 2016 data release

**Figure 7.4 | Health and Fitness Centre Requirement in the District**

Year	Fermanagh & Omagh Population (Zones 1-5)	Typical Population Required to Support Centre	Potential No. of Clubs Supported by Study Area
2016	126,248	10,480	12
2020	128,882	10,480	12
2025	131,526	10,480	13
2030	133,481	10,480	13

Note: Typical population to support a health and fitness club derived from the Leisure Database Company research (2015)

- 7.65 Taking account of the fact the assessment considers more mainstream facilities with larger memberships; it would appear that the current provision of 10 facilities is broadly sufficient for meeting likely demand (estimated at 12-13 clubs).
- 7.66 Notwithstanding this, our appraisal has made it evident that there is no representation of national multiple private gyms within the District. It should therefore be recognised that there may be an underlying qualitative need for additional facilities of this nature and scale. Of note, recent trends, as identified by both Mintel and Savills, in health and fitness indicate a rise in the popularity of budget private gyms<sup>62, 63</sup>.
- 7.67 Moreover, our earlier assessment of potential latent demand amongst local residents suggested that there might be an opportunity to provide more comprehensively for residents in Zones 2 and 5 in particular (see Q47 of the household survey).
- 7.68 We have therefore identified there to be modest capacity for additional facilities in the period to 2030. This conclusion is based upon current rates of participation in the Study Area (21.7% of respondents to Question 31 of the survey). It is envisaged that the market will likely be able to facilitate the development of such facilities in appropriate locations through the development management process.

## Cinema Capacity

- 7.69 The District has two existing cinemas – the IMC in Enniskillen (7 screens) and the IMC in Omagh (6 screens) – which together attract over 88% of all cinema trips made by residents of the District.
- 7.70 In 2015, data kept by the British Film Institute specified a total of approximately 171.9 million cinema admissions in the UK in 2015 – the third highest annual admission count for the past decade<sup>64</sup>.

<sup>62</sup> 'Health and Fitness Clubs – UK', Mintel, July 2015

<sup>63</sup> 'The UK's health and fitness sector', Savills online, 27 February 2016

<sup>64</sup> 'The Box Office 2015 - BFI Research and Statistics', British Film Institute, April 2016

Taking account of this spike in admissions, we have looked back at the data kept by the British Film Institute since 2006 to produce an average. This calculation delivers an average of 166.5 million cinema admission per year. In order to estimate the average number of admissions per year we have taken the approximate UK population in 2015 of 65.1 million<sup>65</sup>, which suggests there were on average 2.6 admissions per person per year over the last decade.

- 7.71 The UK Cinema Association specifies that in 2015 there were a total of 4,115 cinema screens throughout the UK<sup>66</sup>. Again, we have looked back at the past ten years of data held by the UK Cinema Association in order to produce a ten-year average. This average allows us to produce a figure which may, in reality, better represent the 'right' number of screens to meet market demand. Our calculations result in an average figure of 3,790 screens.
- 7.72 Taking into account the estimations provided by both the British Film Institute and the UK Cinema Association, it is suggested that on average each cinema screen commands 43,931 admissions per year.
- 7.73 Through the application of our benchmarking exercise we have produced an estimate that from the District's 2016 population (126,248) there would be on average 328,245 cinema admissions, and that by 2030 this would increase to around 347,051 admissions. Following this, we have taken the assumed number of visits per screen and produced a finding that around 8 screens could be supported over the period to 2030. Figure 7.5 below sets out our findings.
- 7.74 This exercise suggests that the existing provision of 13 full-time screens within the District is ample to support the District population, and that the growth in population to 2030 will provide welcome additional patronage to the existing cinemas without resulting in any significant demand for new screens. The inflow of trade from the Republic, particularly to the IMC in Enniskillen, will also help to bolster the existing trading position.
- 7.75 On the basis of the foregoing, we would not recommend providing for any further cinemas.

**Figure 7.5 | Cinema Screen Requirement in the District**

Year	Fermanagh & Omagh Population (Zones 1-5)	Number of Cinema Visits Per Person	Attendance	Number of Admissions Required to Support Screen	Screens Supported by the District
<b>2016</b>	126,248	2.6	328,245	43,931	7
<b>2020</b>	128,882	2.6	335,093	43,931	8
<b>2025</b>	131,526	2.6	341,968	43,931	8
<b>2030</b>	133,481	2.6	347,051	43,931	8

<sup>65</sup> As identified by the Office for National Statistics' 2015-Based National Population Projections 23 June 2016 data release

<sup>66</sup> 'UK cinema industry infrastructure', UK Cinema Association, Retrieved online in April 2016

Note: Number of cinema trips per person and number of admission per screen derived from BFI and UK Cinema Association data.

## Ten Pin Bowling

- 7.76 Mintel is a global provider of Market Research, who provides information on trends and insight in the leisure sector. In terms of data on ten pin bowling trends in the UK, they are one of the only providers. As such we have looked to Mintel research to provide a general indication of the average number of ten pin bowling lanes per resident in the UK.
- 7.77 In 2011 Mintel identified a total of 5,773 bowling lanes throughout the UK<sup>67</sup>. Taking into account the UK population at the time this data was produced (63.3 million) and assessing this against the 2011 provision of ten pub bowling lanes; results in a figure of one bowling lane per every 10,965 persons. We set this analysis out at Figure 7.6.
- 7.78 There are currently two ten-pin bowling facilities in Fermanagh & Omagh, comprising 10 lanes in total; Johnny Rocko's in Irvinestown (6 lanes) and CC Bowling in Omagh (4 lanes).
- 7.79 Figure 7.6 below indicates that, based on the assumed benchmark, we calculate that around 13 lanes could be supported in the District in the period up to 2030. This slightly exceeds the current level of provision.
- 7.80 It is generally accepted, however, that ten pin bowling patronage in the main is reducing. Therefore, it seems likely that the existing level of provision is enough to cater for demands to the end of the Plan period. The Council should be mindful though that a ten-pin bowling alley was the most requested leisure item in Q47 of the NEMS survey, particularly by residents of Zone 1. Our recommendation therefore would be to explore opportunities for enhancing the existing provision in Omagh. This would of course be subject to all due commercial considerations.

**Figure 7.6 | Ten Pin Bowling Requirement in the District**

Year	Fermanagh & Omagh Population (Zones 1-5)	Typical Population Required to Support One Ten Pin Bowling Lane	Potential Number of Lanes Supported in the District
2016	126,248	10,965	12
2020	128,882	10,965	12
2025	131,526	10,965	12
2030	133,481	10,965	13

Note: Typical number of persons required to support a bowling lane derived from Mintel research

<sup>67</sup> 'Tenpin Bowling – UK', Mintel, November 2011

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## Community Facilities

- 7.81 As part of the Council's brief, we were also requested to consider the views of local residents in terms of community and business facilities. In the same way which we asked NEMS to survey the potential need for new leisure facilities, we also did the same with community and business facilities. The results of NEMS survey can be seen at Question 48 at **Appendix C**.
- 7.82 The exercise highlighted some interesting results. In overall terms, across the whole Study Area, the main suggestion for improvement was either the quantity or quality of tourist attractions (31.3% of respondents). This was followed by similar issues with the provision of hotels (26.6%) and cultural centres (17.4%). At the same time, 50.9% of respondents could not suggest an improvement.
- 7.83 Looking at the data on a zone-by-zone basis, there are three notable results:
- By far the largest dissatisfaction with the provision of hotels was in the Omagh area (Zone 1), where 45.4% of respondents suggesting improvements were required.
  - Whereas the suggestion to improve tourist attractions was put forward by around one-third of respondents in all zones. This is clearly a view held right across the District.
  - Whilst improvements to access to religious institutions was generally low across the board (4.9%), there was a notably higher response rate in the Lisnaskea area of 10.5% (Zone 3).

## Summary

- 7.84 As part of this Retail and Leisure Study, Nexus has measured Fermanagh & Omagh's existing leisure provision against 'benchmarks' in order to ascertain whether there are any gaps in the market where demand is not being met by existing provision.
- 7.85 In terms of existing market shares, the District provides well for its population in terms of health and fitness, indoor sports, cinemas and bars/pubs. Though there is a notable leakage of ten-pin bowling trips. Notwithstanding this, there is no identified latent capacity for any of the activities that we have been readily able to forecast into the future; health and fitness clubs, cinema screens or ten-pin bowling lanes. This is largely a factor of the District's small and relatively stable population, with only limited growth predicted through to 2030.
- 7.86 Turning to consider the requests for new facilities in the District (Question 47 of the household survey); there were no substantial numbers in any one category, with 53.6% of respondents unable to identify any particular need. In our experience of similar studies across the UK, this is around the average of what might be expected, and suggests that the District provides well enough for its



residents. A new ten-pin bowling facility was the most popular request (10.4% of requests). In light of our findings, we do not think that it is necessary for the Council to plan for any significant new major leisure or community facilities over the Plan period by way of specific site allocations.

7.87 However, in light of our analysis, we would recommend that they be open to the idea of:

- a) Welcoming any qualitative improvements to the stock of health & fitness clubs across the District;
- b) the qualitative provision of ten-pin bowling facilities in the District, perhaps in Omagh; and
- c) improvements to the quantitative and qualitative provision of hotels in the Omagh area.

## 8.0 Summary and Recommendations

### Introduction & Policy Basis

- 8.1 This Retail and Commercial Leisure Needs Assessment has been instructed in order to form the evidence base to support the emerging Fermanagh & Omagh Local Development Plan (up to 2030) in accordance with national policy requirements.
- 8.2 The SPPS (September 2015) explains that its aim *“is to support and sustain vibrant town centres across Northern Ireland through the promotion of established town centres as the appropriate first choice location of retailing and other complementary functions, consistent with the RDS”* (Paragraph 6.270). Enshrined within this aim is to *“secure a ‘town centres first’ approach for the location of future retailing and other town centre uses”* (Paragraph 6.271).
- 8.3 Linked to these primary aims, the SPPS goes on to explain that “In preparing LDPs councils must undertake an assessment of the need or capacity for retail and other main town centre uses across the plan area. Councils must also prepare town centre health checks and regularly review these (preferably at least once every five years)” (Paragraph 6.274).
- 8.4 The Council has therefore appointed Nexus to provide a robust quantitative base for their retail and leisure capacity projections over the remainder of the Plan period to 2030. In conjunction with this Study we have conducted and analysed a household telephone survey which enables us to understand existing market share patterns, and the performance of existing centres and stores. This has informed our quantitative capacity assessment.
- 8.5 The Council has undertaken a health-check assessment of its town centres (as prescribed at Paragraph 26.285 of the SPPS), and the findings of this, when available, will also be an important component of the evidence base. However, we have utilised our own findings to provide recommendations as to the potential future quantum and location of new town centres floorspace below. In doing so, we are mindful of the SPPS guidance on promoting a ‘town centres first’ approach.

### Qualitative Retail Capacity Assessment

#### Trends

- 8.6 Prior to conducting our quantitative assessment, we firstly analysed in Section 2 the retail and leisure trends which have prevailed over recent years in Northern Ireland, and the UK as a whole.

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### Town Centre Composition

- 8.7 Following on from this, we examined in Section 3 a snapshot of how Enniskillen and Omagh Town Centres were doing at this point in time. This assessment highlighted the following key aspects:
- Enniskillen Town Centre is shown by LPS data to have a healthy Town Centre composition, when compared to Experian averages for the UK. It contains 338 units covering 93,251 sq m net floorspace (average unit size of 276 sq m net). The town has an above average representation of comparison goods (measured either by unit numbers or overall floorspace), which contributes to a diverse shopping environment. The centre can be viewed as a one-stop-shop for most items. Whilst it has a slightly above average number of vacant units, those units tend to be smaller units on the periphery of the centre, and as a result, when viewed by total vacant floorspace, the figures are considerably below the UK average.
  - Omagh Town Centre is also broadly comparable to the UK figures when looked at in terms of unit numbers. Whilst it contains more units than Enniskillen (390), those units are on average smaller, leading to a notable feel that there are a greater number of smaller (average size of 197 sq m net) shops than in Enniskillen. The centre is characterised by its larger footplate units being occupied by comparison goods retailers, with its smaller units tending to be occupied by service users. As a result, the service sector is under-represented by measure of number of units, or floorspace, when compared to the UK averages. Whilst the proportionate floorspace of vacancies is higher in Omagh than in Enniskillen, both centres are broadly comparable to the UK average when it comes to unit numbers. Omagh is, on the whole, a healthy centre.
  - Both town centres benefit from a lack of any significant out-of-town competition. Their above average comparison goods components are testament to this. In many other areas of the UK, larger footprint comparison goods shopping has been lost to such venues. We also noted that there seemed to be a good churn of units in both centres, with little evidence of long-term vacancy or any 'black spots'.
  - We also considered the responses to our household survey analysis where questions were asked as to which centres residents chose to visit, and any discouraging factors. The results showed that both centres were well visited – with 71.6% of Study Area residents visiting Enniskillen Town Centre on at least an occasional basis, and 68.3% visiting Omagh Town Centre. Notably though, Enniskillen has a wider draw, with residents in Zones 2, 3, 4, 5 and 6 all choosing to travel to Enniskillen over Omagh. With the exception of Zone 2, where residents are roughly equidistant, this is unsurprising given the geography of the Study Area, and it should be noted that Zone 1 (where residents prefer to shop in Omagh) contains more than double the number of residents than any other Zone (41% of the total Study Area).

- In asking why residents did not visit certain centres, we were unable to identify any particular quantum of response which would point to any particular concerns with either centre. The vast majority of respondents simply suggested that they either had no reason to visit the centre, or that it was too far from home. A small number of respondents suggested that car parking in Enniskillen was inconveniently located/traffic congestion was sometimes a concern, and that Omagh lacked a range and choice of non-food shops. However, we would reiterate that in comparison to recent similar surveys we have conducted throughout the UK, this survey did not suggest to us that there were any overriding concerns.

#### Market Share Assessment

- 8.8 Having established the Study Area and considered the underpinning matters of population, expenditure and special forms of trading in Section 4, we then moved on in Section 5 to analyse the market shares arising out of the Household Telephone Survey of 500 households in the District, and the door-step survey of 100 households in the Republic. The results are particularly informative. The key outcomes for both convenience and comparison goods are summarised in the tables below.

**Figure 8.1 | Convenience Goods Market Shares – District Residents**

Destination	Main Food	Top-up Food
Asda, Omagh	22.9%	1.7%
Others, Zone 1 (Omagh area)	17.4%	36.1%
Zone 2 (Irvinestown area)	2.8%	9.3%
Zone 3 (Lisnaskea area)	6.7%	13.0%
Asda, Enniskillen	20.0%	5.6%
Tesco, Enniskillen	16.0%	2.9%
Others, Zone 4 (Enniskillen East area)	5.8%	17.6%
Zone 5 (Enniskillen West area)	3.3%	8.2%
<b>Fermanagh &amp; Omagh District</b>	<b>94.8%</b>	<b>94.4%</b>
Zone 6 (ROI)	1.2%	1.5%
Outside Study Area	4.0%	4.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

- 8.9 The convenience goods market share results showed up a healthy retention of both main food shopping (94.8%) and top-up food shopping (94.4%) within the District. The District's three large foodstores – Asda in Omagh, and Asda and Tesco in Enniskillen – all show up well in terms of main food market share. As we later went on to identify in Section 6, each is observed to trade at well above company averages. Alongside these large stores, the District has a network of smaller convenience goods stores, typically Spar or Costcutter units, which provide a vital top-up (and sometimes main food) service to residents in outlying areas.
- 8.10 This leaves only around 5% of convenience goods trade leaking outside the District, which is an extremely low leakage rate. Once the inflow of trade is taken into account (primarily to Enniskillen from the Republic), we calculate that the District has a market share of 94.7%, meaning that it is a net importer of convenience goods trade (Table 6a, **Appendix D**).

**Figure 8.2 | Comparison Goods Market Shares – District Residents**

Destination	Comparison Goods Spending								All Comparison
	Clothing	Books etc.	Household	Recreation	Chemist	Electrical	DIY	Furniture	
<b>Omagh</b>	42.4%	34.0%	41.6%	39.4%	41.0%	40.9%	48.3%	33.2%	<b>40.5%</b>
<b>Enniskillen</b>	43.9%	48.7%	39.1%	41.7%	36.9%	50.8%	33.0%	34.7%	<b>41.8%</b>
<b>Others in District</b>	3.1%	3.8%	9.6%	1.3%	20.2%	4.7%	15.3%	18.7%	<b>7.2%</b>
<b>District Sub-Total</b>	<b>89.4%</b>	<b>86.5%</b>	<b>90.3%</b>	<b>82.4%</b>	<b>98.1%</b>	<b>96.4%</b>	<b>96.6%</b>	<b>86.6%</b>	<b>89.5%</b>
<b>Zone 6 (ROI)</b>	0.4%	0.8%	0.6%	0.4%	0.0%	0.8%	0.7%	0.8%	<b>0.5%</b>
<b>Outside the Study Area</b>	10.2%	12.7%	9.1%	17.2%	1.9%	2.8%	2.7%	12.6%	<b>9.9%</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

- 8.11 The position in terms of comparison goods is also a healthy one. The District retains at least 82% of all of its residents spending in respect of all categories of comparison goods trade. This is greater still in a number of important categories such as clothing and footwear (89.4%) and electrical goods (96.4%). Enniskillen is the most popular destination in all categories except household goods, chemist goods and DIY goods (where Omagh is more popular). Overall though, both centres have a healthy, and broadly comparable proportion of comparison goods trade – Enniskillen at 41.8% of the market and Omagh at 40.5%.
- 8.12 The District retains 89.5% of its residents spending (Table 26a, **Appendix D**). This is very high by UK standards, and is indicative of the one-stop-shop type nature of the two key centres owing in part to the inclusion of retail parks within their boundaries, as well as the geography of the District and its relative distance from a large number of higher-order centres.

#### Cross-Border Trade

- 8.13 Our work has highlighted the relative importance of cross-border trade with the Republic to the District. We have examined both inflows (from our Zone 6 door-step survey) and outflows (from our Zones 1-5 household telephone survey). The headline findings are that:
- Residents in Zone 6 export around 10.7% of their main food spending to the District. This figure is understandably lower at 3.2% for top-up shopping. Around 73.6% of that spending is carried out in Enniskillen (predominantly at Asda), with the remainder spread throughout the District.
  - Residents in Zone 6 also export significant amounts of their comparison goods spending across a range of categories. For example, 16.9% of all clothing and footwear trips were surveyed to arrive in the District, with Enniskillen accounting for 89.6% of those trips. The equivalent figures for other large comparison goods items were: toys and recreation items (23.9%, of which Enniskillen took 100.0% of trade); electrical goods (20.3% and 96.6%); and, furniture goods (15.3% and 100.0%).
  - There is little evidence though of any significant flow of trade the other way i.e. outflows from the District. Residents in Zone 3 (Lisnaskea area) export around 5% of their convenience goods spending, and around 2% of their comparison goods spending, to the Republic, but there is little evidence elsewhere of cross-border outflows.

- 8.14 In summary, our work has shown that the District is indeed a net importer of trade from the Republic, typically accounting for between 10-20% of trips made by Border residents for the wide range of their convenience and comparison goods shopping. This evidence lends weight to the recent media reporting, highlighted previously in Section 2. The long-term outlook for this will obviously be dependent on a range of factors, including economic outlook. We have based our subsequent capacity projections on a conservative basis, assuming that net inflow may reduce from current levels.

#### School Consolidations

- 8.15 There are plans to consolidate a number of education establishments in Omagh and to relocate the South West College campus in Enniskillen. This will have implications for both town centres as we have observed the significant flow of trade from school aged children/students before, during and after school/college hours. We understand that the intention in Omagh is to relocate six schools to a larger, single, venue outside the town centre boundary. In Enniskillen, the intention is to relocate the existing SW College to the former Erne Hospital site which is also outside the town centre boundary. This is likely to result in some displacement of trade away from each town centre. It is difficult to quantify this, as clearly, there will still be purchases made related to those children/students (e.g. school clothes), but it is safe to assume that those purchases which are more incidental (e.g. lunches) may now be displaced from the town centres. We think it likely that this will mainly result in a decrease of trade to town centre convenience and retail service providers (e.g. cafes, newsagents etc). The impact upon comparison goods providers is likely to be more muted, as trade within those stores will predominantly be linked to trips carried out outside the typical school day.
- 8.16 It is very difficult to quantify this impact, but nevertheless, we have borne in mind these potential events when considering the potential distribution of floorspace capacity below, and our recommendations in general.
- 8.17 In particular, we are mindful that the impact on Omagh is likely to be felt more keenly than in Enniskillen, which only has to account for one relocated educational establishment (SW College). This is because the former army land at Lisanelly in Omagh, a 126-acre site, now has planning permission for a Shared Educational Campus. This will see the relocation of six schools (Arvalee School and Resource Centre; Loreto Grammar School; Omagh High School; Sacred Heart College; Omagh Academy and Christian Brothers Grammar School), three of which lie within the town centre boundary. While the benefits are widely accepted, this is an ambitious project which will nevertheless present a series of challenges for the town centre such as impact on vitality and viability, as we have highlighted, as well as coming up with alternative and compatible uses when these existing school sites are eventually vacated.

- 8.18 Building on our meetings with traders in each town, it is apparent that potential re-uses of the school sites could involve a mix of beneficial uses, and that in both cases the sites should positively engage with the town centres. In the case of Omagh, the local perception is clearly that there is the need for a new hotel or hotels in the town. With the range of potential sites available, it seems probably that a suitable location could be found. As we have highlighted earlier on (and again below) in our quantitative assessment, this could be coupled with a small additional amount of comparison goods retailing in the town.
- 8.19 Turning to Enniskillen, the issue is more focused with there being only one school site, but again there is the potential to convert the existing SW College building to a hotel. Alternatives could be a ten-pin bowling alley, or housing. Each of these uses would help to generate increased footfall and to keep that part of the centre vital.
- 8.20 We have spoken to Northern Irish property agents on these matters and the consensus view has been that prevailing general market conditions have prevented such uses coming forward in the period since 2009, but that cautious optimism exists to suggest that, subject to the availability of suitable and accessible locations, there are no obvious overriding factors to deter such uses on these sites.

## **Quantitative Retail Capacity Assessment**

### Convenience Goods

- 8.21 In Section 6 we built on the work carried out in Section 4 and 5 to set out our forecast capacity for the remainder of the Plan period. Importantly, this work takes full account of the considerable number of extant commitments already in the system. This was particularly pertinent to the consideration of convenience goods trade. Whilst the positive performance of all the major foodstores in particular lead to a significant surplus of expenditure of £69.1m at the present date, increasing to £79.0m by 2030 as a result of expected levels of growth, this is more than consumed by the forecast turnover of existing convenience goods commitments (£110.4m at the current time).
- 8.22 Notwithstanding the picture when the District is looked at as a whole, when Enniskillen, Omagh and the rest of the District are viewed individually, there is demonstrable capacity for new convenience goods floorspace in both Enniskillen and in the rest of the District. This is set out in Figure 8.3. The reason the District-wide figure is negative, is that the positive capacity in these areas is off-set by a significant negative capacity in Omagh. Despite a significant overtrade at the Asda store in Omagh, this is more than consumed by the existence of four extant commitments totalling 9,387 sq m net (estimated turnover of £110.4m). The extant permissions at 'Land between Derry Road and the Strule River' and 'Land at Mountjoy Road', both contain proposals for a large foodstore (4,600 and 4,537 sq m net respectively).



- 8.23 We are though mindful that a number of the committed developments have been extant for a period of time without construction having started. In view of our expenditure assessment, we think it unlikely that there will be market demand to support both of the proposed new foodstores in Omagh.
- 8.24 Our recommendation is that the Council should therefore keep close watch on the progress of these schemes and as part of any annual monitoring exercises (or updates to this report), should re-evaluate capacity if and when any of the commitments were to expire. Whilst there is short-term convenience goods capacity to support a medium-sized foodstore in Enniskillen, we do not consider that the survey evidence provides any significant basis upon which to suggest that there are significant shortfalls in the current provision. Whilst the Asda and Tesco stores are evidently trading very well, there is no significant sense of a lack of choice, or problems with over-crowding, coming out of our household survey work. This is perhaps unsurprising when there are also smaller Lidl, Marks & Spencer and Dunnes stores in the town. In saying this, we are also mindful of the extant permission for additional retail floorspace at the Former Thompson Feed Yard.

**Figure 8.3 | Convenience Goods Floorspace Capacity in Fermanagh & Omagh District**

Year	Surplus Expenditure (£m)	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	Enniskillen	34.0	15.5	18.5	1,400	1,800
	Omagh	31.2	94.9	-63.7	-5,000	-6,300
	Rest of District	4.0	0.0	4.0	300	400
	<b>District Total</b>	<b>69.1</b>	<b>110.4</b>	<b>-41.2</b>	<b>-3,200</b>	<b>-4,100</b>
<b>2020</b>	Enniskillen	34.9	15.4	19.5	1,500	1,900
	Omagh	32.0	94.2	-62.3	-4,900	-6,200
	Rest of District	4.7	0.0	4.7	400	500
	<b>District Total</b>	<b>71.5</b>	<b>109.6</b>	<b>-38.1</b>	<b>-3,000</b>	<b>-3,800</b>
<b>2025</b>	Enniskillen	36.5	15.3	21.2	1,700	2,100
	Omagh	33.5	93.9	-60.5	-4,800	-6,100
	Rest of District	5.8	0.0	5.8	500	600
	<b>District Total</b>	<b>75.7</b>	<b>109.3</b>	<b>-33.5</b>	<b>-2,700</b>	<b>-3,400</b>
<b>2030</b>	Enniskillen	37.9	15.4	22.5	1,800	2,200
	Omagh	34.6	94.4	-59.8	-4,700	-6,000
	Rest of District	6.5	0.0	6.5	500	600
	<b>District Total</b>	<b>79.0</b>	<b>109.8</b>	<b>-30.8</b>	<b>-2,400</b>	<b>-3,100</b>

Source: Table 6a-6p, Appendix D. Figures may not add due to rounding.

8.25 We therefore recommend that the Council adopts a cautious approach and does not plan for any significant new convenience goods floorspace provision in the period until 2020. The reasons for this are four-fold:

- I. There is uncertainty around the development of substantial commitments totalling 9,387 sq m net. If built out, these commitments would have weighty impacts upon current trading patterns, particularly in and around Omagh. Allowing a period for construction, it is likely to be 2019/2020 until the trading patterns of any such openings are fully understood.
- II. There are no discernible concerns amongst the households we surveyed with the current level of choice and competition in convenience goods retailing in either Omagh or Enniskillen.
- III. There is uncertainty around the potential impacts of school relocations in both Omagh and Enniskillen.
- IV. There is uncertainty around the extent to which Enniskillen will continue to benefit from cross-border trade, which is likely to fluctuate with currency changes.

8.26 We also recommend that the Council closely monitors the health of both of the main centres. Health checks will form part of the monitoring work of the Local Development Plan, once adopted.

8.27 It is important to point out that this should not prevent the Council from welcoming new applications for convenience floorspace in existing, or proposed, designated centres in the short-term. Such developments would of course bolster such centres. This is particularly pertinent in the network of smaller towns and villages which surround Enniskillen and Omagh, where convenience stores can be the lifeblood of a community. Our survey has shown that these stores, typically occupied by the likes of Spar, Costcutter, or independent traders, are very well used in the main.

#### Comparison Goods

8.28 Turning to consider comparison goods, we do find that, notwithstanding commitments totalling £19.6m per annum at the current time, there is capacity for new floorspace towards the end of the Plan period. Our assessment shows that there could be capacity for between 4,400 sq m net and 6,900 sq m net, dependent on whether the floorspace was occupied by typical non-bulky or bulky occupiers. Our full methodology is set out at Section 6, and in **Appendix D**.

- 8.29 In Figure 8.4 we set out how this floorspace capacity might be divided geographically based on our current market share assessment. In line with SPPS policy, town centre use floorspace should be directed towards town centres in keeping with the town centre first policy. Given that the identified quantum of comparison goods retailing is relatively small, we see no obvious reason to deviate from this policy. As we have previously described, there is no obvious weakness in either of the main town centres when it comes to the provision of comparison goods floorspace. We therefore suggest that the Council determines the potential to locate this floorspace based on its 'call for sites' process. There may be potential for floorspace to be located on to one or more of the vacated school sites in either town.

**Figure 8.4 | Comparison Goods Floorspace Capacity in Fermanagh & Omagh District**

Year	Surplus Expenditure (£m)	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min <sup>1</sup>	Max <sup>2</sup>
<b>2016</b>	Enniskillen	0.0	8.7	-8.7	-1,600	-2,500
	Omagh	0.0	10.9	-10.9	-2,000	-3,100
	Rest of District	0.0	0.0	0.0	0	0
	<b>District Total</b>	<b>0.0</b>	<b>19.6</b>	<b>-19.6</b>	<b>-3,600</b>	<b>-5,600</b>
<b>2020</b>	Enniskillen	1.6	9.3	-7.8	-1,300	-2,100
	Omagh	1.4	11.7	-10.3	-1,700	-2,700
	Rest of District	0.3	0.0	0.3	0	100
	<b>District Total</b>	<b>3.2</b>	<b>21.0</b>	<b>-17.8</b>	<b>-3,000</b>	<b>-4,700</b>
<b>2025</b>	Enniskillen	12.3	10.2	2.1	300	500
	Omagh	10.7	12.8	-2.1	-300	-500
	Rest of District	2.1	0.0	2.1	300	500
	<b>District Total</b>	<b>25.1</b>	<b>23.0</b>	<b>2.1</b>	<b>300</b>	<b>500</b>
<b>2030</b>	Enniskillen	28.3	11.4	17.0	2,300	3,600
	Omagh	24.7	14.2	10.5	1,400	2,200
	Rest of District	3.9	0.0	3.9	700	1,000
	<b>District Total</b>	<b>57.9</b>	<b>25.6</b>	<b>32.3</b>	<b>4,400</b>	<b>6,900</b>

Source: Table 6a-6p, Appendix D. Figures may not add due to rounding.

## Leisure and Community Facility Findings

- 8.30 In Section 7 we considered in detail the market shares for the various different categories of leisure provision. Whilst the existing stock of leisure facilities is not extensive (e.g. there are two cinemas, two ten-pin bowling alleys, and four leisure centres), our results showed that the District was self-sufficient in most aspects. Figure 8.5 summarises the principal destination in each leisure category, as surveyed by NEMS.

**Figure 8.5 | Most Popular Leisure Destinations by Zone (%)**

Activity	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Health &amp; Fitness</b>	Omagh	Irvinestown	Enniskillen	Enniskillen	Enniskillen	Sligo (ROI)
<b>Cinema</b>	IMC, Omagh	IMC, Enniskillen	IMC, Enniskillen	IMC, Enniskillen	IMC, Enniskillen	Eclipse, Bundoran (ROI)
<b>Restaurant</b>	Omagh	Enniskillen	Enniskillen	Enniskillen	Enniskillen	Donegal (ROI)
<b>Pubs and Bars</b>	Omagh	Irvinestown	Enniskillen	Enniskillen	Enniskillen	Ballyconnell (ROI)
<b>Ten Pin Bowling</b>	Moviebowl, Derry	Johnny Rocko's, Irvinestown	Johnny Rocko's, Irvinestown	Johnny Rocko's, Irvinestown	Moviebowl, Derry	Bundoran Glowbowl
<b>Swimming</b>	Omagh	Omagh	Enniskillen	Enniskillen	Enniskillen	Donegal (ROI)
<b>Theatre/Concert/Museum/Gallery</b>	Belfast	Enniskillen	Enniskillen	Enniskillen	Enniskillen	Cavan (ROI)

8.31 Our qualitative questions revealed that there were no significant perceived gaps in the leisure offer of the District. However, in light of our subsequent analysis and the requests of residents in particular Zones, we would recommend that the Council be open to the idea of:

- Welcoming any qualitative improvements to the stock of health & fitness clubs across the District;
- Improving the qualitative provision of ten-pin bowling facilities in the District, perhaps in Omagh; and
- improvements to the quantitative and qualitative provision of hotels in the Omagh area.

## Conclusion

8.32 This Study provides the first opportunity since Fermanagh and Omagh District Council was established in April 2015 to take stock of the performance of the new District's existing performance in retail and leisure, and to quantify any latent capacity for additional facilities.

8.33 Our Study has found that the District seems to provide well for its residents, and that the two main centres are vital and viable, and prove to be attractive both to their own residents and, especially in the case of Enniskillen, to residents from across the border into the Republic.

- 
- 8.34 Due to limited forecast population and expenditure growth, and a significant cumulative floorspace of extant commitments, there is only limited identifiable capacity for new floorspace in the District. We recommend particular caution in planning for any substantial new retail development in the early part of the Plan period, especially with regard to any out-of-centre proposals, for the reasons outlined above. There is though likely to be reasonable capacity for new comparison goods floorspace towards the end of the Plan period.
- 8.35 Similarly, there is little identifiable capacity for additional leisure facilities within the District, and we recommend that the Council focuses in the main on encouraging qualitative improvements to the existing stock, as outlined above.
- 8.36 The Council is advised to monitor the health of their centres towards the end of 2018, as well as to conduct an updated quantitative capacity assessment following the expiration or development of existing commitments.

---

## Glossary of Terms

<b>Capacity:</b>	Forecast resident spending within the catchment area, with which to support existing and additional retail floorspace
<b>Comparison Goods:</b>	Retail items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc.)
<b>Convenience Goods:</b>	Everyday essential items, such as food
<b>Edge-of-Centre:</b>	<p>For a site to be considered as edge-of-centre a default distance threshold of 300 metres from the town centre boundary should apply. Councils may set other thresholds to take account of local issues such as constrained areas and topography. The measuring or ranking of alternatives should include an assessment of the physical distance and functional linkage of sites with the primary retail core, and other relevant factors.</p> <p><i>Source: SPPS</i></p>
<b>Expenditure per Capita:</b>	The amount of money spent on retail goods per person in each Zone across the Study Area
<b>Expenditure:</b>	Average annual expenditure levels for various forms of goods, multiplied by the population within the defined Study Area.
<b>Experian Goad:</b>	Experian Goad is a retail property intelligence system that helps retail developers, property investors, planning professionals, and commercial agents to identify profitable locations for retail property development and investment projects. It offers comprehensive retail location plans and easy to use reports covering over 3,000 shopping areas in the UK and Ireland.
<b>Experian (MMG3):</b>	A population, expenditure and socio-demographic dataset that utilises the 2011 Census release, projected forward by using growth rates derived from Office for National Statistics projections and current age and gender estimates.

---

<b>Independent Retailers:</b>	Retailers with less than 10 outlets/ stores <i>Source: Experian</i>
<b>Goad Plans:</b>	A plan showing a bird's eye view of a retail centre including the exact location of all retail outlets and vacant premises, fascia name, retail category, and floor space. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing you to instantly assess the site quality of existing or prospective store locations <i>Source: Experian</i>
<b>Main Town Centre Uses:</b>	Includes cultural and community facilities, retail, leisure entertainment and businesses. <i>Source: SPSS</i>
<b>Market Share:</b>	The proportion of residents that visit a particular retail destination, derived from household survey results
<b>National Multiple:</b>	Defined as retailers with ten or more stores/ outlets <i>Source: Experian</i>
<b>Retail Floorspace:</b>	Total floor area of the property that is associated with all retail uses in square metres. May be expressed as a net figure (the sales area) or in gross (including storage, preparation and staff areas)
<b>Retail Impact:</b>	The potential effects of proposed retail development upon existing shops
<b>Sequential Approach:</b>	A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield housing sites before greenfield sites, or town centre retail sites before out-of-centre sites
<b>Sales Density:</b>	Turnover, per square metre. Various retail planning sources such as Verdict UK Food & Grocery Company Briefing Reports and Mintel Retail Rankings provide average (or benchmark) sales densities for national multiple convenience retailers

**Special Forms of Trading:**

Special forms of trading (SFT) are defined as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies

*Source: Experian*

**Study Area:**

The geographical area where the household survey is carried out, based on postal sectors that make up the 5 zones that broadly cover Fermanagh & Omagh District, as well as an additional Zone in the Republic where shoppers may be attracted to Fermanagh & Omagh's retail and leisure offer

**Trade draw:**

The proportion of trade that a development is likely to receive from customers within and outside its catchment area. It is likely that trade draw will relate to a certain geographic area (i.e. the distance people are likely to travel) and for a particular market segment (e.g. convenience retail). The best way of assessing trade draw where new development is proposed is to look at existing proxies of that type of development in other areas

**Turnover:**

Amount of sales per unit area of retail floorspace

**Town Centre:**

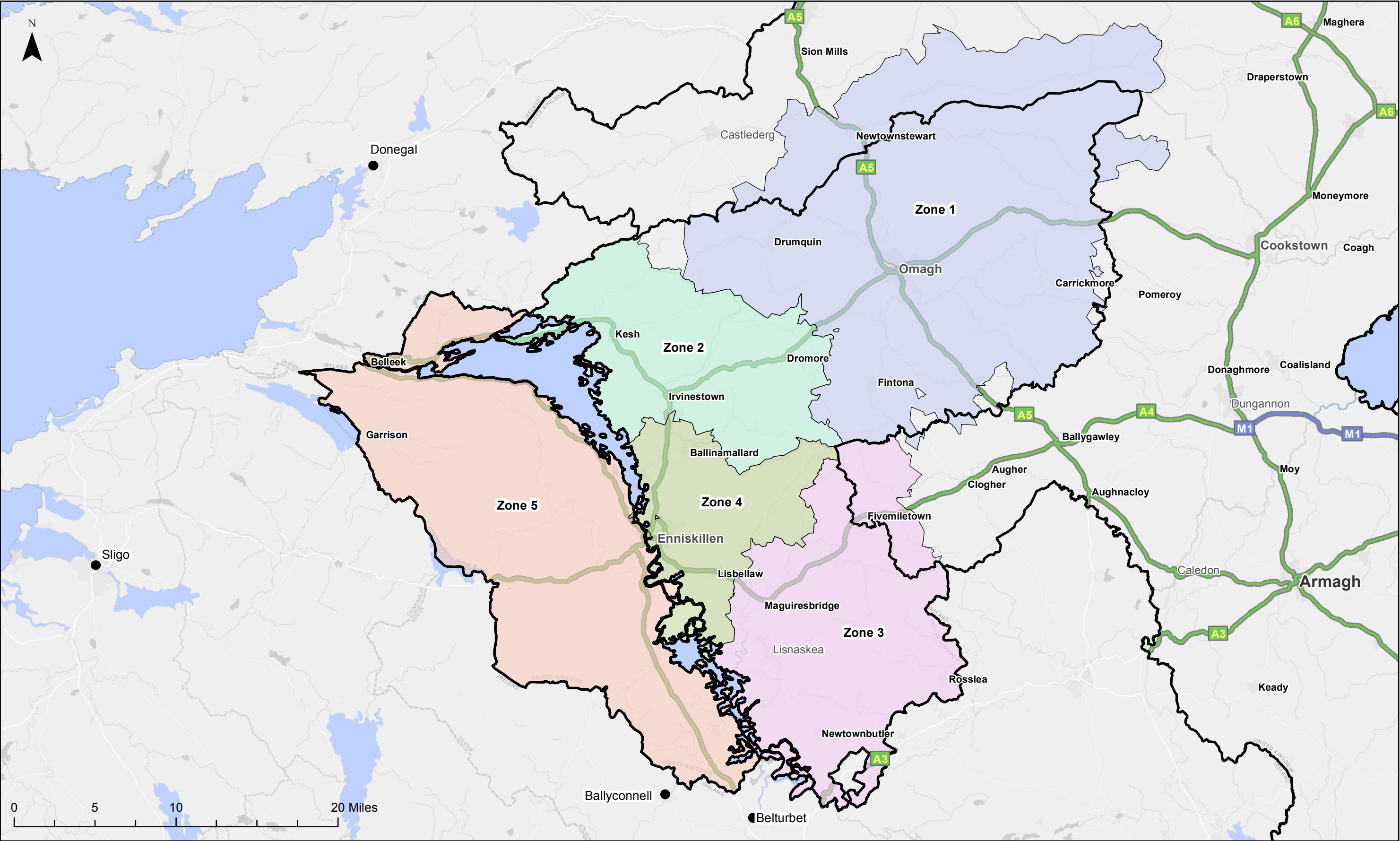
Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres



# Appendix A

## Map of Study Area and Zones

# Retail and Leisure Capacity Study for Fermanagh and Omagh Local Development Plan 2030



## Study Area Zones

- Zone 1 | Omagh
- Zone 2 | Irvinestown
- Zone 3 | Lisnaskea
- Zone 4 | Enniskillen East
- Zone 5 | Enniskillen West
- Zone 6 | Republic of Ireland Survey Locations

## Appendix B

### LPS survey data

## Enniskillen & Omagh Gross Floor Space Figures

Enniskillen Town Centre Composition	Units (No.)	Units (%)	Floorspace m <sup>2</sup>	Floorspace (%)
<i>Convenience</i>	23	5.03 %	6'269 m <sup>2</sup>	5.56 %
<i>Comparison</i>	107	23.41 %	54'139 m <sup>2</sup>	48.04 %
<i>Retail Services</i>	141	30.85 %	16'180 m <sup>2</sup>	14.36 %
<i>Offices</i>	136	29.76 %	22'011 m <sup>2</sup>	19.53 %
<i>Vacant</i>	48	10.50 %	4'866 m <sup>2</sup>	4.32 %
<i>Mixed stores*</i>	2	0.44 %	9'215 m <sup>2</sup>	8.17 %
<b>TOTAL</b>	<b>457</b>	<b>100%</b>	<b>112'680 m<sup>2</sup></b>	<b>100%</b>

Source: Land and Property Services, December 2016. Figures incorporate all internal floor space (ground and upper floors).

**Note:** \*Figures above **do not** include internal floor space for the following, which lie outside the town centre boundary. However, given their size and proximity to the TC, consideration should be given to their inclusion:

**Asda** (Convenience) with 8742 m<sup>2</sup> and **Tesco** (Convenience) with 5643 m<sup>2</sup>

The following retail units lie **within** the town centre boundary and **have been included** in the figures:

**M&S** with 2340 m<sup>2</sup> (Mixed store); **Lidl** (Convenience) with 1232 m<sup>2</sup> and; **Dunnes** with 6875 m<sup>2</sup> (Mixed Store)

*The Mixed Store definition as adopted in the retail land use survey undertaken by the Council, refers to larger stores with a food and durable element, for example, Dunnes, M&S and so on.*

Please note that Banks comprise a total of 2'582 m<sup>2</sup> which has been included within offices in Enniskillen. The LPS figures also have numerous categorisations as 'office' which may not be business, professional or financial uses.

Omagh Town Centre Composition	Units (No.)	Units (%)	Floorspace m <sup>2</sup>	Floorspace (%)
<i>Convenience</i>	26	5.07 %	8'161 m <sup>2</sup>	8.42 %
<i>Comparison</i>	155	30.27 %	36'117 m <sup>2</sup>	37.25 %
<i>Retail Services</i>	137	26.76 %	10'377 m <sup>2</sup>	10.70 %
<i>Offices</i>	135	26.37 %	22'248 m <sup>2</sup>	22.96 %
<i>Vacant</i>	56	10.95 %	6'912 m <sup>2</sup>	7.13 %
<i>Mixed stores</i>	3	0.56 %	13'130 m <sup>2</sup>	13.54 %
<b>TOTAL</b>	<b>516</b>	<b>100%</b>	<b>96'946 m<sup>2</sup></b>	<b>100%</b>

Source: Land and Property Services, December 2016. Figures incorporate all internal floor space (ground and upper floors)

**Note:** The figures include the following:-

**Home Bargains** (convenience) which has a floor space of 1227 m<sup>2</sup>; **Lidl** (convenience) with 1369 m<sup>2</sup>; **ASDA** (convenience) with 4691 m<sup>2</sup>, and; **McCulloughs SPAR** (convenience) with 149 m<sup>2</sup>.

**Dunnes Stores** and **M&S** are classed as 'Mixed Stores' and have floor spaces of 6'297 m<sup>2</sup> and 2'142 m<sup>2</sup> respectively.

**Supervalu** (Convenience) with 2069 m<sup>2</sup> and **Primark** (Comparison) with 3480 m<sup>2</sup> are also included in table figures.

Figures do not include the Great Northern Retail Park, which contains the following:

Unit 1 - 989 m<sup>2</sup>; Unit 2 - 985 m<sup>2</sup>; Unit 3 - 1000 m<sup>2</sup>; Unit 4 - 980 m<sup>2</sup>; Unit 5 (Homebase - Comparison) - 3637 m<sup>2</sup>.

Please note Banks comprise 2'202 m<sup>2</sup> of internal floor space, which has been included within offices. The LPS figures also have numerous categorisations as 'office' which may not be business, professional or financial uses.

## Appendix C

### Household Survey Results



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**Retail & Leisure Capacity Survey**  
**for**  
**Nexus Planning**

November 2016

Job Ref: 170916

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# Introduction

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## 1.1 Research Background & Objectives

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

## 1.2 Research Methodology

A total of 501 telephone interviews were conducted between Tuesday 11th October 2016 and Friday 21st October 2016. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

In addition to the telephone interviews, a total of 105 face-to-face interviews were conducted in the Republic of Ireland. Fieldwork was carried out between Monday 24th October 2016 and Sunday 30th October 2016.

The face-to-face interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of who possess substantial experience in shopper research studies.

The face-to-face interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.



## 1.3 Sampling

### 1.3.1 Survey Area

The survey area was segmented into 6 zones. Zones 1 to 5 were defined using postcode sectors. As there are no postcode sectors in the Republic of Ireland, Zone 6 was defined using towns. The zone details were:

Zone	Postcode Sectors / Towns	Number of Interviews
1 - Omagh	BT78 1, BT78 2, BT78 4, BT78 5, BT79 0, BT79 7, BT79 8, BT79 9	100
2 - Irvinestown	BT73 8, BT93 0, BT93 1, BT94 1	100
3 - Lisnaskea	BT75 0, BT92 0, BT92 6, BT92 7, BT92 8, BT94 4	100
4 - Enniskillen East	BT74 4, BT74 6, BT94 2, BT94 3, BT94 5	100
5 - Enniskillen West	BT74 5, BT74 7, BT74 8, BT92 2, BT92 3, BT93 2, BT93 3, BT93 4, BT93 5, BT93 6	101
6 - Republic of Ireland	Ballyconnell, Belturbet, Donegal, Sligo	105
<b>Total</b>		<b>606</b>

### 1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

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

### **1.3.3 Sample Profile**

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

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

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

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

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

### **1.3.4 Time of Interviewing**

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

### 1.3.5 Monitoring of Calls

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

## 1.4 Weightings

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

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	23.12%	69	1.9527
35-44	20.54%	100	1.1975
45-54	18.34%	126	0.8486
55-64	14.97%	120	0.7273
65+	23.03%	168	0.7992
(Refused)	n/a	23	1.0000
<b>Total</b>		<b>606</b>	

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

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	48,690	100	90	2.3573
2	13,224	100	95	0.6088
3	15,607	100	95	0.7134
4	17,789	100	97	0.7998
5	19,208	101	93	0.9037
6	24,527**	105	136	0.7837
<b>Total</b>	<b>139,045</b>	<b>606</b>		

\* Source: Census 2011

\*\* Source: Census (Ireland) 2011

## 1.5 Statistical Accuracy

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

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

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

*For example, if 50% of a sample of 606 answers “Yes” to a question, we can be 95% sure that between 46.0% and 54.0% of the population holds the same opinion (i.e. +/- 4.0%).* The following is a guide showing confidence intervals attached to various sample sizes from the study:

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

## 1.6 Data Tables

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

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

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

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

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

## **Appendix 1:**

Data Tabulations

By Zone

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland														
<b>Q01 Where did you last undertake your main food and grocery shopping?</b>																										
<b>Zone 1</b>																										
Asda, Dromore Road, Omagh, BT78 1QZ	11.7%	71	46.0%	46	24.0%	24	1.0%	1	0.0%	0	0.0%	0	0.0%	0												
Dunnes Stores, Irishtown Road, Omagh	2.1%	13	10.0%	10	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Iceland, Kelvin Road, Omagh, BT78 1ER	0.5%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Lidl, James Street, Meetinghouse Hill, Omagh, BT78 1QX	1.2%	7	4.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Marks & Spencer, Showgrounds Retail Park, Omagh, BT79 7AQ	0.8%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2												
Spar, Anderson Gardens, Omagh	0.7%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar, Strabane Road, Newtownstewart	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Supervalu, Market Street, Omagh	1.0%	6	4.0%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Supervalu, Tattymoyle Road, Fintona	0.8%	5	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Carrickmore	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Omagh	1.2%	7	6.0%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0												
<b>Zone 2</b>																										
Centra, Main Street, Irvinestown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Costcutter, Main Street, Kesh	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Nisa, Main Street, Trillick	0.8%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar, Main Street, Dromore	0.7%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Spar, Main Street, Trillick	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Ederney	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Irvinestown	2.3%	14	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Local shops, Trillick	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
<b>Zone 3</b>																										
Co-op, Main Street, Fivemiletown	0.7%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0												
Costcutter, Main Street, Lisnaskea	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0												
Lidl, Main Street, Lisnaskea, BT92 0JB	1.8%	11	0.0%	0	0.0%	0	10.0%	10	1.0%	1	0.0%	0	0.0%	0												
Spar, Main Street, Fivemiletown	1.8%	11	0.0%	0	1.0%	1	10.0%	10	0.0%	0	0.0%	0	0.0%	0												
Spar, Main Street, Lisnaskea	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0												
Spar, Main Street, Rosslea	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0												
Supervalu, Clones Road, Newtownbutler	0.8%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0												
Local shops, Brookeborough	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0												
Local shops, Linnaskea	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0												
Local shops, Maguiresbridge	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0												
Local shops, Newtownbutler	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0												
Local shops, Rosslea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0												
<b>Zone 4</b>																										
Asda, Derrychara Road, Enniskillen, BT74 6JG	19.8%	120	0.0%	0	12.0%	12	21.0%	21	41.0%	41	37.6%	38	7.6%	8												
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	1.5%	9	0.0%	0	2.0%	2	2.0%	2	4.0%	4	1.0%	1	0.0%	0												
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.6%	16	0.0%	0	3.0%	3	3.0%	3	4.0%	4	5.0%	5	1.0%	1												
Marks & Spencer, Erneside Shopping Centre, Enniskillen, BT74 6JQ	0.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0												
Spar, Coa Road, Chanterhill	0.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0												
Spar, Main Street, Ballinamallard	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0												
Tesco, Derrychara Link, Enniskillen, BT74 6JF	16.8%	102	1.0%	1	13.0%	13	15.0%	15	37.0%	37	33.7%	34	1.9%	2												
Local shops, Enniskillen	1.0%	6	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	2	0.0%	0												
Local shops, Tempo	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0												
<b>Zone 5</b>																										



	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea	4 - Enniskillen East		5 - Enniskillen West	6 - Republic of Ireland				
Centra, Main Street, Belleek	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Iceland, Shore Road, Enniskillen, BT74 7BD	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0
Spar, Knockaraven, Garrison	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Spar, Rossorry Church Road, Craigville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Belcoo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Belleek	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Local shops, Letterbreen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
<b>Zone 6</b>														
Aldi (ROI), Cranmore Lane, Sligo	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	9
Aldi (ROI), Donegal Shopping Centre, Donegal Town	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7
Aldi (ROI), Dublin Road, Cavan	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	15.2%	16
Lidl (ROI), Cranmore Road, Sligo	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6
Supervalu (ROI), Donegal Shopping Centre, Donegal town	2.5%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	12.4%	13
Supervalu (ROI), Fermanagh Street, Clones	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Grange Village	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8
Tesco (ROI), Main Street / Pearce Street, Cavan Town	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Tesco (ROI), O'Connell Street, Sligo	0.7%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.9%	3
Local shops (ROI), Ballyconnell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops (ROI), Belturbet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops (ROI), Cavan	2.0%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	10.5%	11
Local shops (ROI), Donegal town	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops (ROI), Sligo	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8
<b>Others:</b>														
Aldi (ROI), Dublin Road, Carrick on Shannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Branch Road, Strabane, BT82 8EQ	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Clogher	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Draperstown	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dungannon	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Maghera	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Strand Road, Londonderry	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Beech Valley, Dungannon, BT71 7BN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Tesco, Orritor Road, Cookstown, BT80 8BH	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.1%	19	4.0%	4	5.0%	5	6.0%	6	3.0%	3	1.0%	1	0.0%	0
(Don't know / can't remember)	0.5%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**Q02 For your last main food internet / home delivery shopping order, how did you receive your goods?**  
*Those who shop online at Q01*

Collection at store	5.3%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
Home delivery	89.5%	17	75.0%	3	100.0%	5	83.3%	5	100.0%	3	100.0%	1	0.0%	0
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	5.3%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		19		4		5		6		3		1		0

**Q02A Which retailer do you purchase your main food internet / home delivery shopping from?**  
*Those who shop online at Q01*

Asda	63.2%	12	75.0%	3	60.0%	3	66.7%	4	66.7%	2	0.0%	0	0.0%	0
Supervalu	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	36.8%	7	25.0%	1	40.0%	2	33.3%	2	33.3%	1	100.0%	1	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		19		4		5		6		3		1		0

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?</b> <i>Not those who said 'Don't know' at Q01</i>														
Accessibility by public transport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Car parking prices	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Car parking provision	2.2%	13	1.0%	1	4.0%	4	1.0%	1	1.0%	1	2.0%	2	3.8%	4
Choice of food goods available	14.1%	85	15.2%	15	17.0%	17	10.1%	10	10.0%	10	18.8%	19	13.5%	14
Choice of shops nearby selling non-food goods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Choice of shops selling food goods	1.3%	8	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	3.8%	4
Cleanliness	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Delivery service	2.0%	12	2.0%	2	3.0%	3	4.0%	4	2.0%	2	1.0%	1	0.0%	0
Easy to get to by car	2.0%	12	1.0%	1	2.0%	2	0.0%	0	1.0%	1	2.0%	2	5.8%	6
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	2.2%	13	1.0%	1	1.0%	1	1.0%	1	3.0%	3	2.0%	2	4.8%	5
Good service / friendly staff	1.8%	11	1.0%	1	2.0%	2	1.0%	1	2.0%	2	2.0%	2	2.9%	3
Habit / always use it / preference for retailer	8.0%	48	6.1%	6	5.0%	5	9.1%	9	12.0%	12	7.9%	8	7.7%	8
Internet shopping is convenient	0.5%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lower prices	12.1%	73	7.1%	7	12.0%	12	14.1%	14	12.0%	12	11.9%	12	15.4%	16
Loyalty card / points scheme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Near to home	25.4%	153	28.3%	28	29.0%	29	30.3%	30	30.0%	30	29.7%	30	5.8%	6
Near to work	1.7%	10	2.0%	2	1.0%	1	3.0%	3	2.0%	2	0.0%	0	1.9%	2
Nice shopping environment	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1
Only one in the area / no other choice	1.0%	6	3.0%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	3.5%	21	6.1%	6	3.0%	3	4.0%	4	1.0%	1	2.0%	2	4.8%	5
Quality of shops selling food goods	0.5%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	2.5%	15	3.0%	3	3.0%	3	1.0%	1	3.0%	3	4.0%	4	1.0%	1
Value for money	9.1%	55	9.1%	9	8.0%	8	9.1%	9	5.0%	5	5.9%	6	17.3%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything under one roof	0.5%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Nice sized store	0.8%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Quiet store / not too busy	0.7%	4	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.5%	33	6.1%	6	3.0%	3	9.1%	9	9.0%	9	3.0%	3	2.9%	3
Base:		603		99		100		99		100		101		104

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea	4 - Enniskillen East		5 - Enniskillen West	6 - Republic of Ireland			
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**Q04 What if anything is the one thing you most dislike about (STORE MENTIONED AT Q01) ?**  
*Not those who said 'Don't know' at Q01*

Change layout too often	8.5%	51	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	47.1%	49
Expensive parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	3.3%	20	3.0%	3	6.0%	6	6.1%	6	3.0%	3	2.0%	2	0.0%	0
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	1.3%	8	3.0%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.9%	2
Lack of public transport	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	4.5%	27	5.1%	5	3.0%	3	6.1%	6	6.0%	6	5.0%	5	1.9%	2
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.7%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Poor quality	0.5%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Staff rude / unhelpful	1.0%	6	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Too busy	2.5%	15	4.0%	4	4.0%	4	3.0%	3	0.0%	0	4.0%	4	0.0%	0
Too far away	0.7%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Too small	1.5%	9	2.0%	2	1.0%	1	2.0%	2	2.0%	2	2.0%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too big	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
(Nothing)	73.3%	442	74.7%	74	80.0%	80	77.8%	77	81.0%	81	79.2%	80	48.1%	50
(Don't know)	1.3%	8	4.0%	4	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Base:		603		99		100		99		100		101		104

Mean score [£]:

**Q05 How much on average does your household normally spend on main food and grocery shopping in a week?**

£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.3%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
£16 - £20	2.1%	13	2.0%	2	3.0%	3	3.0%	3	1.0%	1	2.0%	2	1.9%	2
£21 - £25	2.0%	12	2.0%	2	2.0%	2	3.0%	3	3.0%	3	2.0%	2	0.0%	0
£26 - £30	3.0%	18	4.0%	4	1.0%	1	2.0%	2	6.0%	6	3.0%	3	1.9%	2
£31 - £35	1.3%	8	2.0%	2	1.0%	1	0.0%	0	2.0%	2	2.0%	2	1.0%	1
£36 - £40	5.4%	33	4.0%	4	4.0%	4	6.0%	6	5.0%	5	9.9%	10	3.8%	4
£41 - £45	2.0%	12	1.0%	1	2.0%	2	2.0%	2	2.0%	2	3.0%	3	1.9%	2
£46 - £50	8.9%	54	15.0%	15	6.0%	6	4.0%	4	5.0%	5	10.9%	11	12.4%	13
£51 - £55	2.3%	14	0.0%	0	4.0%	4	5.0%	5	1.0%	1	4.0%	4	0.0%	0
£56 - £60	5.9%	36	12.0%	12	7.0%	7	6.0%	6	4.0%	4	2.0%	2	4.8%	5
£61 - £65	2.8%	17	2.0%	2	2.0%	2	3.0%	3	4.0%	4	5.0%	5	1.0%	1
£66 - £70	5.4%	33	1.0%	1	7.0%	7	6.0%	6	5.0%	5	8.9%	9	4.8%	5
£71 - £75	3.5%	21	4.0%	4	3.0%	3	5.0%	5	6.0%	6	3.0%	3	0.0%	0
£76 - £80	6.8%	41	10.0%	10	4.0%	4	6.0%	6	2.0%	2	5.0%	5	13.3%	14
£81 - £85	0.8%	5	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0
£86 - £90	3.1%	19	4.0%	4	2.0%	2	5.0%	5	2.0%	2	1.0%	1	4.8%	5
£91 - £95	0.3%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£96 - £100	17.5%	106	12.0%	12	26.0%	26	13.0%	13	20.0%	20	14.9%	15	19.0%	20
£101 - £120	7.1%	43	6.0%	6	7.0%	7	7.0%	7	8.0%	8	3.0%	3	11.4%	12
£121 - £140	2.0%	12	1.0%	1	3.0%	3	3.0%	3	2.0%	2	2.0%	2	1.0%	1
£141 - £160	4.8%	29	5.0%	5	5.0%	5	6.0%	6	4.0%	4	3.0%	3	5.7%	6
£161 - £180	1.0%	6	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.9%	2
£181 - £200	1.7%	10	2.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.9%	3
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.5%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	7.8%	47	7.0%	7	7.0%	7	8.0%	8	11.0%	11	6.9%	7	6.7%	7
(Refused)	1.3%	8	0.0%	0	0.0%	0	1.0%	1	2.0%	2	5.0%	5	0.0%	0
Mean:		81.78		76.97		82.47		86.26		80.54		74.66		89.10
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05

**Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)**

*Not those who said 'Don't know' at Q01*

Daily	4.0%	24	6.1%	6	7.0%	7	4.0%	4	3.0%	3	4.0%	4	0.0%	0
At least two times a week	14.1%	85	6.1%	6	10.0%	10	20.2%	20	16.0%	16	16.8%	17	15.4%	16
At least once a week	63.7%	384	67.7%	67	58.0%	58	53.5%	53	71.0%	71	70.3%	71	61.5%	64
At least once a fortnight	12.4%	75	15.2%	15	13.0%	13	14.1%	14	7.0%	7	7.9%	8	17.3%	18
At least once a month	3.6%	22	3.0%	3	8.0%	8	5.1%	5	1.0%	1	0.0%	0	4.8%	5
At least every two months	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Have only visited once	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	10	2.0%	2	3.0%	3	2.0%	2	2.0%	2	1.0%	1	0.0%	0
Mean:		1.29		1.33		1.40		1.35		1.30		1.37		1.03
Base:		603		99		100		99		100		101		104

**Q07 How do you normally travel to (STORE MENTIONED AT Q01?)**

*Not those those who said 'Don't know' or 'Internet' at Q01*

Car / van (as driver)	73.3%	428	81.1%	77	73.7%	70	58.1%	54	78.4%	76	73.0%	73	75.0%	78
Car / van (as passenger)	14.2%	83	8.4%	8	17.9%	17	18.3%	17	11.3%	11	16.0%	16	13.5%	14
Bus (including the busway or guided bus), minibus or coach	1.2%	7	1.1%	1	0.0%	0	4.3%	4	0.0%	0	0.0%	0	1.9%	2
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Walk	7.7%	45	6.3%	6	7.4%	7	12.9%	12	8.2%	8	8.0%	8	3.8%	4
Taxi	1.2%	7	2.1%	2	0.0%	0	2.2%	2	1.0%	1	1.0%	1	1.0%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	12	1.1%	1	1.1%	1	4.3%	4	1.0%	1	1.0%	1	3.8%	4
Base:		584		95		95		93		97		100		104

Mean score [Minutes]:

**Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?**

*Not those who said 'Don't know' or 'Internet' at Q01*

1 - 5 minutes	25.7%	150	22.1%	21	18.9%	18	26.9%	25	39.2%	38	34.0%	34	13.5%	14
6 - 10 minutes	23.5%	137	20.0%	19	21.1%	20	18.3%	17	32.0%	31	33.0%	33	16.3%	17
11 - 15 minutes	14.6%	85	25.3%	24	18.9%	18	6.5%	6	18.6%	18	13.0%	13	5.8%	6
16 - 30 minues	28.9%	169	26.3%	25	40.0%	38	41.9%	39	10.3%	10	14.0%	14	41.3%	43
31 - 45 minutes	1.5%	9	4.2%	4	0.0%	0	1.1%	1	0.0%	0	3.0%	3	1.0%	1
46 - 60 minutes	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1
61+ minutes	0.5%	3	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	4.6%	27	1.1%	1	1.1%	1	3.2%	3	0.0%	0	3.0%	3	18.3%	19
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Mean:		14.55		15.66		15.48		16.72		9.77		11.55		18.98
Base:		584		95		95		93		97		100		104

**Q09 When do you do your main food shopping?**

Weekdays during the day	45.2%	274	40.0%	40	52.0%	52	38.0%	38	32.0%	32	55.4%	56	53.3%	56
Weekdays during the evening	10.7%	65	11.0%	11	8.0%	8	17.0%	17	15.0%	15	3.0%	3	10.5%	11
Saturday	13.7%	83	19.0%	19	14.0%	14	16.0%	16	12.0%	12	9.9%	10	11.4%	12
Sunday	1.0%	6	1.0%	1	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	29.4%	178	29.0%	29	24.0%	24	26.0%	26	41.0%	41	31.7%	32	24.8%	26
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q10 When you go main food shopping is your trip linked with any other activity?</b>														
<i>Not those who shop online at Q01</i>														
Yes – non - food shopping	9.7%	57	14.6%	14	11.6%	11	10.6%	10	11.3%	11	11.0%	11	0.0%	0
Yes – other food shopping	5.8%	34	8.3%	8	6.3%	6	4.3%	4	3.1%	3	7.0%	7	5.7%	6
Yes – visiting services such as banks and other financial institutions	4.8%	28	6.3%	6	4.2%	4	1.1%	1	1.0%	1	5.0%	5	10.5%	11
Yes – leisure activity	3.1%	18	1.0%	1	5.3%	5	7.4%	7	2.1%	2	2.0%	2	1.0%	1
Yes – travelling to / from work	3.9%	23	5.2%	5	6.3%	6	5.3%	5	4.1%	4	2.0%	2	1.0%	1
Yes – travelling to / from school / college / university	0.7%	4	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.0%	2	0.0%	0
Yes – getting petrol	1.5%	9	2.1%	2	1.1%	1	1.1%	1	1.0%	1	1.0%	1	2.9%	3
Yes – visiting café / pub / restaurant	2.2%	13	2.1%	2	1.1%	1	2.1%	2	2.1%	2	5.0%	5	1.0%	1
Yes – visiting family/friends	2.2%	13	0.0%	0	2.1%	2	4.3%	4	2.1%	2	3.0%	3	1.9%	2
Yes – visiting health service such as doctor, dentist, hospital	0.9%	5	0.0%	0	1.1%	1	1.1%	1	1.0%	1	1.0%	1	1.0%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	1.4%	8	0.0%	0	2.1%	2	2.1%	2	0.0%	0	1.0%	1	2.9%	3
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	54.5%	320	58.3%	56	53.7%	51	54.3%	51	66.0%	64	60.0%	60	36.2%	38
(Don't know / varies)	9.4%	55	2.1%	2	4.2%	4	5.3%	5	6.2%	6	0.0%	0	36.2%	38
Base:		587		96		95		94		97		100		105
<b>Q11 Where do you do this linked trip?</b>														
<i>Those who link their trip with other shopping or services at Q10</i>														
<b>Zone 1</b>														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	26.1%	31	89.3%	25	28.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dromore	0.8%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	3.4%	4	0.0%	0	19.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.8%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	2.5%	3	0.0%	0	0.0%	0	20.0%	3	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.8%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	47.1%	56	0.0%	0	42.9%	9	73.3%	11	100.0%	15	82.6%	19	11.8%	2
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
<b>Zone 5</b>														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Garrison	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
<b>Zone 6</b>														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Bundoran (ROI)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Cavan (ROI)	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3
Donegal (ROI)	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.2%	7
Sligo (ROI)	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
<b>Others:</b>														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Base:		119		28		21		15		15		23		17

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q12 Do you make ‘top up’ shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?</b>														
Yes	73.3%	444	71.0%	71	58.0%	58	77.0%	77	82.0%	82	55.4%	56	95.2%	100
No	26.7%	162	29.0%	29	42.0%	42	23.0%	23	18.0%	18	44.6%	45	4.8%	5
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland							
<b>Q13 Where did you last undertake this ‘top up’ shopping?</b>														
<i>Those who do top-up shopping at Q12</i>														
<b>Zone 1</b>														
Asda, Dromore Road, Omagh, BT78 1QZ	0.7%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Beragh, Sixmilecross	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Omagh	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.5%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurospar, Main Street, Fintona	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kelvin Road, Omagh, BT78 1ER	0.7%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, James Street, Meetinghouse Hill, Omagh, BT78 1QX	0.9%	4	4.2%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Showgrounds Retail Park, Omagh, BT79 7AQ	0.5%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Anderson Gardens, Omagh	1.4%	6	7.0%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Strabane Road, Newtownstewart	0.9%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Market Street, Omagh	0.7%	3	2.8%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Tattymoyle Road, Fintona	1.4%	6	4.2%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beragh	0.5%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carrickmore	0.7%	3	2.8%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Fintona	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gortin	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownstewart	0.7%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Omagh	5.0%	22	28.2%	20	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Seskinore	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sixmilecross	0.5%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Centra, Main Street, Irvinestown	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Kesh	0.7%	3	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Trillick	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Main Street, Trillick	0.9%	4	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Dromore	1.8%	8	0.0%	0	12.1%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Spar, Main Street, Trillick	1.1%	5	0.0%	0	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dromore	0.7%	3	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ederney	0.7%	3	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Irvinestown	2.7%	12	0.0%	0	19.0%	11	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local shops, Kesh	0.5%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trillick	0.5%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-op, Main Street, Fivemiletown	1.1%	5	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0
Costcutter, Dernawilt Road, Rosslea	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, BT92 0JB	1.4%	6	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0	1.0%	1
Spar, Main Street, Fivemiletown	2.3%	10	0.0%	0	0.0%	0	13.0%	10	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Rosslea	0.7%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Supervalu, Clones Road, Newtownbutler	1.8%	8	0.0%	0	0.0%	0	7.8%	6	0.0%	0	3.6%	2	0.0%	0
Local shops, Brookeborough	0.7%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Fivemiletown	0.9%	4	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Linnaskea	4.3%	19	0.0%	0	1.7%	1	22.1%	17	1.2%	1	0.0%	0	0.0%	0
Local shops, Maguiresbridge	0.5%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownbutler	0.5%	2	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Rosslea	0.7%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Asda, Derrychara Road,	5.4%	24	0.0%	0	1.7%	1	3.9%	3	13.4%	11	16.1%	9	0.0%	0



	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland					
Enniskillen, BT74 6JG														
Centra, Main Street, Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.8%	1	0.0%	0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.6%	7	0.0%	0	1.7%	1	0.0%	0	4.9%	4	3.6%	2	0.0%	0
Marks & Spencer, Erneside Shopping Centre, Enniskillen, BT74 6JQ	1.6%	7	0.0%	0	1.7%	1	0.0%	0	4.9%	4	3.6%	2	0.0%	0
Spar, Coa Road, Chanterhill	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Spar, Main Street, Ballinamallard	0.9%	4	0.0%	0	1.7%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Spar, Main Street, Lisbellaw	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Tesco, Derrychara Link, Enniskillen, BT74 6JF	3.4%	15	0.0%	0	0.0%	0	2.6%	2	13.4%	11	3.6%	2	0.0%	0
Local shops, Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local shops, Enniskillen	9.7%	43	0.0%	0	0.0%	0	5.2%	4	30.5%	25	23.2%	13	1.0%	1
Local shops, Lisbellaw	1.1%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0
Local shops, Lisnarick	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tempo	0.9%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0
<b>Zone 5</b>														
Centra, Main Street, Belleek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Derrylin Road, Bellanaleck	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Iceland, Shore Road, Enniskillen, BT74 7BD	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	1	1.0%	1
Spar, Knockaraven, Garrison	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Spar, Main Street, Belcoo	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	1	0.0%	0
Spar, Rossorry Church Road, Craigville	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Spar, Sligo Road, Enniskillen	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	9	0.0%	0
Local shops, Bellanaleck	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Local shops, Belleek	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Local shops, Derrygonnelly	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
<b>Zone 6</b>														
Aldi (ROI), Cranmore Lane, Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl (ROI), Cranmore Road, Sligo	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Supervalu (ROI), Ballisodare town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Supervalu (ROI), Fermanagh Street, Clones	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	5.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25
Tesco (ROI), O'Connell Street, Sligo	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Local shops (ROI), Ballisodare	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops (ROI), Ballyconnell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops (ROI), Belturbet	2.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
Local shops (ROI), Bundoran	0.9%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.0%	2
Local shops (ROI), Donegal town	4.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	21
Local shops (ROI), Sligo	2.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12
<b>Others:</b>														
Aldi (ROI), Dublin Road, Carrick on Shannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sweep Road, Cookstown, BT80 8JR	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ballygawley Road, Dungannon	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, John Street, Dungannon, BT70 1ES	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	2.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Local shops (ROI), Ballymote	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local shops, Claudy	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Clogher	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Draperstown	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greencastle (ROI)	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Orritor Road Retail Park, Cookstown, BT80 8BH	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.6%	7	2.8%	2	0.0%	0	3.9%	3	0.0%	0	0.0%	0	2.0%	2
Base:		444		71		58		77		82		56		100

**Mean score [Times a week]:** Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05

**Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?**

*Not those who said 'Don't know' at Q13*

Daily	22.2%	97	23.2%	16	37.9%	22	21.6%	16	25.6%	21	25.0%	14	8.2%	8
At least two times a week	52.2%	228	50.7%	35	31.0%	18	58.1%	43	48.8%	40	44.6%	25	68.4%	67
At least once a week	17.4%	76	14.5%	10	22.4%	13	9.5%	7	20.7%	17	23.2%	13	16.3%	16
At least once a fortnight	1.4%	6	4.3%	3	1.7%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0
At least once a month	1.8%	8	2.9%	2	3.4%	2	5.4%	4	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.6%	20	2.9%	2	3.4%	2	5.4%	4	2.4%	2	7.1%	4	6.1%	6
Mean:		2.92		2.90		3.64		2.95		3.06		3.10		2.24
Base:		437		69		58		74		82		56		98

**Mean score [£]:**

**Q15 How much on average does your household normally spend on top up shopping in a week?**

*Those who do top-up shopping at Q12*

£1 - £5	7.2%	32	5.6%	4	6.9%	4	15.6%	12	4.9%	4	14.3%	8	0.0%	0
£6 - £10	16.4%	73	14.1%	10	17.2%	10	23.4%	18	23.2%	19	14.3%	8	8.0%	8
£11 - £15	8.3%	37	12.7%	9	1.7%	1	6.5%	5	11.0%	9	10.7%	6	7.0%	7
£16 - £20	19.4%	86	22.5%	16	20.7%	12	16.9%	13	17.1%	14	16.1%	9	22.0%	22
£21 - £25	6.8%	30	11.3%	8	12.1%	7	5.2%	4	2.4%	2	5.4%	3	6.0%	6
£26 - £30	8.3%	37	8.5%	6	10.3%	6	3.9%	3	6.1%	5	7.1%	4	13.0%	13
£31 - £35	2.5%	11	2.8%	2	5.2%	3	0.0%	0	6.1%	5	1.8%	1	0.0%	0
£36 - £40	4.3%	19	0.0%	0	3.4%	2	3.9%	3	3.7%	3	3.6%	2	9.0%	9
£41 - £45	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	7.0%	31	5.6%	4	6.9%	4	10.4%	8	7.3%	6	1.8%	1	8.0%	8
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.4%	6	1.4%	1	0.0%	0	1.3%	1	1.2%	1	1.8%	1	2.0%	2
£61 - £65	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.7%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
£71 - £75	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.9%	4	1.4%	1	0.0%	0	2.6%	2	0.0%	0	1.8%	1	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	2.5%	11	0.0%	0	1.7%	1	1.3%	1	1.2%	1	1.8%	1	7.0%	7
£101 - £120	0.5%	2	0.0%	0	1.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.4%	55	9.9%	7	10.3%	6	7.8%	6	13.4%	11	16.1%	9	16.0%	16
(Refused)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.6%	2	0.0%	0
Mean:		26.24		24.19		26.52		23.39		23.90		21.89		34.31
Base:		444		71		58		77		82		56		100

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q16 Where did you last buy clothing or footwear goods?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	18.0%	109	63.0%	63	33.0%	33	7.0%	7	2.0%	2	4.0%	4	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	2.8%	17	14.0%	14	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	2.1%	13	0.0%	0	8.0%	8	0.0%	0	3.0%	3	0.0%	0	1.9%	2
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.8%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	40.4%	245	0.0%	0	33.0%	33	56.0%	56	70.0%	70	71.3%	72	13.3%	14
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.0%	6	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Belturbet (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cavan (ROI)	3.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	20
Cavan Retail Park (ROI), Dublin Road, Cavan	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Donegal (ROI)	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.7%	7
Sligo (ROI)	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	15.2%	16
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymena	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbridge	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Belfast	2.5%	15	1.0%	1	1.0%	1	3.0%	3	4.0%	4	5.9%	6	0.0%	0
Cardiff, Wales	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Coleraine	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Craigavon	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Dublin (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.8%	5
Dundee, Scotland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Dungannon	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	13
Lisburn	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.8%	5	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Magherafelt	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester, England	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Monaghan (ROI)	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Portstewart	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Strabane	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	11.1%	67	6.0%	6	10.0%	10	15.0%	15	12.0%	12	8.9%	9	14.3%	15
Abroad	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.0%	12	3.0%	3	2.0%	2	3.0%	3	1.0%	1	1.0%	1	1.9%	2
(Don't do this)	2.5%	15	1.0%	1	5.0%	5	2.0%	2	3.0%	3	2.0%	2	1.9%	2
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q17 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>														
<i>Not 'Delivery' / 'Abroad' / 'Don't do' at Q16</i>														
Yes – food shopping	6.3%	33	5.4%	5	8.2%	7	9.8%	8	5.9%	5	3.3%	3	5.7%	5
Yes – non - food shopping	10.1%	53	4.3%	4	9.4%	8	13.4%	11	9.4%	8	7.8%	7	17.0%	15
Yes – visiting services such as banks and other financial institutions	2.5%	13	4.3%	4	1.2%	1	4.9%	4	3.5%	3	0.0%	0	1.1%	1
Yes – leisure activity	1.9%	10	1.1%	1	3.5%	3	3.7%	3	1.2%	1	1.1%	1	1.1%	1
Yes – travelling to / from work	1.7%	9	5.4%	5	1.2%	1	2.4%	2	1.2%	1	0.0%	0	0.0%	0
Yes – travelling to / from school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Yes – visiting café / pub / restaurant	10.7%	56	8.6%	8	12.9%	11	12.2%	10	12.9%	11	10.0%	9	8.0%	7
Yes – visiting family/friends	3.4%	18	2.2%	2	3.5%	3	0.0%	0	3.5%	3	6.7%	6	4.5%	4
Yes – visiting health service such as doctor, dentist, hospital	1.1%	6	0.0%	0	1.2%	1	0.0%	0	2.4%	2	3.3%	3	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	52.4%	274	62.4%	58	56.5%	48	47.6%	39	54.1%	46	65.6%	59	27.3%	24
(Don't know / varies)	9.2%	48	6.5%	6	2.4%	2	6.1%	5	5.9%	5	2.2%	2	31.8%	28
Base:		523		93		85		82		85		90		88

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q18 Where did you last buy books, CDs, DVDs?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	4.3%	26	17.0%	17	8.0%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.7%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Zone 3														
Brookeborough	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	18.0%	109	0.0%	0	13.0%	13	24.0%	24	35.0%	35	34.7%	35	1.9%	2
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballisadare (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ballyconnell (ROI)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7
Belturbet (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6
Cavan (ROI)	2.0%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	10.5%	11
Cavan Retail Park (ROI), Dublin Road, Cavan	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Donegal (ROI)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Sligo (ROI)	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.7%	7
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.5%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Carrick on Shannon (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dublin (ROI)	0.5%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	10
Londonderry	0.5%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	20.6%	125	24.0%	24	21.0%	21	24.0%	24	21.0%	21	19.8%	20	14.3%	15
Abroad	0.3%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	2.3%	14	2.0%	2	2.0%	2	1.0%	1	5.0%	5	0.0%	0	3.8%	4
(Don't do this)	41.6%	252	50.0%	50	50.0%	50	44.0%	44	37.0%	37	42.6%	43	26.7%	28
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q19 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	10.7%	65	35.0%	35	20.0%	20	5.0%	5	4.0%	4	1.0%	1	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	0.7%	4	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.0%	6	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Linnaskea	1.5%	9	1.0%	1	0.0%	0	7.0%	7	1.0%	1	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	20.1%	122	2.0%	2	15.0%	15	24.0%	24	47.0%	47	28.7%	29	4.8%	5
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.0%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.9%	3
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	13
Belturbet (ROI)	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Cavan (ROI)	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	9
Cavan Retail Park (ROI), Dublin Road, Cavan	1.2%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.7%	6
Donegal (ROI)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7
Sligo (ROI)	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	15
Sligo Retail Park (ROI), Carraroe, Sligo	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	1.5%	9	1.0%	1	0.0%	0	5.0%	5	1.0%	1	2.0%	2	0.0%	0
Cookstown	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Draperstown	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	16
Lisburn	0.5%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Londonderry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Monaghan (ROI)	0.7%	4	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Oaks Retail Park, Oaks Road, Dungannon	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.6%	28	1.0%	1	2.0%	2	10.0%	10	3.0%	3	5.0%	5	6.7%	7
Abroad	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.9%	48	15.0%	15	11.0%	11	5.0%	5	9.0%	9	4.0%	4	3.8%	4
(Don't do this)	33.7%	204	37.0%	37	41.0%	41	35.0%	35	33.0%	33	49.5%	50	7.6%	8
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q20 Where did you last buy goods such as toys, games, bicycles and recreational goods?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Sperrin Drive, Omagh	0.3%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Omagh	6.9%	42	16.0%	16	21.0%	21	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	17.5%	106	0.0%	0	13.0%	13	22.0%	22	26.0%	26	29.7%	30	14.3%	15
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.9%	2
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6
Belturbet (ROI)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Cavan (ROI)	1.5%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.6%	8
Cavan Retail Park (ROI), Dublin Road, Cavan	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7
Donegal (ROI)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Sligo (ROI)	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	10
Sligo Retail Park (ROI), Carraroe, Sligo	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	2.3%	14	2.0%	2	3.0%	3	4.0%	4	4.0%	4	1.0%	1	0.0%	0
Bristol, England	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Crescent Link Retail Park, Crescent Link Road, Londonderry, BT47 6SA	0.5%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Dublin (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lesley Retail Park, Strand Road, Londonderry	0.5%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	15
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Londonderry	0.3%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle, County Down	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Perth, Scotland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Portstewart	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	11.9%	72	10.0%	10	9.0%	9	17.0%	17	14.0%	14	8.9%	9	12.4%	13
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember)	1.5%	9	3.0%	3	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.9%	2
(Don't do this)	45.5%	276	62.0%	62	47.0%	47	47.0%	47	48.0%	48	55.4%	56	15.2%	16
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q21 Where did you last buy chemist goods (including health and beauty products)?														
Zone 1														
Beragh	0.3%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dromore Road Retail Park, Omagh	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	0.7%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	14.5%	88	70.0%	70	16.0%	16	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Zone 2														
Dromore	2.8%	17	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	3.3%	20	0.0%	0	18.0%	18	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Kesh	0.7%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	1.0%	6	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Brookeborough	0.7%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	2.6%	16	1.0%	1	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.8%	17	0.0%	0	0.0%	0	15.0%	15	2.0%	2	0.0%	0	0.0%	0
Maguiresbridge	0.7%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	1.0%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Rosslea	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Enniskillen	34.8%	211	0.0%	0	18.0%	18	42.0%	42	79.0%	79	67.3%	68	3.8%	4
Lisbellaw	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Zone 5														
Belcoo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Belleek	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Derrygonnelly	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Derrylin	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Garrison	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	3.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	20
Belturbet (ROI)	3.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	21
Cavan (ROI)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Cavan Retail Park (ROI), Dublin Road, Cavan	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Donegal (ROI)	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	14
Sligo (ROI)	4.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	26
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymote (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Belfast	0.3%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Draperstown	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Lisburn	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Strabane	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.5%	9	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	2.9%	3
(Don't know / can't remember)	1.0%	6	2.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't do this)	9.2%	56	16.0%	16	14.0%	14	5.0%	5	5.0%	5	15.8%	16	0.0%	0
Base:		606		100		100		100		100		101		105



	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q22 Where did you last buy electrical items, such as televisions, washing machines and computers?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortrush Industrial Estate, Omagh	0.5%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	12.5%	76	49.0%	49	26.0%	26	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	1.2%	7	5.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.5%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clabby	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.5%	15	0.0%	0	1.0%	1	12.0%	12	2.0%	2	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	31.8%	193	2.0%	2	21.0%	21	47.0%	47	56.0%	56	54.5%	55	11.4%	12
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	10.2%	62	2.0%	2	12.0%	12	9.0%	9	18.0%	18	16.8%	17	3.8%	4
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Garrison	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8
Belturbet (ROI)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Cavan (ROI)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Cavan Retail Park (ROI), Dublin Road, Cavan	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Cleveragh Retail Park (ROI), Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Donegal (ROI)	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.7%	7
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sligo (ROI)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7
Sligo Retail Park (ROI), Carraroe, Sligo	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.3%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Castlederg	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.9%	2
Dungannon	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	18
Londonderry	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.5%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Strabane	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.9%	42	6.0%	6	10.0%	10	9.0%	9	6.0%	6	5.0%	5	5.7%	6
(Don't know / can't remember)	5.4%	33	12.0%	12	4.0%	4	5.0%	5	6.0%	6	1.0%	1	4.8%	5
(Don't do this)	13.9%	84	19.0%	19	17.0%	17	10.0%	10	9.0%	9	17.8%	18	10.5%	11
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q23 Where did you last buy DIY or gardening goods?														
Zone 1														
Beragh	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrickmore	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Sperrin Drive, Omagh	2.1%	13	9.0%	9	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	15.2%	92	45.0%	45	30.0%	30	5.0%	5	6.0%	6	5.9%	6	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	2.0%	12	2.0%	2	5.0%	5	3.0%	3	2.0%	2	0.0%	0	0.0%	0
Sixmilecross	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.5%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.5%	9	0.0%	0	7.0%	7	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	2.1%	13	0.0%	0	0.0%	0	12.0%	12	1.0%	1	0.0%	0	0.0%	0
Linnaskea	3.3%	20	0.0%	0	0.0%	0	19.0%	19	1.0%	1	0.0%	0	0.0%	0
Newtownbutler	0.8%	5	0.0%	0	0.0%	0	4.0%	4	0.0%	0	1.0%	1	0.0%	0
Rosslea	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Enniskillen	23.6%	143	1.0%	1	15.0%	15	16.0%	16	60.0%	60	46.5%	47	3.8%	4
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.7%	10	0.0%	0	1.0%	1	0.0%	0	3.0%	3	4.0%	4	1.9%	2
Trory	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	3.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	19
Ballyshannon (ROI)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Belturbet (ROI)	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	9
Cavan (ROI)	1.2%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.7%	6
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Donegal (ROI)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7
Sligo (ROI)	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	10
Sligo Retail Park (ROI), Carraroe, Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.5%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Dublin (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Faustina Retail Park, Buncrana Road, Londonderry	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	16
Lisburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Monaghan (ROI)	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Strabane	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.8%	11	2.0%	2	3.0%	3	1.0%	1	2.0%	2	0.0%	0	2.9%	3
(Don't know / can't remember)	3.6%	22	2.0%	2	4.0%	4	5.0%	5	6.0%	6	0.0%	0	4.8%	5
(Don't do this)	26.1%	158	32.0%	32	25.0%	25	30.0%	30	16.0%	16	35.6%	36	18.1%	19
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q24 Where did you last buy furniture, carpets and floor coverings?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	0.8%	5	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.0%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	9.6%	58	36.0%	36	17.0%	17	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	0.8%	5	3.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	5.4%	33	0.0%	0	24.0%	24	0.0%	0	4.0%	4	5.0%	5	0.0%	0
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clabby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fivemiletown	0.7%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Linnaskea	3.6%	22	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.5%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	22.4%	136	0.0%	0	10.0%	10	20.0%	20	54.0%	54	42.6%	43	8.6%	9
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.8%	17	0.0%	0	2.0%	2	1.0%	1	10.0%	10	2.0%	2	1.9%	2
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrison	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7
Belturbet (ROI)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Cavan (ROI)	1.2%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.7%	6
Cavan Retail Park (ROI), Dublin Road, Cavan	0.8%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.8%	4
Cleveragh Retail Park (ROI), Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Donegal (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6
Sligo (ROI)	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	10
Sligo Retail Park (ROI), Carraroe, Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballygally	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	3.5%	21	3.0%	3	5.0%	5	6.0%	6	3.0%	3	4.0%	4	0.0%	0
Cookstown	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Craigavon	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Dungannon	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	17
Limavady	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.3%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Magherafelt	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Strabane	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.2%	7	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	1.9%	2
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	7.1%	43	11.0%	11	3.0%	3	11.0%	11	5.0%	5	4.0%	4	8.6%	9
(Don't do this)	28.1%	170	35.0%	35	31.0%	31	20.0%	20	21.0%	21	38.6%	39	22.9%	24
Base:		606		100		100		100		100		101		105
Q25 Do you ever visit any of the following centres? [MR/PR]														
Enniskillen	82.7%	501	39.0%	39	86.0%	86	97.0%	97	100.0%	100	100.0%	101	74.3%	78
Omagh	63.0%	382	99.0%	99	87.0%	87	62.0%	62	66.0%	66	49.5%	50	17.1%	18
(Don't visit any of these centres)	5.8%	35	1.0%	1	5.0%	5	3.0%	3	0.0%	0	0.0%	0	24.8%	26
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q26 Which centre do you visit the most?</b>														
<i>Those who visit a centre at Q25</i>														
Enniskillen	72.5%	414	2.0%	2	54.7%	52	95.9%	93	99.0%	99	100.0%	101	84.8%	67
Omagh	27.5%	157	98.0%	97	45.3%	43	4.1%	4	1.0%	1	0.0%	0	15.2%	12
Base:		571		99		95		97		100		101		79
<b>Q27 Why don't you visit Enniskillen? [MR]</b>														
<i>Those who do not visit Enniskillen at Q25</i>														
Lack of choice and range of non-food shops	1.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	41.9%	44	47.5%	29	28.6%	4	33.3%	1	0.0%	0	0.0%	0	37.0%	10
Too far away from work	1.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	1.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	5.7%	6	4.9%	3	21.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.9%	2	1.6%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	47.6%	50	45.9%	28	42.9%	6	33.3%	1	0.0%	0	0.0%	0	55.6%	15
(Don't know)	2.9%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Base:		105		61		14		3		0		0		27
<b>Q27A Why don't you visit Omagh? [MR]</b>														
<i>Those who do not visit Omagh at Q25</i>														
Lack of choice and range of non-food shops	2.2%	5	0.0%	0	7.7%	1	2.6%	1	0.0%	0	2.0%	1	2.3%	2
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Environmental quality of centre	1.3%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.3%	2
Too far away from home	57.1%	128	0.0%	0	30.8%	4	65.8%	25	32.4%	11	64.7%	33	63.2%	55
Too far away from work	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Not accessible by public transport	1.8%	4	0.0%	0	7.7%	1	5.3%	2	0.0%	0	2.0%	1	0.0%	0
Inconveniently located car parking	2.2%	5	0.0%	0	7.7%	1	10.5%	4	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Traffic congestion	2.2%	5	0.0%	0	0.0%	0	2.6%	1	2.9%	1	5.9%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	33.5%	75	100.0%	1	53.8%	7	18.4%	7	64.7%	22	31.4%	16	25.3%	22
(Don't know)	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5
Base:		224		1		13		38		34		51		87
<b>Q27B Which of these other centres do you usually visit? [MR]</b>														
<i>Those who do not visit a centre at Q25</i>														
Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry	8.6%	3	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Belfast	5.7%	2	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Lisnaskea	8.6%	3	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
Irvinestown	11.4%	4	0.0%	0	80.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / none)	71.4%	25	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	92.3%	24
Base:		35		1		5		3		0		0		26

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
<b>Q28 Which of the following, if any, methods of electronic home shopping do you use? [MR/PR]</b>													
Yes, Internet	46.7%	283	46.0%	46	45.0%	45	51.0%	51	45.0%	45	41.6%	42	51.4%
Portable Internet shopping (through mobile phone)	16.3%	99	10.0%	10	17.0%	17	30.0%	30	21.0%	21	13.9%	14	6.7%
TV Shopping (No)	1.5%	9	0.0%	0	2.0%	2	1.0%	1	3.0%	3	1.0%	1	1.9%
	51.2%	310	53.0%	53	55.0%	55	42.0%	42	52.0%	52	57.4%	58	47.6%
Base:		606		100		100		100		100		101	105
<b>Q29 Which goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]</b>													
<i>Those who shop via Internet / TV at Q28</i>													
Food	15.5%	46	17.0%	8	20.0%	9	19.0%	11	16.7%	8	9.3%	4	10.9%
Clothes	54.4%	161	48.9%	23	60.0%	27	48.3%	28	60.4%	29	55.8%	24	54.5%
Banking / finance	4.4%	13	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%
Books	36.1%	107	40.4%	19	33.3%	15	41.4%	24	47.9%	23	41.9%	18	14.5%
Car parts / products	4.1%	12	2.1%	1	6.7%	3	5.2%	3	4.2%	2	2.3%	1	3.6%
CDs, DVDs, music	33.1%	98	25.5%	12	28.9%	13	36.2%	21	47.9%	23	44.2%	19	18.2%
Craft / hobby items	7.4%	22	0.0%	0	8.9%	4	3.4%	2	10.4%	5	14.0%	6	9.1%
DIY goods	3.4%	10	2.1%	1	0.0%	0	5.2%	3	2.1%	1	7.0%	3	3.6%
Furniture / carpets	4.7%	14	2.1%	1	2.2%	1	10.3%	6	4.2%	2	4.7%	2	3.6%
Garden items	1.7%	5	0.0%	0	0.0%	0	1.7%	1	0.0%	0	4.7%	2	3.6%
Gifts	16.6%	49	17.0%	8	15.6%	7	13.8%	8	22.9%	11	16.3%	7	14.5%
Health / beauty / cosmetic / toiletry items	15.2%	45	4.3%	2	8.9%	4	8.6%	5	27.1%	13	4.7%	2	34.5%
Holiday and / or travel tickets	9.5%	28	4.3%	2	0.0%	0	1.7%	1	4.2%	2	2.3%	1	40.0%
Jewellery	4.1%	12	0.0%	0	6.7%	3	5.2%	3	2.1%	1	0.0%	0	9.1%
Major electrical items	11.5%	34	4.3%	2	11.1%	5	17.2%	10	18.8%	9	11.6%	5	5.5%
Pet products	1.7%	5	0.0%	0	0.0%	0	3.4%	2	2.1%	1	2.3%	1	1.8%
Small electrical items	24.0%	71	8.5%	4	17.8%	8	27.6%	16	18.8%	9	34.9%	15	34.5%
Small household goods	15.5%	46	8.5%	4	15.6%	7	10.3%	6	25.0%	12	16.3%	7	18.2%
Sports goods	7.4%	22	4.3%	2	2.2%	1	6.9%	4	14.6%	7	4.7%	2	10.9%
Stationery	2.7%	8	0.0%	0	2.2%	1	1.7%	1	6.3%	3	4.7%	2	1.8%
Toys	14.9%	44	12.8%	6	11.1%	5	27.6%	16	12.5%	6	7.0%	3	14.5%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	3.7%	11	10.6%	5	4.4%	2	3.4%	2	2.1%	1	0.0%	0	1.8%
Base:		296		47		45		58		48		43	55
<b>Q30 What, if anything , would change your Internet / electronic shopping preferences in the next 3 - 5 years? [MR/PR]</b>													
<i>Those who shop via Internet / TV at Q28</i>													
Improved broadband	41.9%	124	44.7%	21	44.4%	20	36.2%	21	43.8%	21	41.9%	18	41.8%
More / nearer click and collect services	33.1%	98	31.9%	15	35.6%	16	24.1%	14	37.5%	18	51.2%	22	23.6%
Increased local collection points	37.2%	110	29.8%	14	42.2%	19	27.6%	16	52.1%	25	37.2%	16	36.4%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better prices	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Better website design	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Free delivery	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.3%	1	0.0%
Quicker delivery	0.7%	2	0.0%	0	0.0%	0	1.7%	1	2.1%	1	0.0%	0	0.0%
(Nothing)	37.2%	110	40.4%	19	42.2%	19	39.7%	23	29.2%	14	41.9%	18	30.9%
Base:		296		47		45		58		48		43	55
<b>Q31 Which of these leisure activities do you participate in? [MR/PR]</b>													
Indoor sports or health and fitness activity	18.5%	112	21.0%	21	14.0%	14	20.0%	20	26.0%	26	13.9%	14	16.2%
Cinema	39.8%	241	46.0%	46	28.0%	28	36.0%	36	40.0%	40	37.6%	38	50.5%
Restaurant	65.0%	394	73.0%	73	72.0%	72	70.0%	70	61.0%	61	70.3%	71	44.8%
Pub / bars	32.3%	196	35.0%	35	29.0%	29	26.0%	26	35.0%	35	22.8%	23	45.7%
Nightclub	5.0%	30	3.0%	3	5.0%	5	1.0%	1	8.0%	8	2.0%	2	10.5%
Social club	5.1%	31	5.0%	5	7.0%	7	3.0%	3	8.0%	8	2.0%	2	5.7%
Ten pin bowling	7.3%	44	10.0%	10	6.0%	6	7.0%	7	7.0%	7	3.0%	3	10.5%
Swimming	23.3%	141	19.0%	19	13.0%	13	31.0%	31	34.0%	34	13.9%	14	28.6%
Theatre / concert hall	28.7%	174	32.0%	32	27.0%	27	32.0%	32	39.0%	39	38.6%	39	4.8%
Museum / art galleries	11.7%	71	15.0%	15	14.0%	14	12.0%	12	17.0%	17	11.9%	12	1.0%
(None mentioned)	17.5%	106	16.0%	16	18.0%	18	21.0%	21	19.0%	19	14.9%	15	16.2%
Base:		606		100		100		100		100		101	105

	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
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### Q32 Which centre / facility did you last visit for indoor sports or health and fitness activity?

Those who use indoor sports facilities at Q31

#### Zone 1

Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughmacrory	1.8%	2	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.9%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	17.9%	20	76.2%	16	21.4%	3	0.0%	0	3.8%	1	0.0%	0	0.0%	0

#### Zone 2

Dromore	2.7%	3	0.0%	0	21.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	4.5%	5	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.9%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

#### Zone 3

Fivemiletown	3.6%	4	0.0%	0	0.0%	0	20.0%	4	0.0%	0	0.0%	0	0.0%	0
Linnaskea	5.4%	6	0.0%	0	0.0%	0	30.0%	6	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.9%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0

#### Zone 4

Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	40.2%	45	0.0%	0	14.3%	2	30.0%	6	96.2%	25	85.7%	12	0.0%	0

#### Zone 5

Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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#### Zone 6

Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	11.8%	2
Belturbet (ROI)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Cavan (ROI)	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3
Donegal (ROI)	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3
Sligo (ROI)	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.2%	7

#### Others:

Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymoney	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Belfast	0.9%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	0.9%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.9%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.7%	3	4.8%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	5.9%	1

Base:	112	21	14	20	26	14	17
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

### Q33 How often do you visit (FACILITY MENTIONED AT Q32) for indoor sports or health and fitness activities?

Those who use indoor sports facilities at Q31

Daily	5.4%	6	9.5%	2	0.0%	0	5.0%	1	7.7%	2	0.0%	0	5.9%	1
At least two times a week	45.5%	51	28.6%	6	57.1%	8	35.0%	7	61.5%	16	57.1%	8	35.3%	6
At least once a week	32.1%	36	23.8%	5	28.6%	4	55.0%	11	15.4%	4	35.7%	5	41.2%	7
At least once a fortnight	3.6%	4	9.5%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0
At least once a month	5.4%	6	9.5%	2	7.1%	1	0.0%	0	7.7%	2	7.1%	1	0.0%	0
At least every two months	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
At least every 3 months	0.9%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.9%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.6%	4	14.3%	3	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0

Mean:	88.48	94.11	75.29	87.63	103.00	78.86	80.06
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Base:	112	21	14	20	26	14	17
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	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
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**Q34 Which centre / facility did you last visit to go the cinema?**

*Those who go to the cinema at Q31*

**Zone 1**

IMC, Gillygooly Road, Omagh, BT78 5PN	19.9%	48	78.3%	36	39.3%	11	2.8%	1	0.0%	0	0.0%	0	0.0%	0
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**Zone 4**

IMC, Raceview Factory Road, Enniskillen, BT74 6DP	56.4%	136	4.3%	2	60.7%	17	94.4%	34	97.5%	39	89.5%	34	18.9%	10
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**Zone 6**

Eclipse Cinemas (ROI), Station Road, Bundoran	8.3%	20	2.2%	1	0.0%	0	0.0%	0	0.0%	0	10.5%	4	28.3%	15
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Odeon (ROI), Main Street, Townparks, Cavan	7.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	18
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Omniplex (ROI), Wine Street, Sligo	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5
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**Others:**

Belfast	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Brunswick Moviebowl, Brunswick Lane, Pennyburn Industrial Estate, Derry, BT48 0LU	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Century Cinemas (ROI), Pearse Road, Letterkenny	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
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Eclipse Cinemas (ROI), Three Rivers Centre, Station Rd, Lifford	0.8%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Odeon, Victoria Square, Belfast	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Omniplex, Quayside Shopping Centre, Strand Road, Derry	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
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The Ritz Multiplex, Burn Road, Cookstown, BT80 8ND	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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(Don't know / can't remember)	1.2%	3	2.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.9%	1
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Base:		241		46		28		36		40		38		53
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**Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1**

**Q35 How often do you visit (FACILITY MENTIONED AT Q34) to go to the cinema?**

*Those who go to the cinema at Q31*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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At least two times a week	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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At least once a week	2.5%	6	4.3%	2	0.0%	0	2.8%	1	2.5%	1	0.0%	0	3.8%	2
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At least once a fortnight	5.4%	13	6.5%	3	3.6%	1	0.0%	0	5.0%	2	13.2%	5	3.8%	2
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At least once a month	23.7%	57	15.2%	7	32.1%	9	11.1%	4	27.5%	11	26.3%	10	30.2%	16
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At least every two months	15.4%	37	17.4%	8	17.9%	5	19.4%	7	12.5%	5	7.9%	3	17.0%	9
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At least every 3 months	17.0%	41	6.5%	3	7.1%	2	30.6%	11	10.0%	4	18.4%	7	26.4%	14
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At least every 6 months	23.2%	56	21.7%	10	35.7%	10	33.3%	12	30.0%	12	26.3%	10	3.8%	2
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Less often than once every 6 months	7.9%	19	13.0%	6	0.0%	0	2.8%	1	5.0%	2	7.9%	3	13.2%	7
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Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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(Don't know / varies)	4.6%	11	13.0%	6	3.6%	1	0.0%	0	7.5%	3	0.0%	0	1.9%	1
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Mean:		8.50		11.40		7.11		5.86		8.32		8.39		9.02
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Base:		241		46		28		36		40		38		53
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	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q36 Which centre / facility did you last visit to go to a restaurant?														
Those who go to restaurants at Q31														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrickmore	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	15.5%	61	54.8%	40	25.0%	18	2.9%	2	0.0%	0	1.4%	1	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	5.6%	22	1.4%	1	26.4%	19	1.4%	1	1.6%	1	0.0%	0	0.0%	0
Kesh	0.5%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killadeas	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	4.1%	16	1.4%	1	0.0%	0	21.4%	15	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.8%	3	0.0%	0	1.4%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Enniskillen	41.1%	162	4.1%	3	27.8%	20	47.1%	33	85.2%	52	71.8%	51	6.4%	3
Tempo	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0
Belleek	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	2.0%	8	0.0%	0	1.4%	1	1.4%	1	0.0%	0	1.4%	1	10.6%	5
Belturbet (ROI)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4
Bundoran (ROI)	1.0%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Cavan (ROI)	3.0%	12	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.8%	2	19.1%	9
Donegal (ROI)	6.9%	27	2.7%	2	4.2%	3	1.4%	1	1.6%	1	2.8%	2	38.3%	18
Sligo (ROI)	1.5%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	8.5%	4
Others:														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aughnacloy	1.0%	4	4.1%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ballygawley	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	2.0%	8	6.8%	5	0.0%	0	2.9%	2	1.6%	1	0.0%	0	0.0%	0
Castlederg	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Clogher	0.5%	2	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Cong (ROI)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Cookstown	1.3%	5	4.1%	3	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Draperstown	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Dungannon	0.5%	2	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Galway (ROI)	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4
Londonerry	1.0%	4	1.4%	1	1.4%	1	1.4%	1	0.0%	0	1.4%	1	0.0%	0
Manchester, England	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0
Monaghan (ROI)	1.5%	6	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0
Strabane	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.3%	9	8.2%	6	2.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Base:		394		73		72		70		61		71		47



Total	1 - Omagh	2 - Irinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

### Q37 How often do you visit (FACILITY MENTIONED AT Q36) to visit a restaurant?

Those who go to restaurants at Q31

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	2.5%	10	4.1%	3	1.4%	1	0.0%	0	1.6%	1	4.2%	3	4.3%	2
At least once a week	15.5%	61	5.5%	4	20.8%	15	7.1%	5	16.4%	10	21.1%	15	25.5%	12
At least once a fortnight	14.2%	56	13.7%	10	11.1%	8	15.7%	11	16.4%	10	15.5%	11	12.8%	6
At least once a month	26.4%	104	34.2%	25	23.6%	17	22.9%	16	24.6%	15	32.4%	23	17.0%	8
At least every two months	15.0%	59	11.0%	8	16.7%	12	17.1%	12	19.7%	12	11.3%	8	14.9%	7
At least every 3 months	10.4%	41	6.8%	5	11.1%	8	17.1%	12	8.2%	5	9.9%	7	8.5%	4
At least every 6 months	6.9%	27	12.3%	9	5.6%	4	8.6%	6	3.3%	2	2.8%	2	8.5%	4
Less often than once every 6 months	2.3%	9	4.1%	3	1.4%	1	0.0%	0	1.6%	1	0.0%	0	8.5%	4
Have only visited once	3.3%	13	4.1%	3	5.6%	4	5.7%	4	3.3%	2	0.0%	0	0.0%	0
(Don't know / varies)	3.6%	14	4.1%	3	2.8%	2	5.7%	4	4.9%	3	2.8%	2	0.0%	0
Mean:	19.76		16.74		20.19		13.24		20.05		25.13		24.55	
Base:	394		73		72		70		61		71		47	

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q38 Which centre / facility did you last visit to go to bars, pubs, social clubs or nightclubs?														
Those who go to pubs / bars / nightclubs / social clubs at Q31														
Zone 1														
Beragh	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	0.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killyclogher	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.4%	3	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	13.0%	27	58.3%	21	19.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixmilecross	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	1.0%	2	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	4.8%	10	0.0%	0	29.0%	9	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Kesh	1.4%	3	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	1.4%	3	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	3.8%	8	2.8%	1	0.0%	0	25.0%	7	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.4%	5	0.0%	0	3.2%	1	14.3%	4	0.0%	0	0.0%	0	0.0%	0
Maguiresbridge	0.5%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Rosslea	0.5%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Enniskillen	30.3%	63	0.0%	0	9.7%	3	39.3%	11	80.6%	29	75.0%	18	3.8%	2
Lisbellaw	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Garrison	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	5.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	12
Belturbet (ROI)	4.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	9
Cavan (ROI)	1.9%	4	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.7%	3
Cleveragh Retail Park (ROI), Sligo	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Clones (ROI)	0.5%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Donegal (ROI)	6.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	13
Sligo (ROI)	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5
Others:														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Dublin (ROI)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Dungannon	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6
Monaghan (ROI)	0.5%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	13	11.1%	4	6.5%	2	3.6%	1	8.3%	3	4.2%	1	3.8%	2
Base:		208		36		31		28		36		24		53

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q39 How often do you visit (FACILITY MENTIONED AT Q38) to go to bars, pubs, social clubs or nightclubs?**

Those who go to pubs / bars / nightclubs / social clubs at Q31

Daily	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
At least two times a week	1.4%	3	0.0%	0	3.2%	1	3.6%	1	0.0%	0	4.2%	1	0.0%	0
At least once a week	24.5%	51	22.2%	8	19.4%	6	17.9%	5	33.3%	12	20.8%	5	28.3%	15
At least once a fortnight	16.3%	34	13.9%	5	22.6%	7	7.1%	2	25.0%	9	16.7%	4	13.2%	7
At least once a month	23.1%	48	27.8%	10	29.0%	9	32.1%	9	8.3%	3	25.0%	6	20.8%	11
At least every two months	12.0%	25	2.8%	1	9.7%	3	14.3%	4	8.3%	3	12.5%	3	20.8%	11
At least every 3 months	10.1%	21	13.9%	5	3.2%	1	7.1%	2	11.1%	4	12.5%	3	11.3%	6
At least every 6 months	3.8%	8	0.0%	0	6.5%	2	7.1%	2	5.6%	2	8.3%	2	0.0%	0
Less often than once every 6 months	2.9%	6	8.3%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	3.8%	2
Have only visited once	0.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	10	11.1%	4	3.2%	1	10.7%	3	2.8%	1	0.0%	0	1.9%	1
Mean:		25.48		21.72		24.43		22.40		37.09		23.92		22.81
Base:		208		36		31		28		36		24		53

**Q40 Which centre / facility did you last visit to go ten-pin bowling?**

Those who go ten pin bowling at Q31

<b>Zone 1</b>														
CC Bowling, Cooley Road, Beragh, Omagh, BT79 OSP	6.8%	3	20.0%	2	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
<b>Zone 2</b>														
Johnny Rocko's, Main Street, Irvinestown, BT94 1GJ	22.7%	10	0.0%	0	50.0%	3	28.6%	2	71.4%	5	0.0%	0	0.0%	0
<b>Zone 6</b>														
Astra Bowl (ROI), Townspark Centre, Main Street, Cavan	9.1%	4	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	27.3%	3
Bundoran GlowBowl & Mack's Amusements (ROI), Macks Amusements, Main Street, Bundoran	13.6%	6	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	5
<b>Others:</b>														
Belfast	9.1%	4	0.0%	0	16.7%	1	28.6%	2	14.3%	1	0.0%	0	0.0%	0
Brunswick Moviebowl, Brunswick Lane, Pennyburn Industrial Estate, Derry, BT48 0LU	15.9%	7	40.0%	4	33.3%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Londonerry	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
(Don't know / can't remember)	20.5%	9	30.0%	3	0.0%	0	14.3%	1	14.3%	1	33.3%	1	27.3%	3
Base:		44		10		6		7		7		3		11

	Total	1 - Omagh		2 - Irvinestown		3 - Lissnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q41 How often do you visit (FACILITY MENTIONED AT Q40) for ten-pin bowling?**

Those who go ten pin bowling at Q31

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	2.3%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
At least once a week	6.8%	3	0.0%	0	33.3%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0
At least once a fortnight	4.5%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	9.1%	1
At least once a month	4.5%	2	10.0%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
At least every two months	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	9.1%	1
At least every 3 months	13.6%	6	20.0%	2	0.0%	0	14.3%	1	42.9%	3	0.0%	0	0.0%	0
At least every 6 months	18.2%	8	20.0%	2	33.3%	2	28.6%	2	0.0%	0	0.0%	0	18.2%	2
Less often than once every 6 months	27.3%	12	40.0%	4	33.3%	2	14.3%	1	28.6%	2	0.0%	0	27.3%	3
Have only visited once	6.8%	3	10.0%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	9.1%	1
(Don't know / varies)	11.4%	5	0.0%	0	0.0%	0	14.3%	1	0.0%	0	33.3%	1	27.3%	3
Mean:	10.33			2.90		18.33		3.67		20.57		29.00		5.00
Base:		44		10		6		7		7		3		11

**Q42 Which centre / facility did you last visit to go swimming?**

Those who swim at Q31

<b>Zone 1</b>														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	18.4%	26	89.5%	17	46.2%	6	6.5%	2	2.9%	1	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.4%	2	0.0%	0	7.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Killadeas	1.4%	2	0.0%	0	7.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
<b>Zone 3</b>														
Fivemiletown	2.1%	3	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0
Linnaskea	6.4%	9	0.0%	0	0.0%	0	29.0%	9	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	44.7%	63	0.0%	0	38.5%	5	41.9%	13	85.3%	29	92.9%	13	10.0%	3
<b>Zone 5</b>														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Ballyshannon (ROI)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Belturbet (ROI)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Bundoran (ROI)	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3
Cavan (ROI)	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Donegal (ROI)	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	8
Sligo (ROI)	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	6
<b>Others:</b>														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangor	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Cookstown	0.7%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisburn	0.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Londonerry	0.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	1.4%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	3.3%	1
Mulranny (ROI)	0.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	1.4%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	3.3%	1
(Don't know / can't remember)	2.8%	4	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3
Base:		141		19		13		31		34		14		30

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**Mean score [Times a year]:** Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q43 How often do you visit (FACILITY MENTIONED AT Q42) to go swimming?**

Those who swim at Q31

Daily	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
At least two times a week	23.4%	33	5.3%	1	23.1%	3	16.1%	5	41.2%	14	50.0%	7	10.0%	3
At least once a week	18.4%	26	31.6%	6	7.7%	1	22.6%	7	26.5%	9	7.1%	1	6.7%	2
At least once a fortnight	9.2%	13	15.8%	3	15.4%	2	9.7%	3	0.0%	0	14.3%	2	10.0%	3
At least once a month	17.0%	24	21.1%	4	15.4%	2	16.1%	5	8.8%	3	14.3%	2	26.7%	8
At least every two months	5.7%	8	10.5%	2	7.7%	1	3.2%	1	2.9%	1	7.1%	1	6.7%	2
At least every 3 months	5.7%	8	0.0%	0	0.0%	0	3.2%	1	14.7%	5	0.0%	0	6.7%	2
At least every 6 months	7.1%	10	10.5%	2	23.1%	3	16.1%	5	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	4.3%	6	0.0%	0	0.0%	0	6.5%	2	2.9%	1	0.0%	0	10.0%	3
Have only visited once	1.4%	2	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
(Don't know / varies)	7.1%	10	5.3%	1	0.0%	0	6.5%	2	0.0%	0	7.1%	1	20.0%	6
Mean:	44.91		31.00		34.85		36.00		69.18		66.31		25.58	
Base:		141		19		13		31		34		14		30

**Q44 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?**

Those who go to theatres / concert halls / museum / art galleries at Q31

<b>Zone 1</b>														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killyclogher	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Omagh	11.4%	22	33.3%	12	28.1%	9	2.8%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosslea	0.5%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	49.2%	95	0.0%	0	40.6%	13	47.2%	17	76.7%	33	80.0%	32	0.0%	0
<b>Zone 5</b>														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyshannon (ROI)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Cavan (ROI)	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2
Donegal (ROI)	1.0%	2	2.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
<b>Others:</b>														
Ardoyne	1.0%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.5%	1	0.0%	0
Belfast	14.5%	28	36.1%	13	21.9%	7	8.3%	3	7.0%	3	5.0%	2	0.0%	0
Central London / West End	3.1%	6	2.8%	1	3.1%	1	0.0%	0	4.7%	2	5.0%	2	0.0%	0
Dublin (ROI)	4.7%	9	2.8%	1	0.0%	0	13.9%	5	4.7%	2	2.5%	1	0.0%	0
Londonerry	2.6%	5	8.3%	3	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.6%	3	2.8%	1	3.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	7.8%	15	8.3%	3	3.1%	1	16.7%	6	2.3%	1	0.0%	0	66.7%	4
Base:		193		36		32		36		43		40		6

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1														
<b>Q45 How often do you visit (FACILITY MENTIONED AT Q44) for art / culture activities (i.e. theatres / galleries / museums)?</b>														
<i>Those who go to theatres / concert halls / museum / art galleries at Q31</i>														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	2.1%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	2	5.0%	2	0.0%	0
At least once a month	4.7%	9	2.8%	1	0.0%	0	0.0%	0	7.0%	3	12.5%	5	0.0%	0
At least every two months	11.9%	23	13.9%	5	9.4%	3	13.9%	5	9.3%	4	12.5%	5	16.7%	1
At least every 3 months	13.0%	25	19.4%	7	3.1%	1	13.9%	5	18.6%	8	10.0%	4	0.0%	0
At least every 6 months	36.8%	71	27.8%	10	53.1%	17	38.9%	14	32.6%	14	40.0%	16	0.0%	0
Less often than once every 6 months	18.7%	36	16.7%	6	25.0%	8	16.7%	6	20.9%	9	12.5%	5	33.3%	2
Have only visited once	4.1%	8	5.6%	2	6.3%	2	8.3%	3	0.0%	0	0.0%	0	16.7%	1
(Don't know / varies)	8.8%	17	13.9%	5	3.1%	1	8.3%	3	7.0%	3	7.5%	3	33.3%	2
Mean:		3.61		3.16		2.13		2.64		4.53		5.27		2.25
Base:		193		36		32		36		43		40		6
<b>Q46 How do you normally travel when visiting leisure destinations?</b>														
<i>Those who participate in a leisure activity at Q31</i>														
Car / van (as driver)	66.6%	333	66.7%	56	68.3%	56	67.1%	53	70.4%	57	67.4%	58	60.2%	53
Car / van (as passenger)	19.6%	98	19.0%	16	23.2%	19	22.8%	18	13.6%	11	20.9%	18	18.2%	16
Bus, minibus or coach	2.4%	12	3.6%	3	0.0%	0	3.8%	3	2.5%	2	3.5%	3	1.1%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.0%	30	6.0%	5	4.9%	4	5.1%	4	6.2%	5	7.0%	6	6.8%	6
Taxi	2.2%	11	2.4%	2	0.0%	0	0.0%	0	3.7%	3	1.2%	1	5.7%	5
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	16	2.4%	2	3.7%	3	1.3%	1	3.7%	3	0.0%	0	8.0%	7
Base:		500		84		82		79		81		86		88

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q47 Which leisure facilities would you like to see more of in the area? [MR]														
Bars / pubs	3.0%	18	1.0%	1	0.0%	0	2.0%	2	3.0%	3	1.0%	1	10.5%	11
Better shopping facilities	4.3%	26	1.0%	1	2.0%	2	5.0%	5	1.0%	1	2.0%	2	14.3%	15
Bowling alley	11.7%	71	15.0%	15	4.0%	4	9.0%	9	12.0%	12	6.9%	7	22.9%	24
Cinema	4.6%	28	2.0%	2	0.0%	0	7.0%	7	0.0%	0	0.0%	0	18.1%	19
Concert hall / venue	0.8%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.9%	2
Cycle paths / area	3.0%	18	3.0%	3	1.0%	1	1.0%	1	3.0%	3	2.0%	2	7.6%	8
Dance facilities	0.8%	5	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Extreme sports	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Health and fitness (gym)	5.8%	35	0.0%	0	2.0%	2	1.0%	1	3.0%	3	7.9%	8	20.0%	21
Hotels	1.0%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Ice rink	4.1%	25	3.0%	3	2.0%	2	3.0%	3	2.0%	2	1.0%	1	13.3%	14
Karting	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	11
Leisure centre	5.0%	30	2.0%	2	2.0%	2	5.0%	5	5.0%	5	4.0%	4	11.4%	12
More children facilities / activities	9.7%	59	5.0%	5	6.0%	6	8.0%	8	11.0%	11	4.0%	4	23.8%	25
More sports facilities (football pitches, tennis courts)	6.4%	39	4.0%	4	10.0%	10	7.0%	7	5.0%	5	4.0%	4	8.6%	9
Museum / art galleries	1.2%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	4.8%	5
Skateboarding	0.7%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.9%	2
Indoor soft play areas	2.1%	13	0.0%	0	2.0%	2	1.0%	1	2.0%	2	2.0%	2	5.7%	6
Play spaces / park facilities	3.6%	22	1.0%	1	3.0%	3	4.0%	4	2.0%	2	2.0%	2	9.5%	10
Paintballing	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7
Restaurants / cafés	2.6%	16	3.0%	3	4.0%	4	0.0%	0	0.0%	0	1.0%	1	7.6%	8
Swimming pool	9.2%	56	2.0%	2	12.0%	12	8.0%	8	2.0%	2	6.9%	7	23.8%	25
Theatre	1.2%	7	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	3.8%	4
Bingo	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
More facilities / activities for older people	0.7%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
More public walkways	0.5%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
(None)	55.3%	335	57.0%	57	61.0%	61	59.0%	59	67.0%	67	67.3%	68	21.9%	23
(Don't know)	5.8%	35	13.0%	13	1.0%	1	4.0%	4	2.0%	2	4.0%	4	10.5%	11
Base:		606		100		100		100		100		101		105
Q48 Which other community facilities and businesses would you like to see in the area? [MR/PR]														
Hotels	21.9%	133	46.0%	46	21.0%	21	17.0%	17	15.0%	15	30.7%	31	2.9%	3
Cultural centres	16.3%	99	18.0%	18	18.0%	18	21.0%	21	21.0%	21	17.8%	18	2.9%	3
Religious institutions	5.0%	30	5.0%	5	5.0%	5	10.0%	10	1.0%	1	5.9%	6	2.9%	3
Tourist attractions	29.2%	177	32.0%	32	32.0%	32	35.0%	35	33.0%	33	29.7%	30	14.3%	15
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	9
Cafés / restaurants	0.5%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More public transport	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Supermarkets	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(None)	46.7%	283	30.0%	30	53.0%	53	46.0%	46	51.0%	51	51.5%	52	48.6%	51
(Don't know)	6.8%	41	8.0%	8	3.0%	3	1.0%	1	5.0%	5	3.0%	3	20.0%	21
Base:		606		100		100		100		100		101		105
GEN Gender of respondent:														
Male	25.2%	153	18.0%	18	20.0%	20	22.0%	22	30.0%	30	20.8%	21	40.0%	42
Female	74.8%	453	82.0%	82	80.0%	80	78.0%	78	70.0%	70	79.2%	80	60.0%	63
Base:		606		100		100		100		100		101		105
AGE Could I ask how old you are please?														
18 – 24 years	3.3%	20	4.0%	4	1.0%	1	0.0%	0	1.0%	1	2.0%	2	11.4%	12
25 – 34 years	8.1%	49	2.0%	2	8.0%	8	5.0%	5	6.0%	6	5.9%	6	21.0%	22
35 – 44 years	16.5%	100	8.0%	8	11.0%	11	20.0%	20	21.0%	21	5.9%	6	32.4%	34
45 – 54 years	20.8%	126	30.0%	30	18.0%	18	26.0%	26	20.0%	20	18.8%	19	12.4%	13
55 – 64 years	19.8%	120	32.0%	32	21.0%	21	14.0%	14	17.0%	17	22.8%	23	12.4%	13
65+ years	27.7%	168	20.0%	20	38.0%	38	28.0%	28	31.0%	31	39.6%	40	10.5%	11
(Refused)	3.8%	23	4.0%	4	3.0%	3	7.0%	7	4.0%	4	5.0%	5	0.0%	0
Base:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
EMP Is the chief wage earner in full-time or part-time employment?														
Full-time	45.2%	274	40.0%	40	41.0%	41	50.0%	50	49.0%	49	34.7%	35	56.2%	59
Part-time	7.8%	47	12.0%	12	4.0%	4	6.0%	6	11.0%	11	6.9%	7	6.7%	7
Retired - private company pension	13.4%	81	15.0%	15	12.0%	12	9.0%	9	13.0%	13	21.8%	22	9.5%	10
Retired - state pension	19.8%	120	13.0%	13	32.0%	32	24.0%	24	17.0%	17	27.7%	28	5.7%	6
Unemployed	6.4%	39	10.0%	10	4.0%	4	5.0%	5	2.0%	2	5.0%	5	12.4%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	7.4%	45	10.0%	10	7.0%	7	6.0%	6	8.0%	8	4.0%	4	9.5%	10
Base:		606		100		100		100		100		101		105
ADU How many adults, including yourself, live in your household (16 years and above)?														
One	19.0%	115	13.0%	13	17.0%	17	21.0%	21	18.0%	18	25.7%	26	19.0%	20
Two	51.3%	311	50.0%	50	57.0%	57	50.0%	50	51.0%	51	42.6%	43	57.1%	60
Three	14.4%	87	15.0%	15	10.0%	10	10.0%	10	17.0%	17	17.8%	18	16.2%	17
Four or more	10.7%	65	16.0%	16	10.0%	10	11.0%	11	10.0%	10	10.9%	11	6.7%	7
(Refused)	4.6%	28	6.0%	6	6.0%	6	8.0%	8	4.0%	4	3.0%	3	1.0%	1
Base:		606		100		100		100		100		101		105
CHI How many children aged under 16 years old are there living in your household?														
None	67.8%	411	79.0%	79	70.0%	70	57.0%	57	70.0%	70	87.1%	88	44.8%	47
One	10.4%	63	5.0%	5	8.0%	8	11.0%	11	9.0%	9	4.0%	4	24.8%	26
Two	10.4%	63	5.0%	5	6.0%	6	12.0%	12	11.0%	11	4.0%	4	23.8%	25
Three	4.1%	25	1.0%	1	7.0%	7	7.0%	7	5.0%	5	1.0%	1	3.8%	4
Four or more	2.8%	17	4.0%	4	4.0%	4	5.0%	5	1.0%	1	1.0%	1	1.9%	2
(Refused)	4.5%	27	6.0%	6	5.0%	5	8.0%	8	4.0%	4	3.0%	3	1.0%	1
Base:		606		100		100		100		100		101		105
CAR How many cars does your household own or have the use of?														
None	9.6%	58	6.0%	6	6.0%	6	9.0%	9	12.0%	12	11.9%	12	12.4%	13
One	44.1%	267	40.0%	40	46.0%	46	41.0%	41	38.0%	38	44.6%	45	54.3%	57
Two	32.2%	195	36.0%	36	29.0%	29	32.0%	32	37.0%	37	30.7%	31	28.6%	30
Three or more	9.6%	58	12.0%	12	14.0%	14	9.0%	9	9.0%	9	8.9%	9	4.8%	5
(Refused)	4.6%	28	6.0%	6	5.0%	5	9.0%	9	4.0%	4	4.0%	4	0.0%	0
Base:		606		100		100		100		100		101		105
HOM Do you own your own home?														
Yes	70.3%	426	78.0%	78	82.0%	82	71.0%	71	75.0%	75	74.3%	75	42.9%	45
No	24.1%	146	15.0%	15	13.0%	13	20.0%	20	21.0%	21	21.8%	22	52.4%	55
(Refused)	5.6%	34	7.0%	7	5.0%	5	9.0%	9	4.0%	4	4.0%	4	4.8%	5
Base:		606		100		100		100		100		101		105
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?														
White	94.7%	574	91.0%	91	96.0%	96	95.0%	95	94.0%	94	95.1%	96	97.1%	102
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Bangladeshi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Asian	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.6%	28	8.0%	8	4.0%	4	5.0%	5	6.0%	6	5.0%	5	0.0%	0
Base:		606		100		100		100		100		101		105



	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
QUOTA Zone:														
1 - Omagh	16.5%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 - Irvinestown	16.5%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - Lisnaskea	16.5%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
4 - Enniskillen East	16.5%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
5 - Enniskillen West	16.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0
6 - Republic of Ireland	17.3%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	105
Base:		606		100		100		100		100		101		105
PC Postcode sector:														
BT74 4	4.3%	26	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0
BT74 5	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	13	0.0%	0
BT74 6	7.3%	44	0.0%	0	0.0%	0	0.0%	0	44.0%	44	0.0%	0	0.0%	0
BT74 7	8.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.5%	50	0.0%	0
BT74 8	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
BT75 0	6.3%	38	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0
BT78 1	2.1%	13	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 2	1.3%	8	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 3	10.4%	63	0.0%	0	63.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 4	1.7%	10	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 5	1.8%	11	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 0	3.1%	19	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 7	3.1%	19	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 8	1.2%	7	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 9	2.1%	13	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT92 0	5.0%	30	0.0%	0	0.0%	0	30.0%	30	0.0%	0	0.0%	0	0.0%	0
BT92 2	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0
BT92 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
BT92 6	0.7%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
BT92 7	1.2%	7	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
BT92 8	1.7%	10	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0
BT92 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
BT93 0	1.0%	6	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT93 1	2.3%	14	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT93 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
BT93 3	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	11	0.0%	0
BT93 4	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0
BT93 5	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
BT93 6	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
BT94 1	2.8%	17	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT94 2	1.7%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0
BT94 3	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
BT94 4	1.8%	11	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0
BT94 5	2.3%	14	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0	0.0%	0
ROI	17.3%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	105
Base:		606		100		100		100		100		101		105
TOWN Town:														
ROI Only														
Ballyconnell	25.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	27
Belturbet	24.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	26
Donegal	24.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	26
Sligo	24.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	26
Base:		105		0		0		0		0		0		105

## Appendix 2:

Data Tabulations

By Zone (Weighted)

	Total		1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
<b>Q01 Where did you last undertake your main food and grocery shopping?</b>														
<b>Zone 1</b>														
Asda, Dromore Road, Omagh, BT78 1QZ	18.9%	115	46.5%	99	26.6%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	3.3%	20	8.8%	19	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kelvin Road, Omagh, BT78 1ER	0.7%	4	1.8%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, James Street, Meetinghouse Hill, Omagh, BT78 1QX	1.5%	9	3.5%	7	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Showgrounds Retail Park, Omagh, BT79 7AQ	1.3%	8	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Spar, Anderson Gardens, Omagh	1.3%	8	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Strabane Road, Newtownstewart	0.6%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Market Street, Omagh	1.7%	10	4.3%	9	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Tattymoyle Road, Fintona	1.5%	9	3.9%	8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carrickmore	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Omagh	2.4%	15	6.7%	14	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Centra, Main Street, Irvinestown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Kesh	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Main Street, Trillick	0.4%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Dromore	0.3%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Trillick	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ederney	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Irvinestown	1.1%	7	0.0%	0	11.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trillick	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-op, Main Street, Fivemiletown	0.4%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Lisnaskea	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, BT92 0JB	1.2%	7	0.0%	0	0.0%	0	9.9%	7	0.8%	1	0.0%	0	0.0%	0
Spar, Main Street, Fivemiletown	1.1%	7	0.0%	0	0.8%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Lisnaskea	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Rosslea	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu, Clones Road, Newtownbutler	0.5%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Brookeborough	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Linnaskea	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Maguiresbridge	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownbutler	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Rosslea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
<b>Zone 4</b>														
Asda, Derrychara Road, Enniskillen, BT74 6JG	16.4%	99	0.0%	0	13.8%	8	24.9%	17	44.2%	34	39.1%	33	7.1%	8
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	1.0%	6	0.0%	0	1.7%	1	2.1%	1	3.3%	3	1.1%	1	0.0%	0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.9%	11	0.0%	0	2.6%	1	2.9%	2	3.6%	3	5.4%	5	0.5%	1
Marks & Spencer, Erneside Shopping Centre, Enniskillen, BT74 6JQ	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0
Spar, Coa Road, Chanterhill	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Spar, Main Street, Ballinamallard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Tesco, Derrychara Link, Enniskillen, BT74 6JF	12.5%	76	0.9%	2	12.4%	7	15.0%	10	35.2%	27	32.9%	28	1.5%	2
Local shops, Enniskillen	0.7%	5	0.0%	0	0.0%	0	0.9%	1	2.9%	2	1.9%	2	0.0%	0
Local shops, Tempo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Centra, Main Street, Belleek	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Iceland, Shore Road, Enniskillen, BT74 7BD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.8%	1	0.0%	0
Spar, Knockaraven, Garrison	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
Spar, Rossorry Church Road, Craigville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Belcoo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Belleek	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Local shops, Letterbreen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zone 6														
Aldi (ROI), Cranmore Lane, Sligo	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	10
Aldi (ROI), Donegal Shopping Centre, Donegal Town	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	8
Aldi (ROI), Dublin Road, Cavan	2.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	15.6%	17
Lidl (ROI), Cranmore Road, Sligo	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Supervalu (ROI), Donegal Shopping Centre, Donegal town	2.6%	16	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	13.5%	14
Supervalu (ROI), Fermanagh Street, Clones	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Grange Village	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7
Tesco (ROI), Main Street / Pearce Street, Cavan Town	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5
Tesco (ROI), O'Connell Street, Sligo	0.5%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.3%	2
Local shops (ROI), Ballyconnell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops (ROI), Belturbet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Local shops (ROI), Cavan	2.0%	12	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	10.7%	11
Local shops (ROI), Donegal town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local shops (ROI), Sligo	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Others:														
Aldi (ROI), Dublin Road, Carrick on Shannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Branch Road, Strabane, BT82 8EQ	1.0%	6	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Clogher	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Draperstown	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dungannon	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Maghera	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Strand Road, Londonderry	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Beech Valley, Dungannon, BT71 7BN	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5
Tesco, Orritor Road, Cookstown, BT80 8BH	0.6%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.7%	22	4.9%	10	7.3%	4	6.3%	4	2.9%	2	1.3%	1	0.0%	0
(Don't know / can't remember)	0.6%	4	0.8%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	2
Weighted base:	606			212		58		68		78		84		107
Sample:	606			100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**Q02 For your last main food internet / home delivery shopping order, how did you receive your goods?**  
*Those who shop online at Q01*

Collection at store	3.8%	1	0.0%	0	0.0%	0	19.9%	1	0.0%	0	0.0%	0	0.0%	0
Home delivery	83.5%	19	73.0%	8	100.0%	4	80.1%	3	100.0%	2	100.0%	1	0.0%	0
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	12.6%	3	27.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		22		10		4		4		2		1		0
Sample:		19		4		5		6		3		1		0

**Q02AWhich retailer do you purchase your main food internet / home delivery shopping from?**  
*Those who shop online at Q01*

Asda	62.9%	14	73.0%	8	43.8%	2	68.0%	3	71.9%	2	0.0%	0	0.0%	0
Supervalu	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	37.1%	8	27.0%	3	56.2%	2	32.0%	1	28.1%	1	100.0%	1	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		22		10		4		4		2		1		0
Sample:		19		4		5		6		3		1		0

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?</b> <i>Not those who said 'Don't know' at Q01</i>														
Accessibility by public transport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Car parking prices	0.5%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Car parking provision	2.0%	12	1.3%	3	3.2%	2	0.9%	1	0.8%	1	1.6%	1	4.4%	5
Choice of food goods available	13.5%	81	13.4%	28	15.3%	9	9.5%	6	10.4%	8	18.0%	15	13.9%	15
Choice of shops nearby selling non-food goods	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Choice of shops selling food goods	1.2%	7	0.0%	0	0.8%	0	0.0%	0	0.9%	1	3.2%	3	3.5%	4
Cleanliness	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Delivery service	2.2%	13	2.3%	5	4.0%	2	4.7%	3	2.1%	2	1.3%	1	0.0%	0
Easy to get to by car	1.6%	9	0.8%	2	1.7%	1	0.0%	0	0.8%	1	2.2%	2	4.2%	4
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	2.2%	14	0.8%	2	0.8%	0	0.8%	1	3.7%	3	1.7%	1	6.1%	6
Good service / friendly staff	1.6%	10	0.9%	2	1.8%	1	0.8%	1	1.9%	1	1.9%	2	3.0%	3
Habit / always use it / preference for retailer	7.5%	45	5.8%	12	5.4%	3	9.2%	6	10.6%	8	8.5%	7	8.0%	8
Internet shopping is convenient	0.8%	5	1.3%	3	2.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lower prices	11.7%	70	7.9%	17	12.7%	7	14.3%	10	12.8%	10	13.0%	11	14.9%	16
Loyalty card / points scheme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Near to home	25.0%	150	28.9%	61	27.8%	16	28.1%	19	31.0%	24	30.5%	26	4.8%	5
Near to work	2.3%	14	3.1%	7	0.9%	1	4.1%	3	2.9%	2	0.0%	0	1.8%	2
Nice shopping environment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1	0.9%	1
Only one in the area / no other choice	1.3%	8	2.7%	6	2.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	3	1.0%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	3.7%	22	5.6%	12	2.6%	2	3.5%	2	0.8%	1	1.7%	1	4.5%	5
Quality of shops selling food goods	0.9%	5	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	2.5%	15	3.1%	7	2.9%	2	0.9%	1	2.6%	2	3.1%	3	1.5%	2
Value for money	9.4%	57	8.5%	18	9.7%	6	11.4%	8	4.4%	3	5.7%	5	16.6%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything under one roof	0.5%	3	1.0%	2	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Nice sized store	0.8%	5	0.9%	2	0.8%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Quiet store / not too busy	0.5%	3	0.0%	0	2.1%	1	1.7%	1	0.8%	1	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.8%	35	7.0%	15	2.5%	1	9.2%	6	8.6%	7	2.5%	2	3.2%	3
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q04 What if anything is the one thing you most dislike about (STORE MENTIONED AT Q01) ?														
Not those who said 'Don't know' at Q01														
Change layout too often	9.1%	54	0.0%	0	2.1%	1	1.3%	1	0.0%	0	0.0%	0	49.8%	52
Expensive parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	2.6%	16	2.7%	6	5.1%	3	5.3%	4	2.5%	2	1.8%	1	0.0%	0
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	2.3%	14	4.1%	9	0.0%	0	0.0%	0	4.5%	3	0.0%	0	1.8%	2
Lack of public transport	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	4.6%	28	4.6%	10	3.1%	2	6.3%	4	8.8%	7	4.8%	4	1.1%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.8%	5	1.3%	3	0.0%	0	0.0%	0	0.9%	1	1.7%	1	0.0%	0
Poor quality	0.5%	3	0.8%	2	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Staff rude / unhelpful	1.0%	6	1.0%	2	0.8%	0	2.0%	1	2.0%	2	0.8%	1	0.0%	0
Too busy	2.4%	14	3.3%	7	4.1%	2	2.6%	2	0.0%	0	4.0%	3	0.0%	0
Too far away	0.5%	3	0.0%	0	1.7%	1	2.1%	1	0.0%	0	0.8%	1	0.0%	0
Too small	1.5%	9	1.9%	4	2.1%	1	1.7%	1	1.5%	1	1.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Too big	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	1	0.0%	0
(Nothing)	72.1%	434	75.4%	159	79.3%	46	77.7%	52	77.4%	60	81.1%	68	46.7%	49
(Don't know)	1.8%	11	3.9%	8	0.0%	0	0.9%	1	0.8%	1	0.9%	1	0.6%	1
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104

Mean score [£]:														
Q05 How much on average does your household normally spend on main food and grocery shopping in a week?														
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.8%	5	2.2%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
£16 - £20	1.8%	11	1.8%	4	2.5%	1	2.4%	2	0.8%	1	1.7%	1	2.0%	2
£21 - £25	1.6%	10	1.8%	4	1.7%	1	2.5%	2	2.4%	2	1.6%	1	0.0%	0
£26 - £30	3.3%	20	4.9%	10	0.8%	0	2.1%	1	5.3%	4	2.7%	2	1.5%	2
£31 - £35	1.2%	7	1.6%	3	0.8%	0	0.0%	0	1.6%	1	1.7%	1	0.5%	1
£36 - £40	4.8%	29	3.4%	7	3.6%	2	5.7%	4	4.4%	3	9.7%	8	4.3%	5
£41 - £45	1.6%	9	0.9%	2	1.6%	1	1.7%	1	2.1%	2	2.7%	2	1.4%	2
£46 - £50	10.2%	62	14.5%	31	5.5%	3	3.3%	2	5.7%	4	11.0%	9	11.1%	12
£51 - £55	1.7%	10	0.0%	0	4.6%	3	5.8%	4	0.8%	1	3.5%	3	0.0%	0
£56 - £60	7.0%	42	11.1%	24	7.7%	4	5.9%	4	3.8%	3	1.6%	1	5.7%	6
£61 - £65	2.5%	15	1.9%	4	1.6%	1	2.7%	2	4.6%	4	4.3%	4	1.4%	2
£66 - £70	4.8%	29	0.8%	2	7.6%	4	5.6%	4	6.6%	5	8.1%	7	6.6%	7
£71 - £75	3.1%	19	3.4%	7	2.5%	1	5.8%	4	5.3%	4	2.5%	2	0.0%	0
£76 - £80	8.6%	52	11.8%	25	4.6%	3	5.8%	4	2.8%	2	5.8%	5	12.8%	14
£81 - £85	0.7%	4	0.8%	2	0.0%	0	0.8%	1	2.5%	2	0.0%	0	0.0%	0
£86 - £90	3.3%	20	3.6%	8	2.9%	2	5.8%	4	1.8%	1	0.8%	1	4.7%	5
£91 - £95	0.4%	2	0.8%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£96 - £100	17.5%	106	12.2%	26	27.8%	16	14.3%	10	21.4%	17	17.5%	15	22.0%	23
£101 - £120	7.0%	42	6.0%	13	7.8%	5	7.3%	5	8.3%	6	2.4%	2	10.8%	12
£121 - £140	1.6%	10	0.8%	2	2.8%	2	3.0%	2	1.7%	1	2.2%	2	0.9%	1
£141 - £160	4.7%	29	4.3%	9	4.2%	2	6.7%	5	4.0%	3	3.5%	3	6.0%	6
£161 - £180	0.8%	5	0.8%	2	0.9%	1	0.9%	1	1.2%	1	0.0%	0	1.2%	1
£181 - £200	2.1%	13	3.0%	6	0.8%	0	0.9%	1	0.8%	1	3.0%	3	2.0%	2
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.4%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.9%	1	0.0%	0
(Don't know / varies)	7.1%	43	7.7%	16	6.0%	3	7.0%	5	10.5%	8	6.3%	5	5.0%	5
(Refused)	1.1%	7	0.0%	0	0.0%	0	1.0%	1	1.9%	1	5.6%	5	0.0%	0
Mean:		81.65		77.24		83.09		87.85		81.63		78.15		88.12
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05

**Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?**

Not those who said 'Don't know' at Q01

Daily	4.1%	25	6.7%	14	5.9%	3	3.4%	2	2.5%	2	3.5%	3	0.0%	0
At least two times a week	12.0%	72	5.7%	12	8.8%	5	17.9%	12	17.1%	13	17.7%	15	14.4%	15
At least once a week	65.7%	396	67.3%	142	58.4%	34	57.5%	39	69.4%	54	71.4%	60	64.6%	68
At least once a fortnight	13.4%	81	16.1%	34	16.4%	9	13.9%	9	8.7%	7	6.7%	6	14.9%	16
At least once a month	3.0%	18	2.5%	5	7.1%	4	4.8%	3	0.8%	1	0.0%	0	4.7%	5
At least every two months	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	8	1.7%	4	2.5%	1	1.7%	1	1.6%	1	0.8%	1	0.0%	0
Mean:		1.28		1.37		1.31		1.28		1.27		1.36		1.02
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104

**Q07 How do you normally travel to (STORE MENTIONED AT Q01)?**

Not those those who said 'Don't know' or 'Internet' at Q01

Car / van (as driver)	75.5%	438	80.6%	161	74.3%	40	59.6%	38	77.3%	58	73.6%	61	76.3%	80
Car / van (as passenger)	12.8%	74	9.3%	19	18.6%	10	16.8%	11	12.1%	9	15.3%	13	12.6%	13
Bus (including the busway or guided bus), minibus or coach	1.0%	6	0.9%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	1.4%	2
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Walk	7.0%	40	6.2%	12	6.3%	3	12.1%	8	8.4%	6	7.3%	6	4.4%	5
Taxi	1.4%	8	2.0%	4	0.0%	0	2.0%	1	1.3%	1	0.9%	1	0.9%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	11	1.0%	2	0.8%	0	5.6%	4	0.8%	1	0.8%	1	3.5%	4
Weighted base:		580		200		53		63		75		83		105
Sample:		584		95		95		93		97		100		104

Mean score [Minutes]:

**Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?**

Not those who said 'Don't know' or 'Internet' at Q01

1 - 5 minutes	25.8%	150	26.5%	53	17.5%	9	24.3%	15	37.9%	29	35.5%	29	13.2%	14
6 - 10 minutes	21.6%	125	18.3%	37	20.6%	11	17.7%	11	33.4%	25	31.3%	26	14.8%	16
11 - 15 minutes	16.1%	93	23.7%	47	21.2%	11	5.8%	4	18.5%	14	12.6%	10	6.2%	6
16 - 30 minutes	28.8%	167	25.8%	52	39.8%	21	46.3%	29	10.2%	8	15.2%	13	42.6%	45
31 - 45 minutes	1.9%	11	3.8%	8	0.0%	0	0.8%	1	0.0%	0	2.6%	2	0.9%	1
46 - 60 minutes	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1
61+ minutes	0.7%	4	0.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.5%	2
(Don't know / varies)	4.6%	26	0.9%	2	0.8%	0	3.2%	2	0.0%	0	2.8%	2	18.7%	20
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Mean:		14.75		14.89		15.51		17.07		9.82		11.57		19.71
Weighted base:		580		200		53		63		75		83		105
Sample:		584		95		95		93		97		100		104

**Q09 When do you do your main food shopping?**

Weekdays during the day	42.1%	255	38.1%	81	51.6%	30	35.7%	24	29.8%	23	54.6%	46	48.2%	51
Weekdays during the evening	11.3%	69	10.4%	22	8.3%	5	19.8%	13	16.3%	13	3.8%	3	11.6%	12
Saturday	14.4%	87	17.9%	38	15.0%	9	14.5%	10	12.0%	9	10.0%	8	12.2%	13
Sunday	1.4%	9	2.2%	5	3.3%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	30.8%	186	31.4%	67	21.8%	13	27.1%	18	41.9%	32	31.5%	26	28.0%	30
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105



	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q10 When you go main food shopping is your trip linked with any other activity?</b>														
<i>Not those who shop online at Q01</i>														
Yes – non - food shopping	9.6%	56	12.8%	26	11.5%	6	10.9%	7	12.0%	9	9.6%	8	0.0%	0
Yes – other food shopping	5.9%	34	8.4%	17	5.4%	3	3.6%	2	2.4%	2	6.1%	5	5.1%	5
Yes – visiting services such as banks and other financial institutions	4.9%	29	5.6%	11	3.7%	2	0.9%	1	1.1%	1	4.5%	4	9.5%	10
Yes – leisure activity	2.3%	13	0.9%	2	4.8%	3	7.9%	5	1.7%	1	2.0%	2	0.9%	1
Yes – travelling to / from work	4.3%	25	6.1%	12	5.6%	3	6.2%	4	4.2%	3	1.6%	1	1.4%	2
Yes – travelling to / from school / college / university	0.4%	2	0.0%	0	1.0%	1	0.8%	1	0.0%	0	1.7%	1	0.0%	0
Yes – getting petrol	1.5%	9	1.8%	4	1.1%	1	0.9%	1	0.8%	1	0.8%	1	2.4%	3
Yes – visiting café / pub / restaurant	2.2%	13	2.2%	4	1.0%	1	2.2%	1	1.8%	1	5.9%	5	0.5%	1
Yes – visiting family/friends	1.7%	10	0.0%	0	4.5%	2	4.0%	3	1.7%	1	2.5%	2	1.5%	2
Yes – visiting health service such as doctor, dentist, hospital	0.6%	3	0.0%	0	0.9%	0	0.9%	1	0.8%	1	0.9%	1	0.9%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	1.0%	6	0.0%	0	2.3%	1	1.7%	1	0.0%	0	0.9%	1	2.9%	3
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	55.9%	326	59.8%	121	54.7%	29	54.6%	35	68.1%	51	63.5%	53	35.3%	38
(Don't know / varies)	9.7%	56	2.4%	5	3.6%	2	5.1%	3	5.5%	4	0.0%	0	39.6%	42
Weighted base:		584		202		53		64		75		83		107
Sample:		587		96		95		94		97		100		105
<b>Q11 Where do you do this linked trip?</b>														
<i>Those who link their trip with other shopping or services at Q10</i>														
<b>Zone 1</b>														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	42.3%	50	87.6%	47	26.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dromore	0.4%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.6%	2	0.0%	0	17.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.4%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	1.4%	2	0.0%	0	0.0%	0	17.4%	2	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.5%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	34.1%	40	0.0%	0	47.7%	5	76.4%	8	100.0%	12	83.5%	14	13.8%	2
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
<b>Zone 5</b>														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Garrison	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
<b>Zone 6</b>														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Bundoran (ROI)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Cavan (ROI)	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	3
Donegal (ROI)	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.3%	7
Sligo (ROI)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2
<b>Others:</b>														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	2.4%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera	1.7%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	1.6%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1
Weighted base:		119		54		11		10		12		17		16
Sample:		119		28		21		15		15		23		17

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q12 Do you make ‘top up’ shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?														
Yes	73.6%	446	69.7%	148	57.6%	33	78.1%	53	81.8%	63	55.4%	46	95.4%	102
No	26.4%	160	30.3%	64	42.4%	24	21.9%	15	18.2%	14	44.6%	37	4.6%	5
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q13 Where did you last undertake this 'top up' shopping?</b>														
<i>Those who do top-up shopping at Q12</i>														
<b>Zone 1</b>														
Asda, Dromore Road, Omagh, BT78 1QZ	1.3%	6	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Beragh, Sixmilecross	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Omagh	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.8%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurospar, Main Street, Fintona	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kelvin Road, Omagh, BT78 1ER	1.3%	6	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, James Street, Meetinghouse Hill, Omagh, BT78 1QX	1.4%	6	3.9%	6	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Showgrounds Retail Park, Omagh, BT79 7AQ	1.1%	5	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Anderson Gardens, Omagh	3.1%	14	8.6%	13	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Strabane Road, Newtownstewart	1.7%	8	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Market Street, Omagh	1.2%	5	3.2%	5	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Tattymoyle Road, Fintona	1.8%	8	3.9%	6	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beragh	0.8%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carrickmore	0.9%	4	2.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Fintona	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gortin	1.0%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownstewart	1.2%	5	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Omagh	9.4%	42	27.5%	41	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Seskinore	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sixmilecross	0.8%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Centra, Main Street, Irvinestown	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Kesh	0.3%	2	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Trillick	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Main Street, Trillick	0.4%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Dromore	1.1%	5	0.0%	0	12.8%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Spar, Main Street, Trillick	0.6%	2	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dromore	0.3%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ederney	0.4%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Irvinestown	1.7%	7	0.0%	0	20.4%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Kesh	0.4%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trillick	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-op, Main Street, Fivemiletown	0.7%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Costcutter, Dernawilt Road, Rosslea	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, BT92 0JB	1.2%	6	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	1.5%	2
Spar, Main Street, Fivemiletown	1.6%	7	0.0%	0	0.0%	0	13.4%	7	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Rosslea	0.5%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Supervalu, Clones Road, Newtownbutler	1.4%	6	0.0%	0	0.0%	0	8.0%	4	0.0%	0	3.9%	2	0.0%	0
Local shops, Brookeborough	0.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Fivemiletown	0.7%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Linnaskea	2.7%	12	0.0%	0	1.5%	0	20.5%	11	1.1%	1	0.0%	0	0.0%	0
Local shops, Maguiresbridge	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownbutler	0.6%	3	1.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Rosslea	0.4%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Asda, Derrychara Road,	4.0%	18	0.0%	0	1.5%	0	3.8%	2	12.4%	8	16.3%	8	0.0%	0

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Enniskillen, BT74 6JG														
Centra, Main Street, Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.9%	1	0.0%	0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.2%	5	0.0%	0	1.3%	0	0.0%	0	5.5%	3	2.8%	1	0.0%	0
Marks & Spencer, Erneside Shopping Centre, Enniskillen, BT74 6JQ	1.0%	4	0.0%	0	1.3%	0	0.0%	0	3.9%	2	3.2%	1	0.0%	0
Spar, Coa Road, Chanterhill	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Spar, Main Street, Ballinamallard	0.6%	3	0.0%	0	1.5%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Spar, Main Street, Lisbellaw	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Tesco, Derrychara Link, Enniskillen, BT74 6JF	2.6%	12	0.0%	0	0.0%	0	2.1%	1	14.5%	9	2.8%	1	0.0%	0
Local shops, Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Enniskillen	8.2%	37	0.0%	0	0.0%	0	6.0%	3	32.7%	21	25.6%	12	0.9%	1
Local shops, Lisbellaw	0.8%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Local shops, Lisnarick	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tempo	0.8%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Zone 5														
Centra, Main Street, Belleek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Derrylin Road, Bellanaleck	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Iceland, Shore Road, Enniskillen, BT74 7BD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1	0.7%	1
Spar, Knockaraven, Garrison	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0
Spar, Main Street, Belcoo	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0
Spar, Rossorry Church Road, Craigville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Spar, Sligo Road, Enniskillen	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	7	0.0%	0
Local shops, Bellanaleck	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local shops, Belleek	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Local shops, Derrygonnelly	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Zone 6														
Aldi (ROI), Cranmore Lane, Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl (ROI), Cranmore Road, Sligo	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Supervalu (ROI), Ballisodare town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Supervalu (ROI), Fermanagh Street, Clones	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	6.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	28
Tesco (ROI), O'Connell Street, Sligo	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Local shops (ROI), Ballisodare	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops (ROI), Ballyconnell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops (ROI), Belturbet	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	11
Local shops (ROI), Bundoran	1.1%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	2
Local shops (ROI), Donegal town	5.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25
Local shops (ROI), Sligo	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	11
Others:														
Aldi (ROI), Dublin Road, Carrick on Shannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sweep Road, Cookstown, BT80 8JR	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ballygawley Road, Dungannon	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, John Street, Dungannon, BT70 1ES	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Local shops (ROI), Ballymote	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Claudy	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Clogher	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Draperstown	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greencastle (ROI)	0.6%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Orritor Road Retail Park, Cookstown, BT80 8BH	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	11	4.3%	6	0.0%	0	3.7%	2	0.0%	0	0.0%	0	2.4%	2
Weighted base:		446		148		33		53		63		46		102
Sample:		444		71		58		77		82		56		100

Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05

**Q14 How often do you make ‘top up’ shopping trips to (STORE MENTIONED AT Q13)?**  
*Not those who said 'Don't know' at Q13*

Daily	21.8%	95	24.8%	35	37.1%	12	19.1%	10	27.5%	17	26.9%	12	8.0%	8
At least two times a week	52.8%	230	50.1%	71	30.4%	10	60.0%	31	47.6%	30	44.3%	21	67.7%	67
At least once a week	17.0%	74	13.5%	19	25.2%	8	10.6%	5	20.3%	13	21.9%	10	18.1%	18
At least once a fortnight	1.9%	8	4.7%	7	1.5%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
At least once a month	1.7%	8	2.6%	4	2.9%	1	5.6%	3	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	18	3.1%	4	2.9%	1	4.6%	2	2.6%	2	6.8%	3	5.6%	6
Mean:		2.89		3.00		3.58		2.79		3.17		3.21		2.22
Weighted base:		435		142		33		51		63		46		99
Sample:		437		69		58		74		82		56		98

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [£]:														
Q15 How much on average does your household normally spend on top up shopping in a week?														
Those who do top-up shopping at Q12														
£1 - £5	6.5%	29	6.9%	10	5.9%	2	13.7%	7	4.0%	3	14.7%	7	0.0%	0
£6 - £10	17.1%	76	17.3%	26	17.0%	6	26.8%	14	23.7%	15	15.4%	7	8.4%	9
£11 - £15	8.5%	38	11.6%	17	1.6%	1	6.0%	3	8.7%	6	9.0%	4	7.3%	7
£16 - £20	20.6%	92	21.8%	32	21.6%	7	15.4%	8	19.3%	12	16.0%	7	24.2%	25
£21 - £25	7.5%	33	10.7%	16	14.3%	5	5.9%	3	2.2%	1	4.3%	2	6.0%	6
£26 - £30	8.0%	36	7.8%	11	8.7%	3	3.8%	2	5.5%	3	6.8%	3	12.2%	12
£31 - £35	2.3%	10	2.7%	4	5.3%	2	0.0%	0	6.1%	4	1.4%	1	0.0%	0
£36 - £40	3.9%	17	0.0%	0	5.8%	2	4.8%	3	4.0%	3	4.7%	2	7.9%	8
£41 - £45	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	7.6%	34	5.9%	9	6.6%	2	11.5%	6	9.6%	6	3.8%	2	8.8%	9
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.5%	6	1.2%	2	0.0%	0	1.6%	1	1.1%	1	1.7%	1	2.4%	2
£61 - £65	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	1.0%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
£71 - £75	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.8%	4	1.2%	2	0.0%	0	2.1%	1	0.0%	0	1.7%	1	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	2.1%	10	0.0%	0	1.3%	0	1.1%	1	1.0%	1	2.3%	1	6.7%	7
£101 - £120	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.9%	48	8.9%	13	9.1%	3	6.1%	3	12.8%	8	15.1%	7	13.5%	14
(Refused)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	1	0.0%	0
Mean:		26.00		23.28		26.12		23.40		24.32		22.96		33.94
Weighted base:		446		148		33		53		63		46		102
Sample:		444		71		58		77		82		56		100

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q16 Where did you last buy clothing or footwear goods?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.6%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	27.0%	164	63.6%	135	34.2%	20	7.1%	5	1.6%	1	3.6%	3	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	5.6%	34	15.2%	32	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.2%	7	0.0%	0	6.7%	4	0.0%	0	2.7%	2	0.0%	0	1.4%	2
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.5%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	30.5%	185	0.0%	0	33.3%	19	56.2%	38	69.3%	54	72.8%	61	12.1%	13
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.7%	4	0.0%	0	0.0%	0	3.0%	2	2.9%	2	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Belturbet (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cavan (ROI)	3.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	21
Cavan Retail Park (ROI), Dublin Road, Cavan	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Donegal (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.0%	5
Sligo (ROI)	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	14.6%	16
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymena	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbridge	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Belfast	2.2%	13	0.9%	2	0.9%	1	2.4%	2	4.8%	4	6.5%	5	0.0%	0
Cardiff, Wales	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Coleraine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Craigavon	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0
Dublin (ROI)	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.6%	5
Dundee, Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Dungannon	0.9%	6	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	17
Lisburn	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.8%	5	0.9%	2	2.1%	1	1.3%	1	0.8%	1	0.0%	0	0.0%	0
Magherafelt	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester, England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Monaghan (ROI)	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Portstewart	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Strabane	1.0%	6	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	10.6%	64	5.5%	12	9.9%	6	16.5%	11	13.8%	11	8.2%	7	16.8%	18
Abroad	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.9%	11	2.6%	5	1.5%	1	2.6%	2	0.8%	1	1.3%	1	1.4%	2
(Don't do this)	2.1%	13	1.3%	3	5.8%	3	1.9%	1	2.4%	2	1.6%	1	1.8%	2
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q17 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>														
<i>Not 'Delivery' / 'Abroad' / 'Don't do' at Q16</i>														
Yes – food shopping	5.3%	28	5.0%	10	7.0%	3	9.8%	5	5.7%	4	2.8%	2	3.8%	3
Yes – non - food shopping	9.0%	47	4.2%	8	7.7%	4	13.1%	7	9.8%	6	7.0%	5	19.0%	17
Yes – visiting services such as banks and other financial institutions	3.0%	16	5.2%	10	1.0%	0	4.2%	2	3.5%	2	0.0%	0	0.7%	1
Yes – leisure activity	1.7%	9	1.4%	3	3.1%	2	3.8%	2	0.9%	1	0.9%	1	1.8%	2
Yes – travelling to / from work	2.3%	12	4.8%	9	1.1%	1	2.1%	1	1.5%	1	0.0%	0	0.0%	0
Yes – travelling to / from school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Yes – visiting café / pub / restaurant	10.8%	57	8.9%	18	14.2%	7	11.9%	7	12.6%	8	12.8%	10	9.3%	8
Yes – visiting family/friends	3.2%	17	2.0%	4	3.5%	2	0.0%	0	4.3%	3	6.1%	5	4.3%	4
Yes – visiting health service such as doctor, dentist, hospital	0.8%	4	0.0%	0	1.5%	1	0.0%	0	2.0%	1	2.8%	2	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	53.8%	284	62.2%	123	57.7%	28	49.4%	27	54.9%	36	65.2%	49	24.6%	21
(Don't know / varies)	9.7%	52	6.3%	12	3.4%	2	5.8%	3	4.8%	3	2.4%	2	33.6%	29
Weighted base:		529		198		49		55		65		76		87
Sample:		523		93		85		82		85		90		88



	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q18 Where did you last buy books, CDs, DVDs?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	6.6%	40	16.6%	35	7.3%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.4%	3	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Zone 3														
Brookeborough	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	13.9%	84	0.0%	0	13.5%	8	25.6%	17	33.8%	26	36.0%	30	2.3%	2
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballisadare (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Ballyconnell (ROI)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Belturbet (ROI)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5
Cavan (ROI)	1.9%	12	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	10.3%	11
Cavan Retail Park (ROI), Dublin Road, Cavan	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Donegal (ROI)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Sligo (ROI)	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.0%	7
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.7%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Carrick on Shannon (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Dublin (ROI)	0.4%	2	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.0%	0	0.6%	1
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	13
Londonderry	0.5%	3	0.9%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	0.7%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	23.8%	144	27.4%	58	22.7%	13	26.7%	18	26.0%	20	21.3%	18	15.9%	17
Abroad	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	15	3.0%	6	1.6%	1	0.9%	1	4.6%	4	0.0%	0	3.1%	3
(Don't do this)	39.6%	240	46.6%	99	48.3%	28	40.1%	27	33.6%	26	40.1%	34	24.9%	27
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q19 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.0%	6	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	15.4%	93	34.2%	73	21.0%	12	7.3%	5	3.6%	3	0.8%	1	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	0.8%	5	1.8%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.5%	3	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Linnaskea	1.1%	7	0.9%	2	0.0%	0	6.4%	4	0.8%	1	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	16.0%	97	1.6%	3	14.4%	8	23.0%	16	52.6%	41	27.5%	23	5.5%	6
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.9%	6	0.0%	0	0.8%	0	1.3%	1	0.8%	1	0.0%	0	3.5%	4
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	12
Belturbet (ROI)	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	10
Cavan (ROI)	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8
Cavan Retail Park (ROI), Dublin Road, Cavan	1.1%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.3%	6
Donegal (ROI)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Sligo (ROI)	2.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	15
Sligo Retail Park (ROI), Carraroe, Sligo	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	1.3%	8	0.9%	2	0.0%	0	4.2%	3	1.2%	1	2.2%	2	0.0%	0
Cookstown	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Draperstown	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	22
Lisburn	0.3%	2	0.0%	0	0.8%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0
Londonderry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Monaghan (ROI)	0.4%	2	0.0%	0	0.0%	0	2.5%	2	0.8%	1	0.0%	0	0.0%	0
Oaks Retail Park, Oaks Road, Dungannon	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.3%	26	1.3%	3	2.0%	1	9.9%	7	2.9%	2	4.6%	4	8.7%	9
Abroad	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.4%	57	15.9%	34	10.7%	6	6.2%	4	7.8%	6	3.5%	3	3.5%	4
(Don't do this)	33.4%	202	38.1%	81	42.7%	25	34.1%	23	29.6%	23	52.9%	44	6.0%	6
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q20 Where did you last buy goods such as toys, games, bicycles and recreational goods?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Sperrin Drive, Omagh	0.3%	2	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.0%	0	0.0%	0
Omagh	8.2%	50	15.4%	33	23.8%	14	0.0%	0	3.5%	3	0.8%	1	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	1.4%	8	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	15.1%	91	0.0%	0	14.9%	9	23.9%	16	30.4%	24	34.2%	29	13.5%	14
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.6%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.9%	3
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Belturbet (ROI)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Cavan (ROI)	1.3%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	6.6%	7
Cavan Retail Park (ROI), Dublin Road, Cavan	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7
Donegal (ROI)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Sligo (ROI)	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	10
Sligo Retail Park (ROI), Carraroe, Sligo	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	2.1%	13	1.8%	4	3.1%	2	4.5%	3	4.0%	3	1.3%	1	0.0%	0
Bristol, England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Crescent Link Retail Park, Crescent Link Road, Londonderry, BT47 6SA	0.4%	2	0.0%	0	0.0%	0	2.5%	2	0.9%	1	0.0%	0	0.0%	0
Dublin (ROI)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lesley Retail Park, Strand Road, Londonderry	0.5%	3	0.9%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	21
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Londonderry	0.4%	2	0.8%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle, County Down	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Perth, Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Portstewart	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	0.6%	4	1.6%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	13.0%	79	11.4%	24	12.3%	7	18.7%	13	16.9%	13	9.0%	8	13.4%	14
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't know / can't remember)	1.8%	11	3.1%	7	0.8%	0	1.7%	1	0.9%	1	0.0%	0	2.1%	2
(Don't do this)	44.9%	272	61.1%	130	39.8%	23	43.6%	30	41.4%	32	51.4%	43	13.9%	15
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q21 Where did you last buy chemist goods (including health and beauty products)?														
Zone 1														
Beragh	0.4%	2	0.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dromore Road Retail Park, Omagh	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	1.4%	9	3.8%	8	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.9%	5	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	26.0%	158	68.9%	146	17.9%	10	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Zone 2														
Dromore	1.4%	9	0.0%	0	14.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.8%	11	0.0%	0	16.8%	10	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Kesh	0.4%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.5%	3	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Brookeborough	0.4%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	1.9%	12	0.9%	2	0.0%	0	14.0%	10	0.0%	0	0.0%	0	0.0%	0
Linnaskea	1.8%	11	0.0%	0	0.0%	0	14.5%	10	1.7%	1	0.0%	0	0.0%	0
Maguiresbridge	0.4%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.7%	5	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0
Rosslea	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Enniskillen	27.3%	165	0.0%	0	20.1%	12	44.2%	30	80.0%	62	66.9%	56	5.2%	6
Lisbellaw	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Zone 5														
Belcoo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Belleek	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Derrygonnelly	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Derrylin	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Garrison	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	3.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	22
Belturbet (ROI)	3.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	18
Cavan (ROI)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Cavan Retail Park (ROI), Dublin Road, Cavan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Donegal (ROI)	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	15
Sligo (ROI)	4.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	24
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymote (ROI)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Belfast	0.3%	2	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0
Draperstown	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	14
Lisburn	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Strabane	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.4%	9	0.9%	2	2.1%	1	0.8%	1	1.5%	1	0.9%	1	2.6%	3
(Don't know / can't remember)	1.0%	6	1.8%	4	1.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't do this)	10.8%	65	17.7%	38	13.4%	8	4.3%	3	5.6%	4	15.2%	13	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q22 Where did you last buy electrical items, such as televisions, washing machines and computers?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortrush Industrial Estate, Omagh	0.6%	4	1.6%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	18.9%	114	46.1%	98	26.9%	15	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	2.3%	14	6.1%	13	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clabby	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Linnaskea	1.6%	10	0.0%	0	0.8%	0	10.5%	7	2.9%	2	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	24.3%	148	2.1%	5	20.1%	12	48.7%	33	54.4%	42	53.1%	44	11.0%	12
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	8.6%	52	1.9%	4	14.3%	8	9.2%	6	17.9%	14	17.9%	15	4.3%	5
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Garrison	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8
Belturbet (ROI)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Cavan (ROI)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
Cavan Retail Park (ROI), Dublin Road, Cavan	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Cleveragh Retail Park (ROI), Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Donegal (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.0%	5
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.4%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sligo (ROI)	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	8
Sligo Retail Park (ROI), Carraroe, Sligo	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.2%	1	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Castlederg	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	2
Dungannon	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	24
Londonderry	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.3%	2	0.0%	0	0.0%	0	1.7%	1	0.9%	1	0.0%	0	0.0%	0
Strabane	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.2%	44	5.9%	13	10.4%	6	10.7%	7	7.8%	6	5.6%	5	6.7%	7
(Don't know / can't remember)	7.1%	43	13.5%	29	3.2%	2	4.0%	3	5.7%	4	0.9%	1	4.3%	5
(Don't do this)	15.2%	92	20.0%	42	15.9%	9	10.2%	7	8.1%	6	18.4%	15	11.0%	12
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q23 Where did you last buy DIY or gardening goods?														
Zone 1														
Beragh	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrickmore	0.8%	5	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Sperrin Drive, Omagh	3.5%	21	9.1%	19	2.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	20.2%	122	42.1%	89	32.8%	19	4.4%	3	5.8%	5	7.7%	6	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	2.0%	12	2.1%	4	5.1%	3	3.8%	3	2.8%	2	0.0%	0	0.0%	0
Sixmilecross	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.8%	5	0.0%	0	5.9%	3	0.0%	0	1.2%	1	0.0%	0	0.5%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	1.5%	9	0.0%	0	0.0%	0	12.5%	9	0.8%	1	0.0%	0	0.0%	0
Linnaskea	2.1%	13	0.0%	0	0.0%	0	17.9%	12	0.9%	1	0.0%	0	0.0%	0
Newtownbutler	0.7%	4	0.0%	0	0.0%	0	4.9%	3	0.0%	0	1.3%	1	0.0%	0
Rosslea	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Enniskillen	18.2%	111	0.9%	2	14.2%	8	17.0%	12	59.1%	46	45.8%	38	4.3%	5
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.6%	10	0.0%	0	2.1%	1	0.0%	0	2.8%	2	5.0%	4	2.0%	2
Trory	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	3.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	21
Ballyshannon (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Belturbet (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Cavan (ROI)	1.0%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.8%	5
Cavan Retail Park (ROI), Dublin Road, Cavan	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Donegal (ROI)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Sligo (ROI)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Sligo Retail Park (ROI), Carraroe, Sligo	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.7%	4	0.9%	2	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Dublin (ROI)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Faustina Retail Park, Buncrana Road, Londonderry	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	22
Lisburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Monaghan (ROI)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Strabane	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.9%	11	1.9%	4	5.0%	3	0.8%	1	1.7%	1	0.0%	0	2.4%	3
(Don't know / can't remember)	3.1%	19	1.8%	4	3.6%	2	4.6%	3	5.7%	4	0.0%	0	4.9%	5
(Don't do this)	28.0%	169	34.6%	74	22.9%	13	29.5%	20	17.5%	14	33.9%	28	19.4%	21
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q24 Where did you last buy furniture, carpets and floor coverings?														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	0.6%	4	0.8%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.9%	11	5.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	13.7%	83	33.1%	70	16.8%	10	3.5%	2	0.8%	1	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	1.2%	7	2.7%	6	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	3.1%	19	0.0%	0	22.1%	13	0.0%	0	3.2%	2	4.0%	3	0.0%	0
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clabby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Fivemiletown	0.4%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.2%	13	0.0%	0	0.0%	0	19.5%	13	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.6%	4	0.8%	2	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	18.0%	109	0.0%	0	12.2%	7	21.6%	15	54.2%	42	44.0%	37	7.9%	8
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.2%	13	0.0%	0	3.0%	2	0.9%	1	9.4%	7	1.6%	1	2.3%	2
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrison	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7
Belturbet (ROI)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Cavan (ROI)	1.0%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	5.3%	6
Cavan Retail Park (ROI), Dublin Road, Cavan	0.6%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.7%	3
Cleveragh Retail Park (ROI), Sligo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Donegal (ROI)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5
Sligo (ROI)	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	9
Sligo Retail Park (ROI), Carraroe, Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballygally	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	3.7%	22	3.2%	7	5.2%	3	8.4%	6	3.3%	3	5.0%	4	0.0%	0
Cookstown	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Craigavon	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Dungannon	0.5%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	23
Limavady	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.6%	4	1.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Magherafelt	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Strabane	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.7%	4	0.0%	0	0.8%	0	3.5%	2	0.0%	0	0.0%	0	1.5%	2
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	8.0%	49	11.9%	25	3.8%	2	10.4%	7	4.3%	3	3.5%	3	7.4%	8
(Don't do this)	30.6%	186	38.0%	81	29.4%	17	20.0%	14	22.0%	17	38.0%	32	24.0%	26
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
Q25 Do you ever visit any of the following centres? [MR/PR]														
Enniskillen	71.6%	434	35.8%	76	88.1%	51	97.2%	66	100.0%	78	100.0%	84	74.8%	80
Omagh	68.3%	414	97.8%	208	87.9%	51	63.3%	43	65.4%	51	48.0%	40	20.5%	22
(Don't visit any of these centres)	5.7%	34	2.2%	5	4.2%	2	2.8%	2	0.0%	0	0.0%	0	23.8%	25
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**Q26 Which centre do you visit the most?**

*Those who visit a centre at Q25*

Enniskillen	56.9%	325	1.9%	4	55.4%	31	96.0%	63	99.1%	77	100.0%	84	81.8%	67
Omagh	43.1%	246	98.1%	204	44.6%	25	4.0%	3	0.9%	1	0.0%	0	18.2%	15
Weighted base:		572		208		55		66		78		84		81
Sample:		571		99		95		97		100		101		79

**Q27 Why don't you visit Enniskillen? [MR]**

*Those who do not visit Enniskillen at Q25*

Lack of choice and range of non-food shops	1.1%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.3%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	41.9%	72	44.9%	61	27.1%	2	30.2%	1	0.0%	0	0.0%	0	31.3%	8
Too far away from work	0.3%	0	0.0%	0	6.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	0.3%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.3%	7	4.3%	6	21.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.3%	2	1.3%	2	0.0%	0	32.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	50.4%	87	49.5%	68	44.1%	3	37.7%	1	0.0%	0	0.0%	0	57.3%	15
(Don't know)	2.8%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	3
Weighted base:		172		136		7		2		0		0		27
Sample:		105		61		14		3		0		0		27

**Q27AWhy don't you visit Omagh? [MR]**

*Those who do not visit Omagh at Q25*

Lack of choice and range of non-food shops	3.1%	6	0.0%	0	17.1%	1	2.3%	1	0.0%	0	2.5%	1	3.6%	3
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Environmental quality of centre	1.2%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.8%	2
Too far away from home	57.6%	110	0.0%	0	37.9%	3	65.2%	16	33.5%	9	66.9%	29	62.9%	53
Too far away from work	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Not accessible by public transport	1.2%	2	0.0%	0	7.0%	0	4.6%	1	0.0%	0	1.7%	1	0.0%	0
Inconveniently located car parking	1.9%	4	0.0%	0	7.4%	1	12.4%	3	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Traffic congestion	2.0%	4	0.0%	0	0.0%	0	2.3%	1	2.5%	1	5.8%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	33.5%	64	100.0%	5	47.7%	3	17.3%	4	64.0%	17	29.0%	13	26.2%	22
(Don't know)	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Weighted base:		192		5		7		25		27		44		85
Sample:		224		1		13		38		34		51		87



	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**Q27BWhich of these other centres do you usually visit? [MR]**

*Those who do not visit a centre at Q25*

Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry	5.4%	2	0.0%	0	21.4%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Belfast	15.4%	5	100.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Lisnaskea	5.5%	2	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0
Irvinestown	5.8%	2	0.0%	0	81.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / none)	71.4%	25	0.0%	0	18.3%	0	0.0%	0	0.0%	0	0.0%	0	94.8%	24
Weighted base:		34		5		2		2		0		0		25
Sample:		35		1		5		3		0		0		26

**Q28 Which of the following, if any, methods of electronic home shopping do you use? [MR/PR]**

Yes, Internet	50.2%	304	47.3%	100	50.5%	29	51.3%	35	51.3%	40	46.0%	38	57.8%	62
Portable Internet shopping (through mobile phone)	16.3%	99	9.9%	21	20.8%	12	34.5%	23	26.5%	21	16.9%	14	7.3%	8
TV Shopping	1.0%	6	0.0%	0	2.2%	1	0.9%	1	2.4%	2	0.8%	1	1.8%	2
(No)	47.5%	288	51.3%	109	49.5%	29	38.4%	26	45.9%	36	53.1%	44	41.3%	44
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**Q29 Which goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]**

*Those who shop via Internet / TV at Q28*

Food	16.7%	53	16.5%	17	23.3%	7	22.4%	9	18.1%	8	11.0%	4	12.8%	8
Clothes	54.0%	172	49.7%	51	62.5%	18	49.3%	21	61.6%	26	51.9%	20	56.6%	36
Banking / finance	5.1%	16	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	14
Books	36.0%	115	42.3%	44	31.8%	9	40.3%	17	47.4%	20	40.3%	16	14.4%	9
Car parts / products	2.8%	9	1.7%	2	5.7%	2	6.0%	3	3.0%	1	1.7%	1	2.0%	1
CDs, DVDs, music	32.2%	102	29.6%	31	29.9%	9	34.7%	15	51.7%	22	39.8%	16	17.9%	11
Craft / hobby items	5.5%	18	0.0%	0	8.5%	2	2.6%	1	9.0%	4	12.0%	5	8.8%	6
DIY goods	3.2%	10	1.9%	2	0.0%	0	3.9%	2	3.7%	2	6.4%	3	3.9%	2
Furniture / carpets	3.9%	12	1.9%	2	2.5%	1	10.6%	4	3.8%	2	3.8%	1	3.5%	2
Garden items	1.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.7%	1	3.9%	2
Gifts	17.5%	56	18.5%	19	19.8%	6	12.5%	5	23.6%	10	15.8%	6	15.3%	10
Health / beauty / cosmetic / toiletry items	14.9%	47	4.4%	5	12.4%	4	7.1%	3	28.6%	12	3.6%	1	36.6%	23
Holiday and / or travel tickets	10.6%	34	3.6%	4	0.0%	0	1.4%	1	4.6%	2	1.8%	1	42.5%	27
Jewellery	3.4%	11	0.0%	0	9.9%	3	4.6%	2	1.6%	1	0.0%	0	8.5%	5
Major electrical items	10.6%	34	3.9%	4	13.4%	4	18.6%	8	22.4%	9	13.6%	5	5.4%	3
Pet products	1.1%	3	0.0%	0	0.0%	0	2.5%	1	2.3%	1	1.8%	1	1.1%	1
Small electrical items	21.7%	69	7.2%	7	18.9%	6	26.7%	11	23.7%	10	37.2%	15	32.3%	20
Small household goods	14.8%	47	10.0%	10	15.6%	5	9.5%	4	24.6%	10	13.7%	5	20.2%	13
Sports goods	7.8%	25	6.1%	6	1.8%	1	5.8%	2	16.4%	7	3.6%	1	11.4%	7
Stationery	2.3%	7	0.0%	0	1.8%	1	1.4%	1	7.4%	3	6.5%	3	1.1%	1
Toys	15.6%	50	15.5%	16	15.0%	4	31.1%	13	15.0%	6	5.3%	2	12.6%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.4%	14	9.5%	10	3.8%	1	3.4%	1	2.3%	1	0.0%	0	1.0%	1
Weighted base:		318		103		29		42		42		39		63
Sample:		296		47		45		58		48		43		55

**Q30 What, if anything , would change your Internet / electronic shopping preferences in the next 3 - 5 years? [MR/PR]**

*Those who shop via Internet / TV at Q28*

Improved broadband	42.2%	134	40.9%	42	44.3%	13	38.0%	16	43.9%	18	46.3%	18	42.4%	27
More / nearer click and collect services	37.0%	118	38.2%	39	42.3%	12	25.1%	10	39.0%	16	56.9%	22	26.6%	17
Increased local collection points	37.3%	119	31.7%	33	44.5%	13	29.2%	12	52.9%	22	40.5%	16	36.0%	23
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Better website design	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free delivery	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	1.7%	1	0.0%	0
Quicker delivery	0.7%	2	0.0%	0	0.0%	0	3.3%	1	2.3%	1	0.0%	0	0.0%	0
(Nothing)	35.2%	112	37.8%	39	40.1%	12	36.2%	15	29.0%	12	37.8%	15	30.6%	19
Weighted base:		318		103		29		42		42		39		63
Sample:		296		47		45		58		48		43		55

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q31 Which of these leisure activities do you participate in? [MR/PR]														
Indoor sports or health and fitness activity	21.7%	132	23.7%	50	14.9%	9	23.9%	16	28.6%	22	16.2%	14	19.2%	21
Cinema	46.8%	284	50.9%	108	33.9%	20	39.6%	27	43.8%	34	43.8%	37	54.9%	59
Restaurant	67.3%	408	74.4%	158	74.7%	43	72.0%	49	61.7%	48	71.9%	60	46.6%	50
Pub / bars	35.3%	214	33.8%	72	34.7%	20	28.8%	20	38.3%	30	24.2%	20	49.4%	53
Nightclub	6.5%	39	5.3%	11	8.0%	5	2.0%	1	10.8%	8	2.2%	2	11.1%	12
Social club	5.6%	34	4.9%	10	8.8%	5	2.9%	2	10.0%	8	1.8%	1	6.7%	7
Ten pin bowling	10.1%	61	12.0%	25	7.2%	4	8.3%	6	9.5%	7	4.2%	4	13.8%	15
Swimming	25.3%	153	20.7%	44	14.3%	8	34.7%	24	38.3%	30	15.8%	13	32.1%	34
Theatre / concert hall	27.8%	169	31.2%	66	28.3%	16	29.9%	20	37.6%	29	37.7%	32	4.9%	5
Museum / art galleries	12.2%	74	14.9%	32	13.7%	8	13.4%	9	18.1%	14	12.9%	11	0.6%	1
(None mentioned)	15.5%	94	14.5%	31	17.0%	10	19.4%	13	17.7%	14	13.6%	11	14.0%	15
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
Q32 Which centre / facility did you last visit for indoor sports or health and fitness activity?														
Those who use indoor sports facilities at Q31														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughmacrory	5.6%	7	14.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.3%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	30.9%	41	74.5%	37	25.5%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Zone 2														
Dromore	1.1%	1	0.0%	0	16.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	2.5%	3	0.0%	0	37.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.4%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	2.7%	4	0.0%	0	0.0%	0	21.9%	4	0.0%	0	0.0%	0	0.0%	0
Linnaskea	3.4%	4	0.0%	0	0.0%	0	27.6%	4	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.6%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	29.5%	39	0.0%	0	14.5%	1	27.7%	5	95.7%	21	86.4%	12	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	12.0%	2
Belturbet (ROI)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
Cavan (ROI)	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	4
Donegal (ROI)	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	5
Sligo (ROI)	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	7
Others:														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymoney	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Belfast	1.5%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	1.1%	1	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.6%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.9%	4	3.4%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	7.5%	2
Weighted base:		132		50		9		16		22		14		21
Sample:		112		21		14		20		26		14		17

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**Mean score [Times a year]:** Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q33 How often do you visit (FACILITY MENTIONED AT Q32) for indoor sports or health and fitness activites?**  
*Those who use indoor sports facilities at Q31*

Daily	5.9%	8	7.9%	4	0.0%	0	3.7%	1	7.2%	2	0.0%	0	7.5%	2
At least two times a week	44.3%	58	36.3%	18	57.3%	5	39.2%	6	59.0%	13	55.5%	8	39.0%	8
At least once a week	29.1%	38	23.9%	12	30.7%	3	53.3%	9	14.6%	3	38.9%	5	31.2%	6
At least once a fortnight	4.7%	6	7.4%	4	0.0%	0	0.0%	0	11.4%	3	0.0%	0	0.0%	0
At least once a month	6.0%	8	9.6%	5	6.0%	1	0.0%	0	7.9%	2	5.6%	1	0.0%	0
At least every two months	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
At least every 3 months	1.3%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.4%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	3
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.9%	6	11.5%	6	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		89.06		93.09		76.36		85.28		99.07		78.60		84.59
Weighted base:		132		50		9		16		22		14		21
Sample:		112		21		14		20		26		14		17

**Q34 Which centre / facility did you last visit to go the cinema?**  
*Those who go to the cinema at Q31*

<b>Zone 1</b>														
IMC, Gillygooly Road, Omagh, BT78 5PN	32.3%	92	76.8%	83	41.3%	8	2.2%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
IMC, Raceview Factory Road, Enniskillen, BT74 6DP	41.4%	117	3.6%	4	58.7%	11	95.8%	26	97.2%	33	86.4%	32	19.6%	11
<b>Zone 6</b>														
Eclipse Cinemas (ROI), Station Road, Bundoran	8.7%	25	1.9%	2	0.0%	0	0.0%	0	0.0%	0	13.6%	5	30.0%	18
Odeon (ROI), Main Street, Townparks, Cavan	6.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	17
Omniplex (ROI), Wine Street, Sligo	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6
<b>Others:</b>														
Belfast	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunswick Moviebowl, Brunswick Lane, Pennyburn Industrial Estate, Derry, BT48 0LU	1.6%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Century Cinemas (ROI), Pearse Road, Letterkenny	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6
Eclipse Cinemas (ROI), Three Rivers Centre, Station Rd, Lifford	2.3%	7	6.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Victoria Square, Belfast	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omniplex, Quayside Shopping Centre, Strand Road, Derry	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
The Ritz Multiplex, Burn Road, Cookstown, BT80 8ND	1.0%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.1%	3	1.6%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.6%	1
Weighted base:		284		108		20		27		34		37		59
Sample:		241		46		28		36		40		38		53

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1														
Q35 How often do you visit (FACILITY MENTIONED AT Q34) to go to the cinema?														
Those who go to the cinema at Q31														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.6%	7	3.7%	4	0.0%	0	3.2%	1	1.9%	1	0.0%	0	3.2%	2
At least once a fortnight	7.2%	20	8.7%	9	6.1%	1	0.0%	0	9.2%	3	11.4%	4	4.2%	2
At least once a month	24.7%	70	17.3%	19	36.1%	7	14.7%	4	28.7%	10	30.4%	11	33.2%	19
At least every two months	15.8%	45	15.7%	17	21.2%	4	23.3%	6	14.2%	5	5.7%	2	17.8%	10
At least every 3 months	14.2%	40	4.9%	5	5.1%	1	26.5%	7	10.5%	4	23.2%	9	24.9%	15
At least every 6 months	19.5%	55	20.4%	22	27.7%	5	30.1%	8	26.3%	9	23.1%	8	4.2%	2
Less often than once every 6 months	9.5%	27	15.3%	17	0.0%	0	2.2%	1	3.4%	1	6.1%	2	10.9%	6
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.9%	17	12.3%	13	3.7%	1	0.0%	0	5.8%	2	0.0%	0	1.6%	1
Mean:	9.37		10.98		8.26		6.49		9.18		8.41		9.14	
Weighted base:	284		108		20		27		34		37		59	
Sample:	241		46		28		36		40		38		53	

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q36 Which centre / facility did you last visit to go to a restaurant?														
Those who go to restaurants at Q31														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrickmore	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	24.7%	101	55.5%	88	25.7%	11	3.0%	1	0.0%	0	1.2%	1	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	3.3%	14	1.2%	2	24.5%	11	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Kesh	0.4%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killadeas	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	3.3%	13	1.1%	2	0.0%	0	23.9%	12	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.4%	2	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Enniskillen	31.7%	129	4.2%	7	28.4%	12	45.1%	22	87.5%	42	71.9%	43	6.1%	3
Tempo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	2	0.0%	0
Belleek	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.8%	7	0.0%	0	1.0%	0	1.7%	1	0.0%	0	1.1%	1	10.6%	5
Belturbet (ROI)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Bundoran (ROI)	0.9%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Cavan (ROI)	2.7%	11	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.9%	2	17.5%	9
Donegal (ROI)	7.0%	29	2.2%	3	3.5%	1	2.8%	1	1.2%	1	2.5%	2	40.4%	20
Sligo (ROI)	1.4%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	9.3%	5
Others:														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aughnacloy	1.4%	6	3.3%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Ballygawley	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	4.3%	18	9.9%	16	0.0%	0	2.3%	1	2.0%	1	0.0%	0	0.0%	0
Castlederg	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Clogher	0.2%	1	0.0%	0	1.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Cong (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cookstown	2.0%	8	4.3%	7	1.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Draperstown	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Dungannon	0.6%	2	1.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Galway (ROI)	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6
Londonerry	1.2%	5	1.3%	2	1.1%	0	2.8%	1	0.0%	0	1.8%	1	0.0%	0
Manchester, England	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0
Monaghan (ROI)	1.0%	4	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.5%	14	7.6%	12	4.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		408		158		43		49		48		60		50
Sample:		394		73		72		70		61		71		47

Weighted:	Total	1 - Omagh	2 - Irinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1							
<b>Q37 How often do you visit (FACILITY MENTIONED AT Q36) to visit a restaurant?</b>							
<i>Those who go to restaurants at Q31</i>							
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	2.8%	11	4.1%	7	1.1%	0	0.0%
At least once a week	15.0%	61	8.2%	13	19.5%	8	7.9%
At least once a fortnight	15.3%	62	15.4%	24	14.8%	6	13.5%
At least once a month	27.5%	112	31.7%	50	22.5%	10	25.2%
At least every two months	13.8%	56	10.2%	16	16.3%	7	17.2%
At least every 3 months	8.6%	35	6.2%	10	12.0%	5	15.5%
At least every 6 months	7.2%	29	10.9%	17	4.7%	2	8.6%
Less often than once every 6 months	3.3%	13	5.2%	8	1.1%	0	0.0%
Have only visited once	3.3%	14	4.2%	7	4.9%	2	7.0%
(Don't know / varies)	3.2%	13	3.8%	6	3.1%	1	5.1%
Mean:	20.01	18.24	20.12	13.23	19.97	26.16	24.45
Weighted base:	408	158	43	49	48	60	50
Sample:	394	73	72	70	61	71	47

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q38 Which centre / facility did you last visit to go to bars, pubs, social clubs or nightclubs?														
Those who go to pubs / bars / nightclubs / social clubs at Q31														
Zone 1														
Beragh	0.8%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	0.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.9%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killyclogher	0.8%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	2.5%	6	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	22.1%	50	61.0%	46	22.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixmilecross	0.8%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.4%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.2%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	3.3%	7	0.0%	0	32.3%	7	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Kesh	0.9%	2	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.6%	1	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	3.6%	8	2.7%	2	0.0%	0	28.9%	6	0.0%	0	0.0%	0	0.0%	0
Linnaskea	1.6%	4	0.0%	0	2.1%	0	14.9%	3	0.0%	0	0.0%	0	0.0%	0
Maguiresbridge	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Rosslea	0.4%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Enniskillen	24.1%	55	0.0%	0	11.6%	2	38.5%	8	83.4%	25	77.8%	16	4.2%	2
Lisbellaw	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Garrison	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	6.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	15
Belturbet (ROI)	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	7
Cavan (ROI)	1.2%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.6%	2
Cleveragh Retail Park (ROI), Sligo	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Clones (ROI)	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Donegal (ROI)	6.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	14
Sligo (ROI)	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5
Others:														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Dublin (ROI)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Dungannon	1.2%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	9
Monaghan (ROI)	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Strabane	0.9%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.8%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.6%	15	10.3%	8	5.6%	1	2.5%	1	6.3%	2	3.1%	1	5.2%	3
Weighted base:	227			75		21		21		30		21		59
Sample:	208			36		31		28		36		24		53

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q39 How often do you visit (FACILITY MENTIONED AT Q38) to go to bars, pubs, social clubs or nightclubs?**

Those who go to pubs / bars / nightclubs / social clubs at Q31

Daily	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
At least two times a week	1.1%	3	0.0%	0	2.3%	0	6.6%	1	0.0%	0	3.4%	1	0.0%	0
At least once a week	26.1%	59	27.3%	20	15.1%	3	15.3%	3	34.4%	10	24.1%	5	28.6%	17
At least once a fortnight	15.4%	35	12.6%	9	22.8%	5	7.0%	1	22.3%	7	19.2%	4	14.2%	8
At least once a month	24.1%	55	25.5%	19	35.6%	7	32.9%	7	8.6%	3	23.9%	5	23.2%	14
At least every two months	10.0%	23	2.3%	2	10.4%	2	13.9%	3	10.6%	3	10.8%	2	17.8%	10
At least every 3 months	11.0%	25	14.8%	11	2.3%	0	5.8%	1	10.8%	3	11.8%	2	11.0%	6
At least every 6 months	2.9%	6	0.0%	0	5.9%	1	10.7%	2	5.1%	2	6.8%	1	0.0%	0
Less often than once every 6 months	3.5%	8	7.4%	5	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.6%	2
Have only visited once	0.2%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.3%	12	10.1%	8	3.5%	1	7.8%	2	1.9%	1	0.0%	0	2.6%	2
Mean:		25.67		23.73		22.08		23.75		38.21		25.25		23.52
Weighted base:		227		75		21		21		30		21		59
Sample:		208		36		31		28		36		24		53

**Q40 Which centre / facility did you last visit to go ten-pin bowling?**

Those who go ten pin bowling at Q31

<b>Zone 1</b>														
CC Bowling, Cooley Road, Beragh, Omagh, BT79 OSP	7.6%	5	15.7%	4	0.0%	0	0.0%	0	0.0%	0	18.7%	1	0.0%	0
<b>Zone 2</b>														
Johnny Rocko's, Main Street, Irvinestown, BT94 1GJ	13.0%	8	0.0%	0	47.4%	2	30.3%	2	57.5%	4	0.0%	0	0.0%	0
<b>Zone 6</b>														
Astra Bowl (ROI), Townspark Centre, Main Street, Cavan	8.9%	5	0.0%	0	0.0%	0	15.1%	1	0.0%	0	0.0%	0	31.1%	5
Bundoran GlowBowl & Mack's Amusements (ROI), Macks Amusements, Main Street, Bundoran	17.2%	10	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.8%	8
<b>Others:</b>														
Belfast	6.8%	4	0.0%	0	28.5%	1	24.3%	1	21.2%	2	0.0%	0	0.0%	0
Brunswick Moviebowl, Brunswick Lane, Pennyburn Industrial Estate, Derry, BT48 0LU	21.1%	13	43.2%	11	24.1%	1	15.1%	1	0.0%	0	0.0%	0	0.0%	0
Londonerry	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	1	0.0%	0
(Don't know / can't remember)	23.6%	14	30.0%	8	0.0%	0	15.1%	1	21.2%	2	50.4%	2	17.2%	3
Weighted base:		61		25		4		6		7		4		15
Sample:		44		10		6		7		7		3		11



	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland	
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q41 How often do you visit (FACILITY MENTIONED AT Q40) for ten-pin bowling?**

*Those who go ten pin bowling at Q31*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.6%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0
At least once a week	3.1%	2	0.0%	0	29.2%	1	0.0%	0	0.0%	0	18.7%	1	0.0%	0
At least once a fortnight	3.6%	2	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	10.3%	2
At least once a month	4.7%	3	7.8%	2	0.0%	0	15.1%	1	0.0%	0	0.0%	0	0.0%	0
At least every two months	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	1	10.3%	2
At least every 3 months	13.4%	8	18.5%	5	0.0%	0	15.1%	1	35.3%	3	0.0%	0	0.0%	0
At least every 6 months	17.8%	11	18.9%	5	29.9%	1	30.3%	2	0.0%	0	0.0%	0	20.7%	3
Less often than once every 6 months	34.6%	21	43.7%	11	40.9%	2	9.2%	1	42.5%	3	0.0%	0	31.1%	5
Have only visited once	8.5%	5	11.1%	3	0.0%	0	15.1%	1	0.0%	0	0.0%	0	10.3%	2
(Don't know / varies)	8.5%	5	0.0%	0	0.0%	0	15.1%	1	0.0%	0	50.4%	2	17.2%	3
Mean:		6.90		2.61		16.18		3.85		17.78		23.38		5.00
Weighted base:		61		25		4		6		7		4		15
Sample:		44		10		6		7		7		3		11

**Q42 Which centre / facility did you last visit to go swimming?**

*Those who swim at Q31*

<b>Zone 1</b>														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	30.1%	46	90.3%	40	47.4%	4	6.6%	2	3.2%	1	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.9%	1	0.0%	0	5.9%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Killadeas	0.7%	1	0.0%	0	5.9%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
<b>Zone 3</b>														
Fivemiletown	1.6%	3	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0
Linnaskea	4.2%	6	0.0%	0	0.0%	0	27.0%	6	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	35.4%	54	0.0%	0	40.8%	3	40.0%	9	83.6%	25	94.6%	13	11.6%	4
<b>Zone 5</b>														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2
Ballyshannon (ROI)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Belturbet (ROI)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bundoran (ROI)	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Cavan (ROI)	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3
Donegal (ROI)	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	10
Sligo (ROI)	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	6
<b>Others:</b>														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangor	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Cookstown	1.2%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisburn	0.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Londonerry	0.9%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	1.6%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	4.5%	2
Mulranny (ROI)	0.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	1.5%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	4.5%	2
(Don't know / can't remember)	3.8%	6	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3
Weighted base:		153		44		8		24		30		13		34
Sample:		141		19		13		31		34		14		30

	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q43 How often do you visit (FACILITY MENTIONED AT Q42) to go swimming?**

*Those who swim at Q31*

Daily	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
At least two times a week	19.8%	30	3.9%	2	21.0%	2	18.1%	4	41.9%	12	48.9%	6	10.7%	4
At least once a week	18.4%	28	30.6%	13	5.9%	0	22.9%	5	22.5%	7	5.0%	1	4.4%	2
At least once a fortnight	11.2%	17	14.9%	7	14.2%	1	13.1%	3	0.0%	0	21.5%	3	9.9%	3
At least once a month	18.8%	29	19.8%	9	20.7%	2	15.2%	4	10.5%	3	10.7%	1	29.7%	10
At least every two months	6.7%	10	10.3%	5	14.4%	1	3.6%	1	2.2%	1	5.8%	1	6.4%	2
At least every 3 months	4.7%	7	0.0%	0	0.0%	0	2.6%	1	17.6%	5	0.0%	0	3.9%	1
At least every 6 months	7.6%	12	15.1%	7	18.4%	2	14.9%	4	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	4.0%	6	0.0%	0	0.0%	0	4.8%	1	3.2%	1	0.0%	0	11.6%	4
Have only visited once	1.3%	2	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
(Don't know / varies)	7.2%	11	5.4%	2	0.0%	0	4.8%	1	0.0%	0	8.2%	1	18.9%	7
Mean:	40.58		28.68		32.37		38.48		65.24		66.03		25.02	
Weighted base:	153		44		8		24		30		13		34	
Sample:	141		19		13		31		34		14		30	

**Q44 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?**

*Those who go to theatres / concert halls / museum / art galleries at Q31*

<b>Zone 1</b>														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killyclogher	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Omagh	15.2%	29	30.8%	23	24.3%	5	5.7%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosslea	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	35.5%	67	0.0%	0	33.2%	6	46.4%	11	76.0%	25	74.6%	24	0.0%	0
<b>Zone 5</b>														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyshannon (ROI)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Cavan (ROI)	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	2
Donegal (ROI)	1.4%	3	2.7%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
<b>Others:</b>														
Ardoyne	0.9%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	3.4%	1	0.0%	0
Belfast	22.6%	42	39.5%	29	30.9%	6	8.4%	2	5.9%	2	10.9%	4	0.0%	0
Central London / West End	3.2%	6	2.3%	2	6.3%	1	0.0%	0	4.7%	2	4.6%	1	0.0%	0
Dublin (ROI)	4.2%	8	2.6%	2	0.0%	0	11.6%	3	7.7%	3	2.0%	1	0.0%	0
Londonerry	4.6%	9	9.1%	7	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0
Strabane	1.1%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.6%	3	2.7%	2	2.6%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	7.5%	14	7.5%	5	2.7%	1	15.2%	4	2.0%	1	0.0%	0	64.4%	4
Weighted base:	188		73		19		25		33		32		6	
Sample:	193		36		32		36		43		40		6	

	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q45 How often do you visit (FACILITY MENTIONED AT Q44) for art / culture activities (i.e. theatres / galleries / museums)?**  
*Those who go to theatres / concert halls / museum / art galleries at Q31*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	1.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.4%	1	0.0%	0
At least once a month	5.4%	10	6.3%	5	0.0%	0	0.0%	0	5.7%	2	11.3%	4	0.0%	0
At least every two months	12.6%	24	13.3%	10	7.9%	1	15.4%	4	11.7%	4	12.0%	4	15.9%	1
At least every 3 months	13.8%	26	18.7%	14	2.6%	0	13.9%	3	16.6%	5	9.0%	3	0.0%	0
At least every 6 months	33.8%	63	25.5%	19	57.3%	11	34.8%	9	32.3%	11	45.8%	15	0.0%	0
Less often than once every 6 months	18.8%	35	18.1%	13	24.7%	5	17.2%	4	22.9%	7	10.8%	3	35.6%	2
Have only visited once	4.2%	8	5.1%	4	4.9%	1	10.6%	3	0.0%	0	0.0%	0	11.3%	1
(Don't know / varies)	10.0%	19	13.1%	10	2.6%	0	8.1%	2	7.0%	2	6.7%	2	37.2%	2
Mean:		3.59		3.50		2.07		2.67		4.19		4.94		2.27
Weighted base:		188		73		19		25		33		32		6
Sample:		193		36		32		36		43		40		6

**Q46 How do you normally travel when visiting leisure destinations?**  
*Those who participate in a leisure activity at Q31*

Car / van (as driver)	67.4%	345	67.9%	123	70.5%	34	68.3%	37	71.3%	46	69.7%	50	59.8%	55
Car / van (as passenger)	18.0%	92	17.1%	31	21.6%	10	20.6%	11	12.4%	8	19.9%	14	19.1%	18
Bus, minibus or coach	2.5%	13	3.6%	7	0.0%	0	3.0%	2	2.6%	2	3.0%	2	0.6%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.7%	34	7.1%	13	4.5%	2	6.5%	4	6.9%	4	6.4%	5	7.3%	7
Taxi	2.3%	12	2.1%	4	0.0%	0	0.0%	0	3.1%	2	1.1%	1	5.7%	5
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.1%	16	2.2%	4	3.4%	2	1.6%	1	3.8%	2	0.0%	0	7.4%	7
Weighted base:		512		181		48		55		64		72		92
Sample:		500		84		82		79		81		86		88

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q47 Which leisure facilities would you like to see more of in the area? [MR]														
Bars / pubs	3.5%	21	1.3%	3	0.0%	0	2.0%	1	4.0%	3	0.9%	1	12.5%	13
Better shopping facilities	4.7%	28	1.3%	3	1.6%	1	5.6%	4	0.9%	1	1.6%	1	17.6%	19
Bowling alley	15.2%	92	17.7%	38	5.8%	3	9.9%	7	13.1%	10	6.6%	6	26.9%	29
Cinema	5.0%	31	2.3%	5	0.0%	0	7.2%	5	0.0%	0	0.0%	0	19.5%	21
Concert hall / venue	0.6%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	1	2.1%	2
Cycle paths / area	3.4%	21	2.8%	6	0.9%	1	1.3%	1	4.1%	3	2.1%	2	7.9%	8
Dance facilities	0.9%	6	0.9%	2	0.9%	1	0.9%	1	2.0%	2	0.0%	0	0.9%	1
Extreme sports	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Health and fitness (gym)	6.3%	38	0.0%	0	1.7%	1	1.3%	1	4.0%	3	10.3%	9	22.8%	24
Hotels	1.5%	9	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6
Ice rink	4.6%	28	2.7%	6	2.9%	2	3.0%	2	2.8%	2	0.9%	1	14.6%	16
Karting	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	12
Leisure centre	5.0%	30	2.3%	5	2.2%	1	5.4%	4	6.2%	5	3.3%	3	12.2%	13
More children facilities / activities	10.1%	61	5.4%	11	7.8%	5	7.9%	5	11.8%	9	3.9%	3	25.6%	27
More sports facilities (football pitches, tennis courts)	6.5%	39	4.7%	10	12.1%	7	8.1%	5	5.7%	4	4.8%	4	8.0%	9
Museum / art galleries	1.0%	6	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	4.9%	5
Skateboarding	0.6%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	2.3%	2
Indoor soft play areas	2.4%	14	0.0%	0	4.1%	2	1.3%	1	1.6%	1	3.0%	2	7.0%	7
Play spaces / park facilities	3.5%	21	0.9%	2	5.4%	3	4.5%	3	1.6%	1	2.9%	2	8.5%	9
Paintballing	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	9
Restaurants / cafés	3.3%	20	3.1%	7	5.7%	3	0.0%	0	0.0%	0	0.9%	1	8.6%	9
Swimming pool	8.5%	51	1.8%	4	10.2%	6	7.4%	5	2.1%	2	8.3%	7	26.2%	28
Theatre	1.0%	6	0.0%	0	1.6%	1	0.9%	1	0.0%	0	0.0%	0	4.4%	5
Bingo	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
More facilities / activities for older people	0.6%	4	0.9%	2	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.6%	1
More public walkways	0.3%	2	0.0%	0	0.9%	1	0.9%	1	1.2%	1	0.0%	0	0.0%	0
(None)	51.2%	310	54.2%	115	59.3%	34	58.0%	39	62.8%	49	65.4%	55	16.9%	18
(Don't know)	7.4%	45	12.8%	27	0.8%	0	3.5%	2	1.7%	1	3.7%	3	9.8%	11
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**Q48 Which other community facilities and businesses would you like to see in the area? [MR/PR]**

Hotels	26.6%	161	45.4%	96	20.7%	12	18.0%	12	13.2%	10	33.3%	28	2.3%	3
Cultural centres	17.4%	105	20.7%	44	19.8%	11	22.7%	15	20.5%	16	19.6%	16	2.0%	2
Religious institutions	4.9%	30	4.8%	10	6.8%	4	10.5%	7	0.8%	1	6.5%	5	2.3%	2
Tourist attractions	31.3%	189	34.1%	72	35.9%	21	35.8%	24	36.0%	28	33.4%	28	15.1%	16
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Cafés / restaurants	0.5%	3	0.9%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
More public transport	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Supermarkets	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
(None)	43.0%	260	30.6%	65	50.3%	29	46.1%	31	49.0%	38	49.8%	42	51.9%	55
(Don't know)	7.9%	48	7.8%	17	2.8%	2	0.8%	1	5.7%	4	3.3%	3	20.8%	22
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**GEN Gender of respondent:**

Male	25.7%	156	20.5%	44	17.9%	10	24.2%	16	32.9%	26	24.0%	20	37.2%	40
Female	74.3%	450	79.5%	169	82.1%	47	75.8%	52	67.1%	52	76.0%	64	62.8%	67
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**AGE Could I ask how old you are please?**

18 – 24 years	7.1%	43	8.7%	18	2.1%	1	0.0%	0	2.0%	2	4.2%	4	17.2%	18
25 – 34 years	13.1%	79	4.3%	9	16.5%	10	10.2%	7	12.1%	9	12.6%	11	31.5%	34
35 – 44 years	17.5%	106	10.6%	23	13.9%	8	25.1%	17	25.9%	20	7.8%	6	29.9%	32
45 – 54 years	20.1%	122	28.3%	60	16.1%	9	23.1%	16	17.5%	14	17.4%	15	8.1%	9
55 – 64 years	17.1%	104	25.9%	55	16.1%	9	10.7%	7	12.8%	10	18.1%	15	6.9%	7
65+ years	21.1%	128	17.8%	38	32.1%	18	23.5%	16	25.6%	20	34.5%	29	6.4%	7
(Refused)	4.0%	24	4.4%	9	3.2%	2	7.3%	5	4.1%	3	5.4%	5	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**EMP Is the chief wage earner in full-time or part-time employment?**

Full-time	48.6%	294	41.4%	88	45.5%	26	56.5%	38	53.7%	42	39.9%	33	62.6%	67
Part-time	8.7%	52	11.6%	25	4.5%	3	5.1%	3	11.3%	9	7.0%	6	6.7%	7
Retired - private company pension	11.3%	68	13.0%	28	10.4%	6	7.3%	5	10.4%	8	18.6%	16	5.7%	6
Retired - state pension	14.5%	88	11.2%	24	26.6%	15	20.2%	14	13.9%	11	24.5%	20	3.7%	4
Unemployed	8.4%	51	11.7%	25	5.9%	3	4.8%	3	2.8%	2	5.6%	5	11.8%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	8.5%	52	11.0%	23	7.1%	4	6.1%	4	7.9%	6	4.3%	4	9.5%	10
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**ADU How many adults, including yourself, live in your household (16 years and above)?**

One	15.9%	96	12.0%	26	17.1%	10	18.6%	13	18.0%	14	23.7%	20	13.6%	15
Two	50.2%	304	46.5%	99	57.3%	33	53.0%	36	49.6%	38	39.3%	33	61.1%	65
Three	15.4%	93	15.7%	33	9.8%	6	9.4%	6	17.2%	13	19.7%	16	16.9%	18
Four or more	13.7%	83	19.6%	42	9.7%	6	11.1%	8	11.0%	9	14.1%	12	7.5%	8
(Refused)	4.8%	29	6.1%	13	6.2%	4	7.9%	5	4.1%	3	3.2%	3	0.9%	1
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**CHI How many children aged under 16 years old are there living in your household?**

None	65.5%	397	77.9%	165	60.3%	35	50.4%	34	65.2%	51	82.9%	69	39.6%	42
One	10.8%	66	5.0%	11	10.1%	6	11.3%	8	9.2%	7	6.0%	5	27.4%	29
Two	12.0%	73	5.5%	12	10.0%	6	16.4%	11	14.1%	11	5.6%	5	26.5%	28
Three	3.7%	22	0.9%	2	8.5%	5	8.1%	5	6.2%	5	1.3%	1	3.8%	4
Four or more	3.4%	21	4.5%	10	5.9%	3	5.9%	4	1.2%	1	0.9%	1	1.8%	2
(Refused)	4.7%	28	6.1%	13	5.2%	3	7.9%	5	4.1%	3	3.2%	3	0.9%	1
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**CAR How many cars does your household own or have the use of?**

None	8.5%	51	5.7%	12	5.1%	3	8.1%	6	11.8%	9	10.3%	9	12.1%	13
One	41.9%	254	38.4%	81	44.3%	26	37.5%	25	39.2%	30	43.4%	36	51.0%	55
Two	32.9%	199	33.3%	71	31.1%	18	36.0%	24	35.9%	28	29.5%	25	31.4%	34
Three or more	12.0%	73	16.5%	35	14.3%	8	9.6%	7	9.0%	7	12.4%	10	5.5%	6
(Refused)	4.8%	29	6.1%	13	5.2%	3	8.8%	6	4.1%	3	4.3%	4	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**HOM Do you own your own home?**

Yes	68.4%	415	77.5%	164	80.0%	46	69.7%	47	71.4%	55	69.9%	59	40.1%	43
No	25.4%	154	14.2%	30	14.9%	9	21.7%	15	24.4%	19	25.8%	22	55.8%	60
(Refused)	6.2%	38	8.3%	18	5.2%	3	8.6%	6	4.1%	3	4.3%	4	4.1%	4
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**ETH** To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

White	94.0%	570	91.2%	194	96.1%	55	95.2%	65	94.2%	73	94.9%	79	96.8%	103
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Bangladeshi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other Asian	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.1%	31	7.8%	17	3.9%	2	4.8%	3	5.8%	5	5.1%	4	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**QUOTA** Zone:

1 - Omagh	35.0%	212	100.0%	212	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 - Irvinestown	9.5%	58	0.0%	0	100.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - Lisnaskea	11.2%	68	0.0%	0	0.0%	0	100.0%	68	0.0%	0	0.0%	0	0.0%	0
4 - Enniskillen East	12.8%	78	0.0%	0	0.0%	0	0.0%	0	100.0%	78	0.0%	0	0.0%	0
5 - Enniskillen West	13.8%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0
6 - Republic of Ireland	17.6%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**PC** Postcode sector:

BT74 4	3.3%	20	0.0%	0	0.0%	0	0.0%	0	26.1%	20	0.0%	0	0.0%	0
BT74 5	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	12	0.0%	0
BT74 6	5.7%	35	0.0%	0	0.0%	0	0.0%	0	44.7%	35	0.0%	0	0.0%	0
BT74 7	6.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.5%	41	0.0%	0
BT74 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
BT75 0	4.4%	26	0.0%	0	0.0%	0	38.8%	26	0.0%	0	0.0%	0	0.0%	0
BT78 1	4.5%	27	12.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 2	2.9%	17	8.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 3	6.0%	37	0.0%	0	63.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 4	3.2%	19	9.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 5	4.3%	26	12.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 0	6.1%	37	17.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 7	6.7%	40	19.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 8	2.9%	17	8.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 9	4.6%	28	13.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT92 0	3.2%	20	0.0%	0	0.0%	0	28.9%	20	0.0%	0	0.0%	0	0.0%	0
BT92 2	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0
BT92 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
BT92 6	0.4%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
BT92 7	0.8%	5	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
BT92 8	1.1%	7	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0
BT92 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
BT93 0	0.5%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT93 1	1.3%	8	0.0%	0	14.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT93 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
BT93 3	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0
BT93 4	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	8	0.0%	0
BT93 5	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
BT93 6	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
BT94 1	1.6%	10	0.0%	0	17.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT94 2	1.1%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0
BT94 3	0.9%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0
BT94 4	1.4%	8	0.0%	0	0.0%	0	12.2%	8	0.0%	0	0.0%	0	0.0%	0
BT94 5	1.8%	11	0.0%	0	0.0%	0	0.0%	0	13.7%	11	0.0%	0	0.0%	0
ROI	17.6%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

### Appendix 3:

Data Tabulations

By Zone - Filtered Nulls (Weighted)

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q01 Where did you last undertake your main food and grocery shopping?														
Excl. Nulls														
Zone 1														
Asda, Dromore Road, Omagh, BT78 1QZ	19.0%	115	46.9%	99	26.6%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	3.3%	20	8.9%	19	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kelvin Road, Omagh, BT78 1ER	0.7%	4	1.8%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, James Street, Meetinghouse Hill, Omagh, BT78 1QX	1.6%	9	3.5%	7	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Showgrounds Retail Park, Omagh, BT79 7AQ	1.3%	8	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Spar, Anderson Gardens, Omagh	1.3%	8	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Strabane Road, Newtownstewart	0.6%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Market Street, Omagh	1.7%	10	4.3%	9	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Tattymoyle Road, Fintona	1.5%	9	3.9%	8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carrickmore	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Omagh	2.5%	15	6.7%	14	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Centra, Main Street, Irvinestown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Kesh	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Main Street, Trillick	0.4%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Dromore	0.3%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Trillick	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ederney	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Irvinestown	1.1%	7	0.0%	0	11.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trillick	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Co-op, Main Street, Fivemiletown	0.4%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Lisnaskea	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, BT92 0JB	1.2%	7	0.0%	0	0.0%	0	10.0%	7	0.8%	1	0.0%	0	0.0%	0
Spar, Main Street, Fivemiletown	1.1%	7	0.0%	0	0.8%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Lisnaskea	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Rosslea	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu, Clones Road, Newtownbutler	0.5%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Brookeborough	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Linnaskea	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Maguiresbridge	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownbutler	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Rosslea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Zone 4														
Asda, Derrychara Road, Enniskillen, BT74 6JG	16.5%	99	0.0%	0	13.8%	8	25.1%	17	44.2%	34	39.1%	33	7.2%	8
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	1.0%	6	0.0%	0	1.7%	1	2.1%	1	3.3%	3	1.1%	1	0.0%	0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.9%	11	0.0%	0	2.6%	1	3.0%	2	3.6%	3	5.4%	5	0.5%	1
Marks & Spencer, Erneside Shopping Centre, Enniskillen, BT74 6JQ	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0
Spar, Coa Road, Chanterhill	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Spar, Main Street, Ballinamallard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Tesco, Derrychara Link, Enniskillen, BT74 6JF	12.6%	76	1.0%	2	12.4%	7	15.1%	10	35.2%	27	32.9%	28	1.5%	2
Local shops, Enniskillen	0.7%	5	0.0%	0	0.0%	0	0.9%	1	2.9%	2	1.9%	2	0.0%	0
Local shops, Tempo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.



Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Zone 5														
Centra, Main Street, Belleek	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Iceland, Shore Road, Enniskillen, BT74 7BD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.8%	1	0.0%	0
Spar, Knockaraven, Garrison	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
Spar, Rossorry Church Road, Craigville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Belcoo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Belleek	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Local shops, Letterbreen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zone 6														
Aldi (ROI), Cranmore Lane, Sligo	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	10
Aldi (ROI), Donegal Shopping Centre, Donegal Town	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8
Aldi (ROI), Dublin Road, Cavan	2.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	15.8%	17
Lidl (ROI), Cranmore Road, Sligo	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Supervalu (ROI), Donegal Shopping Centre, Donegal town	2.6%	16	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	13.7%	14
Supervalu (ROI), Fermanagh Street, Clones	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Grange Village	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Tesco (ROI), Main Street / Pearce Street, Cavan Town	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5
Tesco (ROI), O'Connell Street, Sligo	0.5%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.3%	2
Local shops (ROI), Ballyconnell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops (ROI), Belturbet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Local shops (ROI), Cavan	2.0%	12	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	10.9%	11
Local shops (ROI), Donegal town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local shops (ROI), Sligo	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6
Others:														
Aldi (ROI), Dublin Road, Carrick on Shannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Branch Road, Strabane, BT82 8EQ	1.0%	6	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Clogher	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Draperstown	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dungannon	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Maghera	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Strand Road, Londonderry	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Beech Valley, Dungannon, BT71 7BN	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5
Tesco, Orritor Road, Cookstown, BT80 8BH	0.6%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.7%	22	5.0%	10	7.3%	4	6.4%	4	2.9%	2	1.3%	1	0.0%	0
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104

Column % ges.

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**Q02 For your last main food internet / home delivery shopping order, how did you receive your goods?**

*Those who shop online at Q01*

Collection at store	3.8%	1	0.0%	0	0.0%	0	19.9%	1	0.0%	0	0.0%	0	0.0%	0
Home delivery	83.5%	19	73.0%	8	100.0%	4	80.1%	3	100.0%	2	100.0%	1	0.0%	0
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	12.6%	3	27.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		22		10		4		4		2		1		0
Sample:		19		4		5		6		3		1		0

**Q02A Which retailer do you purchase your main food internet / home delivery shopping from?**

*Those who shop online at Q01*

Asda	62.9%	14	73.0%	8	43.8%	2	68.0%	3	71.9%	2	0.0%	0	0.0%	0
Supervalu	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	37.1%	8	27.0%	3	56.2%	2	32.0%	1	28.1%	1	100.0%	1	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		22		10		4		4		2		1		0
Sample:		19		4		5		6		3		1		0

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping</b>														
<i>Not those who said 'Don't know' at Q01</i>														
Accessibility by public transport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Car parking prices	0.5%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Car parking provision	2.0%	12	1.3%	3	3.2%	2	0.9%	1	0.8%	1	1.6%	1	4.4%	5
Choice of food goods available	13.5%	81	13.4%	28	15.3%	9	9.5%	6	10.4%	8	18.0%	15	13.9%	15
Choice of shops nearby selling non-food goods	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Choice of shops selling food goods	1.2%	7	0.0%	0	0.8%	0	0.0%	0	0.9%	1	3.2%	3	3.5%	4
Cleanliness	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Delivery service	2.2%	13	2.3%	5	4.0%	2	4.7%	3	2.1%	2	1.3%	1	0.0%	0
Easy to get to by car	1.6%	9	0.8%	2	1.7%	1	0.0%	0	0.8%	1	2.2%	2	4.2%	4
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	2.2%	14	0.8%	2	0.8%	0	0.8%	1	3.7%	3	1.7%	1	6.1%	6
Good service / friendly staff	1.6%	10	0.9%	2	1.8%	1	0.8%	1	1.9%	1	1.9%	2	3.0%	3
Habit / always use it / preference for retailer	7.5%	45	5.8%	12	5.4%	3	9.2%	6	10.6%	8	8.5%	7	8.0%	8
Internet shopping is convenient	0.8%	5	1.3%	3	2.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lower prices	11.7%	70	7.9%	17	12.7%	7	14.3%	10	12.8%	10	13.0%	11	14.9%	16
Loyalty card / points scheme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Near to home	25.0%	150	28.9%	61	27.8%	16	28.1%	19	31.0%	24	30.5%	26	4.8%	5
Near to work	2.3%	14	3.1%	7	0.9%	1	4.1%	3	2.9%	2	0.0%	0	1.8%	2
Nice shopping environment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1	0.9%	1
Only one in the area / no other choice	1.3%	8	2.7%	6	2.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	3	1.0%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	3.7%	22	5.6%	12	2.6%	2	3.5%	2	0.8%	1	1.7%	1	4.5%	5
Quality of shops selling food goods	0.9%	5	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	2.5%	15	3.1%	7	2.9%	2	0.9%	1	2.6%	2	3.1%	3	1.5%	2
Value for money	9.4%	57	8.5%	18	9.7%	6	11.4%	8	4.4%	3	5.7%	5	16.6%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything under one roof	0.5%	3	1.0%	2	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Nice sized store	0.8%	5	0.9%	2	0.8%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Quiet store / not too busy	0.5%	3	0.0%	0	2.1%	1	1.7%	1	0.8%	1	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.8%	35	7.0%	15	2.5%	1	9.2%	6	8.6%	7	2.5%	2	3.2%	3
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q04 What if anything is the one thing you most dislike about (STORE MENTIONED AT Q01) ?														
Not those who said 'Don't know' at Q01														
Change layout too often	9.1%	54	0.0%	0	2.1%	1	1.3%	1	0.0%	0	0.0%	0	49.8%	52
Expensive parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	2.6%	16	2.7%	6	5.1%	3	5.3%	4	2.5%	2	1.8%	1	0.0%	0
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	2.3%	14	4.1%	9	0.0%	0	0.0%	0	4.5%	3	0.0%	0	1.8%	2
Lack of public transport	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	4.6%	28	4.6%	10	3.1%	2	6.3%	4	8.8%	7	4.8%	4	1.1%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.8%	5	1.3%	3	0.0%	0	0.0%	0	0.9%	1	1.7%	1	0.0%	0
Poor quality	0.5%	3	0.8%	2	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Staff rude / unhelpful	1.0%	6	1.0%	2	0.8%	0	2.0%	1	2.0%	2	0.8%	1	0.0%	0
Too busy	2.4%	14	3.3%	7	4.1%	2	2.6%	2	0.0%	0	4.0%	3	0.0%	0
Too far away	0.5%	3	0.0%	0	1.7%	1	2.1%	1	0.0%	0	0.8%	1	0.0%	0
Too small	1.5%	9	1.9%	4	2.1%	1	1.7%	1	1.5%	1	1.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Too big	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	1	0.0%	0
(Nothing)	72.1%	434	75.4%	159	79.3%	46	77.7%	52	77.4%	60	81.1%	68	46.7%	49
(Don't know)	1.8%	11	3.9%	8	0.0%	0	0.9%	1	0.8%	1	0.9%	1	0.6%	1
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104

**Mean score [£]:****Q05 How much on average does your household normally spend on main food and grocery shopping in a week?**

£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.8%	5	2.2%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
£16 - £20	1.8%	11	1.8%	4	2.5%	1	2.4%	2	0.8%	1	1.7%	1	2.0%	2
£21 - £25	1.6%	10	1.8%	4	1.7%	1	2.5%	2	2.4%	2	1.6%	1	0.0%	0
£26 - £30	3.3%	20	4.9%	10	0.8%	0	2.1%	1	5.3%	4	2.7%	2	1.5%	2
£31 - £35	1.2%	7	1.6%	3	0.8%	0	0.0%	0	1.6%	1	1.7%	1	0.5%	1
£36 - £40	4.8%	29	3.4%	7	3.6%	2	5.7%	4	4.4%	3	9.7%	8	4.3%	5
£41 - £45	1.6%	9	0.9%	2	1.6%	1	1.7%	1	2.1%	2	2.7%	2	1.4%	2
£46 - £50	10.2%	62	14.5%	31	5.5%	3	3.3%	2	5.7%	4	11.0%	9	11.1%	12
£51 - £55	1.7%	10	0.0%	0	4.6%	3	5.8%	4	0.8%	1	3.5%	3	0.0%	0
£56 - £60	7.0%	42	11.1%	24	7.7%	4	5.9%	4	3.8%	3	1.6%	1	5.7%	6
£61 - £65	2.5%	15	1.9%	4	1.6%	1	2.7%	2	4.6%	4	4.3%	4	1.4%	2
£66 - £70	4.8%	29	0.8%	2	7.6%	4	5.6%	4	6.6%	5	8.1%	7	6.6%	7
£71 - £75	3.1%	19	3.4%	7	2.5%	1	5.8%	4	5.3%	4	2.5%	2	0.0%	0
£76 - £80	8.6%	52	11.8%	25	4.6%	3	5.8%	4	2.8%	2	5.8%	5	12.8%	14
£81 - £85	0.7%	4	0.8%	2	0.0%	0	0.8%	1	2.5%	2	0.0%	0	0.0%	0
£86 - £90	3.3%	20	3.6%	8	2.9%	2	5.8%	4	1.8%	1	0.8%	1	4.7%	5
£91 - £95	0.4%	2	0.8%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£96 - £100	17.5%	106	12.2%	26	27.8%	16	14.3%	10	21.4%	17	17.5%	15	22.0%	23
£101 - £120	7.0%	42	6.0%	13	7.8%	5	7.3%	5	8.3%	6	2.4%	2	10.8%	12
£121 - £140	1.6%	10	0.8%	2	2.8%	2	3.0%	2	1.7%	1	2.2%	2	0.9%	1
£141 - £160	4.7%	29	4.3%	9	4.2%	2	6.7%	5	4.0%	3	3.5%	3	6.0%	6
£161 - £180	0.8%	5	0.8%	2	0.9%	1	0.9%	1	1.2%	1	0.0%	0	1.2%	1
£181 - £200	2.1%	13	3.0%	6	0.8%	0	0.9%	1	0.8%	1	3.0%	3	2.0%	2
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.4%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.9%	1	0.0%	0
(Don't know / varies)	7.1%	43	7.7%	16	6.0%	3	7.0%	5	10.5%	8	6.3%	5	5.0%	5
(Refused)	1.1%	7	0.0%	0	0.0%	0	1.0%	1	1.9%	1	5.6%	5	0.0%	0
Mean:		81.65		77.24		83.09		87.85		81.63		78.15		88.12
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05														
Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)														
Not those who said 'Don't know' at Q01														
Daily	4.1%	25	6.7%	14	5.9%	3	3.4%	2	2.5%	2	3.5%	3	0.0%	0
At least two times a week	12.0%	72	5.7%	12	8.8%	5	17.9%	12	17.1%	13	17.7%	15	14.4%	15
At least once a week	65.7%	396	67.3%	142	58.4%	34	57.5%	39	69.4%	54	71.4%	60	64.6%	68
At least once a fortnight	13.4%	81	16.1%	34	16.4%	9	13.9%	9	8.7%	7	6.7%	6	14.9%	16
At least once a month	3.0%	18	2.5%	5	7.1%	4	4.8%	3	0.8%	1	0.0%	0	4.7%	5
At least every two months	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	8	1.7%	4	2.5%	1	1.7%	1	1.6%	1	0.8%	1	0.0%	0
Mean:		1.28		1.37		1.31		1.28		1.27		1.36		1.02
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104
Q07 How do you normally travel to (STORE MENTIONED AT Q01?)														
Not those those who said 'Don't know' or 'Internet' at Q01														
Car / van (as driver)	75.5%	438	80.6%	161	74.3%	40	59.6%	38	77.3%	58	73.6%	61	76.3%	80
Car / van (as passenger)	12.8%	74	9.3%	19	18.6%	10	16.8%	11	12.1%	9	15.3%	13	12.6%	13
Bus (including the busway or guided bus), minibus or coach	1.0%	6	0.9%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	1.4%	2
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Walk	7.0%	40	6.2%	12	6.3%	3	12.1%	8	8.4%	6	7.3%	6	4.4%	5
Taxi	1.4%	8	2.0%	4	0.0%	0	2.0%	1	1.3%	1	0.9%	1	0.9%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	11	1.0%	2	0.8%	0	5.6%	4	0.8%	1	0.8%	1	3.5%	4
Weighted base:		580		200		53		63		75		83		105
Sample:		584		95		95		93		97		100		104
Mean score [Minutes]:														
Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?														
Not those who said 'Don't know' or 'Internet' at Q01														
1 - 5 minutes	25.8%	150	26.5%	53	17.5%	9	24.3%	15	37.9%	29	35.5%	29	13.2%	14
6 - 10 minutes	21.6%	125	18.3%	37	20.6%	11	17.7%	11	33.4%	25	31.3%	26	14.8%	16
11 - 15 minutes	16.1%	93	23.7%	47	21.2%	11	5.8%	4	18.5%	14	12.6%	10	6.2%	6
16 - 30 minues	28.8%	167	25.8%	52	39.8%	21	46.3%	29	10.2%	8	15.2%	13	42.6%	45
31 - 45 minutes	1.9%	11	3.8%	8	0.0%	0	0.8%	1	0.0%	0	2.6%	2	0.9%	1
46 - 60 minutes	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1
61+ minutes	0.7%	4	0.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.5%	2
(Don't know / varies)	4.6%	26	0.9%	2	0.8%	0	3.2%	2	0.0%	0	2.8%	2	18.7%	20
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Mean:		14.75		14.89		15.51		17.07		9.82		11.57		19.71
Weighted base:		580		200		53		63		75		83		105
Sample:		584		95		95		93		97		100		104
Q09 When do you do your main food shopping?														
Weekdays during the day	42.1%	255	38.1%	81	51.6%	30	35.7%	24	29.8%	23	54.6%	46	48.2%	51
Weekdays during the evening	11.3%	69	10.4%	22	8.3%	5	19.8%	13	16.3%	13	3.8%	3	11.6%	12
Saturday	14.4%	87	17.9%	38	15.0%	9	14.5%	10	12.0%	9	10.0%	8	12.2%	13
Sunday	1.4%	9	2.2%	5	3.3%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	30.8%	186	31.4%	67	21.8%	13	27.1%	18	41.9%	32	31.5%	26	28.0%	30
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

Column % ges.

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q10 When you go main food shopping is your trip linked with any other activity?</b>														
<i>Not those who shop online at Q01</i>														
Yes – non - food shopping	9.6%	56	12.8%	26	11.5%	6	10.9%	7	12.0%	9	9.6%	8	0.0%	0
Yes – other food shopping	5.9%	34	8.4%	17	5.4%	3	3.6%	2	2.4%	2	6.1%	5	5.1%	5
Yes – visiting services such as banks and other financial institutions	4.9%	29	5.6%	11	3.7%	2	0.9%	1	1.1%	1	4.5%	4	9.5%	10
Yes – leisure activity	2.3%	13	0.9%	2	4.8%	3	7.9%	5	1.7%	1	2.0%	2	0.9%	1
Yes – travelling to / from work	4.3%	25	6.1%	12	5.6%	3	6.2%	4	4.2%	3	1.6%	1	1.4%	2
Yes – travelling to / from school / college / university	0.4%	2	0.0%	0	1.0%	1	0.8%	1	0.0%	0	1.7%	1	0.0%	0
Yes – getting petrol	1.5%	9	1.8%	4	1.1%	1	0.9%	1	0.8%	1	0.8%	1	2.4%	3
Yes – visiting café / pub / restaurant	2.2%	13	2.2%	4	1.0%	1	2.2%	1	1.8%	1	5.9%	5	0.5%	1
Yes – visiting family/friends	1.7%	10	0.0%	0	4.5%	2	4.0%	3	1.7%	1	2.5%	2	1.5%	2
Yes – visiting health service such as doctor, dentist, hospital	0.6%	3	0.0%	0	0.9%	0	0.9%	1	0.8%	1	0.9%	1	0.9%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	1.0%	6	0.0%	0	2.3%	1	1.7%	1	0.0%	0	0.9%	1	2.9%	3
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	55.9%	326	59.8%	121	54.7%	29	54.6%	35	68.1%	51	63.5%	53	35.3%	38
(Don't know / varies)	9.7%	56	2.4%	5	3.6%	2	5.1%	3	5.5%	4	0.0%	0	39.6%	42
Weighted base:		584		202		53		64		75		83		107
Sample:		587		96		95		94		97		100		105

**Q11 Where do you do this linked trip?**

*Those who link their trip with other shopping or services at Q10 AND Excl. Nulls*

Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	42.7%	50	87.6%	47	26.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.4%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.6%	2	0.0%	0	17.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.4%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	1.5%	2	0.0%	0	0.0%	0	17.4%	2	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.5%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	34.5%	40	0.0%	0	47.7%	5	76.4%	8	100.0%	12	83.5%	14	15.0%	2
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Garrison	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1
Bundoran (ROI)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Cavan (ROI)	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	3
Donegal (ROI)	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.3%	7
Sligo (ROI)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	2.4%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera	1.7%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	1.6%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		117		54		11		10		12		17		14
Sample:		117		28		21		15		15		23		15

	Total	1 - Omagh		2 - Irinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q12 Do you make ‘top up’ shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?														
Yes	73.6%	446	69.7%	148	57.6%	33	78.1%	53	81.8%	63	55.4%	46	95.4%	102
No	26.4%	160	30.3%	64	42.4%	24	21.9%	15	18.2%	14	44.6%	37	4.6%	5
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
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**Q13 Where did you last undertake this 'top up' shopping?**

*Those who do top-up shopping at Q12 AND Excl. Nulls*

**Zone 1**

Asda, Dromore Road, Omagh, BT78 1QZ	1.4%	6	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Beragh, Sixmilecross	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Omagh	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.8%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurospar, Main Street, Fintona	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kelvin Road, Omagh, BT78 1ER	1.4%	6	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, James Street, Meetinghouse Hill, Omagh, BT78 1QX	1.4%	6	4.0%	6	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Showgrounds Retail Park, Omagh, BT79 7AQ	1.1%	5	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Anderson Gardens, Omagh	3.2%	14	9.0%	13	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Strabane Road, Newtownstewart	1.7%	8	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Market Street, Omagh	1.2%	5	3.3%	5	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Tattymoyle Road, Fintona	1.8%	8	4.0%	6	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beragh	0.9%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carrickmore	0.9%	4	2.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Fintona	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gortin	1.1%	5	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownstewart	1.2%	5	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Omagh	9.6%	42	28.7%	41	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Seskinore	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sixmilecross	0.8%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Zone 2**

Centra, Main Street, Irvinestown	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Kesh	0.3%	2	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Trillick	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Main Street, Trillick	0.4%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Dromore	1.1%	5	0.0%	0	12.8%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Spar, Main Street, Trillick	0.6%	2	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dromore	0.3%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ederney	0.4%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Irvinestown	1.7%	7	0.0%	0	20.4%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Kesh	0.4%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trillick	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Zone 3**

Co-op, Main Street, Fivemiletown	0.7%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Costcutter, Dernawilt Road, Rosslea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, BT92 0JB	1.3%	6	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	1.5%	2
Spar, Main Street, Fivemiletown	1.6%	7	0.0%	0	0.0%	0	13.9%	7	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Rosslea	0.5%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Supervalu, Clones Road, Newtownbutler	1.4%	6	0.0%	0	0.0%	0	8.3%	4	0.0%	0	3.9%	2	0.0%	0
Local shops, Brookeborough	0.5%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Fivemiletown	0.7%	3	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Linnaskea	2.8%	12	0.0%	0	1.5%	0	21.3%	11	1.1%	1	0.0%	0	0.0%	0
Local shops, Maguiresbridge	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownbutler	0.6%	3	1.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Rosslea	0.4%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0

**Zone 4**

Asda, Derrychara Road,	4.1%	18	0.0%	0	1.5%	0	4.0%	2	12.4%	8	16.3%	8	0.0%	0
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	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Enniskillen, BT74 6JG														
Centra, Main Street, Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.9%	1	0.0%	0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.2%	5	0.0%	0	1.3%	0	0.0%	0	5.5%	3	2.8%	1	0.0%	0
Marks & Spencer, Erneside Shopping Centre, Enniskillen, BT74 6JQ	1.0%	4	0.0%	0	1.3%	0	0.0%	0	3.9%	2	3.2%	1	0.0%	0
Spar, Coa Road, Chanterhill	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Spar, Main Street, Ballinamallard	0.6%	3	0.0%	0	1.5%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Spar, Main Street, Lisbellaw	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Tesco, Derrychara Link, Enniskillen, BT74 6JF	2.7%	12	0.0%	0	0.0%	0	2.1%	1	14.5%	9	2.8%	1	0.0%	0
Local shops, Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Enniskillen	8.4%	37	0.0%	0	0.0%	0	6.2%	3	32.7%	21	25.6%	12	0.9%	1
Local shops, Lisbellaw	0.8%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Local shops, Lisnarick	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tempo	0.8%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Zone 5														
Centra, Main Street, Belleek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Derrylin Road, Bellanaleck	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Iceland, Shore Road, Enniskillen, BT74 7BD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1	0.7%	1
Spar, Knockaraven, Garrison	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0
Spar, Main Street, Belcoo	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0
Spar, Rossorry Church Road, Craigville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Spar, Sligo Road, Enniskillen	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	7	0.0%	0
Local shops, Bellanaleck	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local shops, Belleek	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Local shops, Derrygonnelly	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Zone 6														
Aldi (ROI), Cranmore Lane, Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl (ROI), Cranmore Road, Sligo	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Supervalu (ROI), Ballisodare town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Supervalu (ROI), Fermanagh Street, Clones	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	6.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	28
Tesco (ROI), O'Connell Street, Sligo	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Local shops (ROI), Ballisodare	0.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops (ROI), Ballyconnell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops (ROI), Belturbet	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	11
Local shops (ROI), Bundoran	1.1%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	2
Local shops (ROI), Donegal town	5.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	25
Local shops (ROI), Sligo	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	11
Others:														
Aldi (ROI), Dublin Road, Carrick on Shannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sweep Road, Cookstown, BT80 8JR	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ballygawley Road, Dungannon	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, John Street, Dungannon, BT70 1ES	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Local shops (ROI), Ballymote	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Claudy	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Clogher	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Draperstown	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greencastle (ROI)	0.6%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Orritor Road Retail Park, Cookstown, BT80 8BH	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		435		142		33		51		63		46		99
Sample:		437		69		58		74		82		56		98

**Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05**

**Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?***Not those who said 'Don't know' at Q13*

Daily	21.8%	95	24.8%	35	37.1%	12	19.1%	10	27.5%	17	26.9%	12	8.0%	8
At least two times a week	52.8%	230	50.1%	71	30.4%	10	60.0%	31	47.6%	30	44.3%	21	67.7%	67
At least once a week	17.0%	74	13.5%	19	25.2%	8	10.6%	5	20.3%	13	21.9%	10	18.1%	18
At least once a fortnight	1.9%	8	4.7%	7	1.5%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
At least once a month	1.7%	8	2.6%	4	2.9%	1	5.6%	3	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	18	3.1%	4	2.9%	1	4.6%	2	2.6%	2	6.8%	3	5.6%	6
Mean:		2.89		3.00		3.58		2.79		3.17		3.21		2.22
Weighted base:		435		142		33		51		63		46		99
Sample:		437		69		58		74		82		56		98

**Mean score [£]:****Q15 How much on average does your household normally spend on top up shopping in a week?***Those who do top-up shopping at Q12*

£1 - £5	6.5%	29	6.9%	10	5.9%	2	13.7%	7	4.0%	3	14.7%	7	0.0%	0
£6 - £10	17.1%	76	17.3%	26	17.0%	6	26.8%	14	23.7%	15	15.4%	7	8.4%	9
£11 - £15	8.5%	38	11.6%	17	1.6%	1	6.0%	3	8.7%	6	9.0%	4	7.3%	7
£16 - £20	20.6%	92	21.8%	32	21.6%	7	15.4%	8	19.3%	12	16.0%	7	24.2%	25
£21 - £25	7.5%	33	10.7%	16	14.3%	5	5.9%	3	2.2%	1	4.3%	2	6.0%	6
£26 - £30	8.0%	36	7.8%	11	8.7%	3	3.8%	2	5.5%	3	6.8%	3	12.2%	12
£31 - £35	2.3%	10	2.7%	4	5.3%	2	0.0%	0	6.1%	4	1.4%	1	0.0%	0
£36 - £40	3.9%	17	0.0%	0	5.8%	2	4.8%	3	4.0%	3	4.7%	2	7.9%	8
£41 - £45	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	7.6%	34	5.9%	9	6.6%	2	11.5%	6	9.6%	6	3.8%	2	8.8%	9
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.5%	6	1.2%	2	0.0%	0	1.6%	1	1.1%	1	1.7%	1	2.4%	2
£61 - £65	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	1.0%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
£71 - £75	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.8%	4	1.2%	2	0.0%	0	2.1%	1	0.0%	0	1.7%	1	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	2.1%	10	0.0%	0	1.3%	0	1.1%	1	1.0%	1	2.3%	1	6.7%	7
£101 - £120	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.9%	48	8.9%	13	9.1%	3	6.1%	3	12.8%	8	15.1%	7	13.5%	14
(Refused)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	1	0.0%	0
Mean:		26.00		23.28		26.12		23.40		24.32		22.96		33.94
Weighted base:		446		148		33		53		63		46		102
Sample:		444		71		58		77		82		56		100

Column %ges.

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q16 Where did you last buy clothing or footwear goods?														
Excl. Nulls														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.6%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	28.1%	164	66.1%	135	37.0%	20	7.4%	5	1.7%	1	3.7%	3	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	5.8%	34	15.8%	32	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.3%	7	0.0%	0	7.2%	4	0.0%	0	2.8%	2	0.0%	0	1.5%	2
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.5%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	31.8%	185	0.0%	0	36.0%	19	58.9%	38	71.6%	54	75.0%	61	12.5%	13
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.7%	4	0.0%	0	0.0%	0	3.1%	2	3.0%	2	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Belturbet (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cavan (ROI)	3.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	21
Cavan Retail Park (ROI), Dublin Road, Cavan	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
Donegal (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.2%	5
Sligo (ROI)	2.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	15.1%	16
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymena	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbridge	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Belfast	2.3%	13	0.9%	2	1.0%	1	2.5%	2	5.0%	4	6.7%	5	0.0%	0
Cardiff, Wales	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Coleraine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Craigavon	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0
Dublin (ROI)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.7%	5
Dundee, Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Dungannon	1.0%	6	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	17
Lisburn	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.8%	5	1.0%	2	2.3%	1	1.3%	1	0.9%	1	0.0%	0	0.0%	0
Magherafelt	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester, England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Monaghan (ROI)	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Portstewart	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Strabane	1.0%	6	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	11.0%	64	5.7%	12	10.6%	6	17.2%	11	14.3%	11	8.4%	7	17.3%	18
Abroad	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		582		204		53		65		75		81		103
Sample:		579		96		93		95		96		98		101

Column %ges.

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q17 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>														
<i>Not 'Delivery' / 'Abroad' / 'Don't do' at Q16</i>														
Yes – food shopping	5.3%	28	5.0%	10	7.0%	3	9.8%	5	5.7%	4	2.8%	2	3.8%	3
Yes – non - food shopping	9.0%	47	4.2%	8	7.7%	4	13.1%	7	9.8%	6	7.0%	5	19.0%	17
Yes – visiting services such as banks and other financial institutions	3.0%	16	5.2%	10	1.0%	0	4.2%	2	3.5%	2	0.0%	0	0.7%	1
Yes – leisure activity	1.7%	9	1.4%	3	3.1%	2	3.8%	2	0.9%	1	0.9%	1	1.8%	2
Yes – travelling to / from work	2.3%	12	4.8%	9	1.1%	1	2.1%	1	1.5%	1	0.0%	0	0.0%	0
Yes – travelling to / from school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Yes – visiting café / pub / restaurant	10.8%	57	8.9%	18	14.2%	7	11.9%	7	12.6%	8	12.8%	10	9.3%	8
Yes – visiting family/friends	3.2%	17	2.0%	4	3.5%	2	0.0%	0	4.3%	3	6.1%	5	4.3%	4
Yes – visiting health service such as doctor, dentist, hospital	0.8%	4	0.0%	0	1.5%	1	0.0%	0	2.0%	1	2.8%	2	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	53.8%	284	62.2%	123	57.7%	28	49.4%	27	54.9%	36	65.2%	49	24.6%	21
(Don't know / varies)	9.7%	52	6.3%	12	3.4%	2	5.8%	3	4.8%	3	2.4%	2	33.6%	29
Weighted base:		529		198		49		55		65		76		87
Sample:		523		93		85		82		85		90		88

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q18 Where did you last buy books, CDs, DVDs?														
Excl. Nulls														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	11.4%	40	33.0%	35	14.7%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	0.6%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.8%	3	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Zone 3														
Brookeborough	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	23.9%	84	0.0%	0	27.0%	8	43.4%	17	54.7%	26	60.1%	30	3.2%	2
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballisadare (ROI)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ballyconnell (ROI)	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7
Belturbet (ROI)	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
Cavan (ROI)	3.3%	12	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	14.3%	11
Cavan Retail Park (ROI), Dublin Road, Cavan	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Donegal (ROI)	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Sligo (ROI)	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	9.7%	7
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	1.3%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Carrick on Shannon (ROI)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Dublin (ROI)	0.6%	2	0.0%	0	0.0%	0	1.5%	1	2.0%	1	0.0%	0	0.9%	1
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	13
Londonderry	0.9%	3	1.9%	2	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	1.1%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	0.6%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	41.1%	144	54.2%	58	45.3%	13	45.3%	18	42.0%	20	35.5%	18	22.1%	17
Abroad	0.4%	1	0.0%	0	0.0%	0	1.8%	1	1.3%	1	0.0%	0	0.0%	0
Weighted base:		351		107		29		40		48		50		77
Sample:		340		48		48		55		58		58		73

Column % ges.

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen5 - Enniskillen EastWest		6 - Republic of Ireland				
Q19 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items? Excl. Nulls														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.7%	6	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	26.8%	93	74.4%	73	44.9%	12	12.2%	5	5.8%	3	1.8%	1	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	1.3%	5	3.8%	4	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.9%	3	0.0%	0	7.2%	2	0.0%	0	0.0%	0	1.8%	1	0.6%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.0%	7	2.0%	2	0.0%	0	10.7%	4	1.2%	1	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	28.0%	97	3.5%	3	30.9%	8	38.5%	16	84.0%	41	63.2%	23	6.1%	6
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.6%	6	0.0%	0	1.8%	0	2.1%	1	1.3%	1	0.0%	0	3.8%	4
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	3.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	12
Belturbet (ROI)	2.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	10
Cavan (ROI)	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8
Cavan Retail Park (ROI), Dublin Road, Cavan	1.9%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	5.8%	6
Donegal (ROI)	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5
Sligo (ROI)	4.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	15
Sligo Retail Park (ROI), Carraroe, Sligo	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	2.2%	8	2.0%	2	0.0%	0	7.1%	3	2.0%	1	5.1%	2	0.0%	0
Cookstown	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Draperstown	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	6.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	22
Lisburn	0.5%	2	0.0%	0	1.8%	0	1.5%	1	0.0%	0	1.8%	1	0.0%	0
Londonderry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Monaghan (ROI)	0.7%	2	0.0%	0	0.0%	0	4.3%	2	1.2%	1	0.0%	0	0.0%	0
Oaks Retail Park, Oaks Road, Dungannon	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.5%	26	2.9%	3	4.4%	1	16.5%	7	4.6%	2	10.7%	4	9.6%	9
Abroad	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		347		98		27		41		49		36		97
Sample:		354		48		48		60		58		47		93

Column % ges.

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland	
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**Q20 Where did you last buy goods such as toys, games, bicycles and recreational goods?***Excl. Nulls***Zone 1**

Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Sperrin Drive, Omagh	0.5%	2	0.0%	0	0.0%	0	1.6%	1	2.1%	1	0.0%	0	0.0%	0
Omagh	15.4%	50	42.9%	33	40.1%	14	0.0%	0	6.1%	3	1.6%	1	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	2.6%	8	10.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Zone 2**

Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

**Zone 3**

Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0

**Zone 4**

Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	28.3%	91	0.0%	0	25.1%	9	43.6%	16	52.6%	24	70.4%	29	16.1%	14
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.1%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.4%	3

**Zone 5**

Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

**Zone 6**

Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6
Belturbet (ROI)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Cavan (ROI)	2.4%	8	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	7.9%	7
Cavan Retail Park (ROI), Dublin Road, Cavan	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7
Donegal (ROI)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Sligo (ROI)	3.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	10
Sligo Retail Park (ROI), Carraroe, Sligo	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2

**Others:**

Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	4.0%	13	4.9%	4	5.1%	2	8.3%	3	7.0%	3	2.7%	1	0.0%	0
Bristol, England	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Crescent Link Retail Park, Crescent Link Road, Londonderry, BT47 6SA	0.7%	2	0.0%	0	0.0%	0	4.6%	2	1.5%	1	0.0%	0	0.0%	0
Dublin (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lesley Retail Park, Strand Road, Londonderry	1.0%	3	2.6%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	6.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	21
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Londonderry	0.7%	2	2.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle, County Down	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Perth, Scotland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Portstewart	0.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	1.2%	4	4.5%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	24.5%	79	31.9%	24	20.6%	7	34.2%	13	29.2%	13	18.5%	8	16.0%	14
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

Weighted base:	323			76		34		37		45		41		90
Sample:	321			35		52		51		51		45		87

Column % ges.

	Total	1 - Omagh		2 - Irinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q21 Where did you last buy chemist goods (including health and beauty products)?														
Excl. Nulls														
Zone 1														
Beragh	0.4%	2	1.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dromore Road Retail Park, Omagh	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	1.6%	9	4.7%	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.0%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	29.5%	158	85.5%	146	21.0%	10	1.0%	1	0.9%	1	0.0%	0	0.0%	0
Zone 2														
Dromore	1.6%	9	0.0%	0	17.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irinestown	2.1%	11	0.0%	0	19.7%	10	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Kesh	0.5%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.6%	3	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Brookeborough	0.5%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	2.2%	12	1.2%	2	0.0%	0	14.9%	10	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.1%	11	0.0%	0	0.0%	0	15.5%	10	1.8%	1	0.0%	0	0.0%	0
Maguiresbridge	0.5%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.8%	5	0.0%	0	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0
Rosslea	0.4%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Enniskillen	30.9%	165	0.0%	0	23.7%	12	47.3%	30	84.8%	62	79.0%	56	5.2%	6
Lisbellaw	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Zone 5														
Belcoo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Belleek	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Derrygonnelly	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Derrylin	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Garrison	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	4.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	22
Belturbet (ROI)	3.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	18
Cavan (ROI)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Cavan Retail Park (ROI), Dublin Road, Cavan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Donegal (ROI)	2.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	15
Sligo (ROI)	4.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	24
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymote (ROI)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Belfast	0.3%	2	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Draperstown	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	14
Lisburn	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Strabane	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.6%	9	1.2%	2	2.4%	1	0.9%	1	1.6%	1	1.1%	1	2.6%	3
Weighted base:		535		171		49		64		73		71		107
Sample:		544		82		84		93		95		85		105



Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q22 Where did you last buy electrical items, such as televisions, washing machines and computers?														
Excl. Nulls														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortrush Industrial Estate, Omagh	0.8%	4	2.4%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	24.3%	114	69.4%	98	33.2%	15	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	3.0%	14	9.1%	13	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.3%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clabby	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.1%	10	0.0%	0	1.0%	0	12.3%	7	3.4%	2	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	31.3%	148	3.2%	5	24.8%	12	56.8%	33	63.1%	42	65.7%	44	12.9%	12
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	11.0%	52	2.8%	4	17.7%	8	10.7%	6	20.7%	14	22.2%	15	5.1%	5
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Garrison	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8
Belturbet (ROI)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Cavan (ROI)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Cavan Retail Park (ROI), Dublin Road, Cavan	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Cleveragh Retail Park (ROI), Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Donegal (ROI)	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.9%	5
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.5%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sligo (ROI)	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8
Sligo Retail Park (ROI), Carraroe, Sligo	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.2%	1	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Castlederg	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	2
Dungannon	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	5.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	24
Londonderry	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.4%	2	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	0.0%	0
Strabane	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	9.3%	44	8.9%	13	12.8%	6	12.4%	7	9.0%	6	6.9%	5	7.9%	7
Weighted base:		471		141		47		58		67		68		90
Sample:		489		69		79		85		85		82		89

Column % ges.

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q23 Where did you last buy DIY or gardening goods?														
Excl. Nulls														
Zone 1														
Beragh	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrickmore	1.1%	5	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Sperrin Drive, Omagh	5.1%	21	14.4%	19	3.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	29.3%	122	66.3%	89	44.6%	19	6.7%	3	7.6%	5	11.7%	6	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	2.9%	12	3.2%	4	6.9%	3	5.7%	3	3.7%	2	0.0%	0	0.0%	0
Sixmilecross	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.3%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.2%	5	0.0%	0	8.0%	3	0.0%	0	1.6%	1	0.0%	0	0.7%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	2.2%	9	0.0%	0	0.0%	0	19.0%	9	1.0%	1	0.0%	0	0.0%	0
Linnaskea	3.1%	13	0.0%	0	0.0%	0	27.2%	12	1.1%	1	0.0%	0	0.0%	0
Newtownbutler	1.1%	4	0.0%	0	0.0%	0	7.4%	3	0.0%	0	2.0%	1	0.0%	0
Rosslea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Enniskillen	26.5%	111	1.5%	2	19.4%	8	25.8%	12	76.9%	46	69.3%	38	5.7%	5
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.3%	10	0.0%	0	2.8%	1	0.0%	0	3.7%	2	7.5%	4	2.6%	2
Trory	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	5.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	21
Ballyshannon (ROI)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Belturbet (ROI)	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6
Cavan (ROI)	1.4%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	6.4%	5
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Donegal (ROI)	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
Sligo (ROI)	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7
Sligo Retail Park (ROI), Carraroe, Sligo	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.9%	4	1.5%	2	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Dublin (ROI)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Faustina Retail Park, Buncrana Road, Londonderry	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	5.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	22
Lisburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Monaghan (ROI)	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Strabane	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.7%	11	3.0%	4	6.8%	3	1.3%	1	2.2%	1	0.0%	0	3.1%	3
Weighted base:		418		135		42		45		60		55		81
Sample:		426		66		71		65		78		65		81

Column %ges.

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea	4 - Enniskillen East		5 - Enniskillen West	6 - Republic of Ireland	
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**Q24 Where did you last buy furniture, carpets and floor coverings?***Excl. Nulls***Zone 1**

Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	1.0%	4	1.6%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	3.1%	11	10.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	22.3%	83	66.1%	70	25.2%	10	5.0%	2	1.0%	1	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	2.0%	7	5.4%	6	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0

**Zone 2**

Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	5.0%	19	0.0%	0	33.1%	13	0.0%	0	4.4%	2	6.8%	3	0.0%	0

**Zone 3**

Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clabby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Fivemiletown	0.7%	3	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Linnaskea	3.6%	13	0.0%	0	0.0%	0	28.0%	13	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	1.0%	4	1.6%	2	0.0%	0	1.8%	1	0.0%	0	2.2%	1	0.0%	0

**Zone 4**

Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	29.3%	109	0.0%	0	18.3%	7	31.1%	15	73.5%	42	75.1%	37	11.6%	8
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	3.6%	13	0.0%	0	4.4%	2	1.3%	1	12.7%	7	2.8%	1	3.4%	2

**Zone 5**

Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrison	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0

**Zone 6**

Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	7
Belturbet (ROI)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Cavan (ROI)	1.7%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	7.7%	6
Cavan Retail Park (ROI), Dublin Road, Cavan	1.0%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.9%	3
Cleveragh Retail Park (ROI), Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Donegal (ROI)	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5
Sligo (ROI)	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	9
Sligo Retail Park (ROI), Carraro, Sligo	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

**Others:**

Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballygally	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	6.0%	22	6.3%	7	7.7%	3	12.1%	6	4.5%	3	8.5%	4	0.0%	0
Cookstown	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Craigavon	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Dungannon	0.7%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	6.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	23
Limavady	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Londonderry	1.0%	4	2.7%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Magherafelt	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered Abroad	1.2%	4	0.0%	0	1.2%	0	5.0%	2	0.0%	0	0.0%	0	2.2%	2
	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Weighted base:		372		106		38		47		57		49		73
Sample:		393		54		66		69		74		58		72

**Q25 Do you ever visit any of the following centres? [MR/PR]**

Enniskillen	71.6%	434	35.8%	76	88.1%	51	97.2%	66	100.0%	78	100.0%	84	74.8%	80
Omagh	68.3%	414	97.8%	208	87.9%	51	63.3%	43	65.4%	51	48.0%	40	20.5%	22
(Don't visit any of these centres)	5.7%	34	2.2%	5	4.2%	2	2.8%	2	0.0%	0	0.0%	0	23.8%	25
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

Column % ges.

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q26 Which centre do you visit the most?</b>														
<i>Those who visit a centre at Q25</i>														
Enniskillen	56.9%	325	1.9%	4	55.4%	31	96.0%	63	99.1%	77	100.0%	84	81.8%	67
Omagh	43.1%	246	98.1%	204	44.6%	25	4.0%	3	0.9%	1	0.0%	0	18.2%	15
Weighted base:		572		208		55		66		78		84		81
Sample:		571		99		95		97		100		101		79

**Q27 Why don't you visit Enniskillen? [MR]***Those who do not visit Enniskillen at Q25*

Lack of choice and range of non-food shops	1.1%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.3%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	41.9%	72	44.9%	61	27.1%	2	30.2%	1	0.0%	0	0.0%	0	31.3%	8
Too far away from work	0.3%	0	0.0%	0	6.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	0.3%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.3%	7	4.3%	6	21.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.3%	2	1.3%	2	0.0%	0	32.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	50.4%	87	49.5%	68	44.1%	3	37.7%	1	0.0%	0	0.0%	0	57.3%	15
(Don't know)	2.8%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	3
Weighted base:		172		136		7		2		0		0		27
Sample:		105		61		14		3		0		0		27

**Q27A Why don't you visit Omagh? [MR]***Those who do not visit Omagh at Q25*

Lack of choice and range of non-food shops	3.1%	6	0.0%	0	17.1%	1	2.3%	1	0.0%	0	2.5%	1	3.6%	3
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Environmental quality of centre	1.2%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.8%	2
Too far away from home	57.6%	110	0.0%	0	37.9%	3	65.2%	16	33.5%	9	66.9%	29	62.9%	53
Too far away from work	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Not accessible by public transport	1.2%	2	0.0%	0	7.0%	0	4.6%	1	0.0%	0	1.7%	1	0.0%	0
Inconveniently located car parking	1.9%	4	0.0%	0	7.4%	1	12.4%	3	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Traffic congestion	2.0%	4	0.0%	0	0.0%	0	2.3%	1	2.5%	1	5.8%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	33.5%	64	100.0%	5	47.7%	3	17.3%	4	64.0%	17	29.0%	13	26.2%	22
(Don't know)	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Weighted base:		192		5		7		25		27		44		85
Sample:		224		1		13		38		34		51		87

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**Q27B Which of these other centres do you usually visit? [MR]***Those who do not visit a centre at Q25*

Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry	5.4%	2	0.0%	0	21.4%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Belfast	15.4%	5	100.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Lisnaskea	5.5%	2	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0
Irvinestown	5.8%	2	0.0%	0	81.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / none)	71.4%	25	0.0%	0	18.3%	0	0.0%	0	0.0%	0	0.0%	0	94.8%	24
Weighted base:		34		5		2		2		0		0		25
Sample:		35		1		5		3		0		0		26

**Q28 Which of the following, if any, methods of electronic home shopping do you use? [MR/PR]**

Yes, Internet	50.2%	304	47.3%	100	50.5%	29	51.3%	35	51.3%	40	46.0%	38	57.8%	62
Portable Internet shopping (through mobile phone)	16.3%	99	9.9%	21	20.8%	12	34.5%	23	26.5%	21	16.9%	14	7.3%	8
TV Shopping	1.0%	6	0.0%	0	2.2%	1	0.9%	1	2.4%	2	0.8%	1	1.8%	2
(No)	47.5%	288	51.3%	109	49.5%	29	38.4%	26	45.9%	36	53.1%	44	41.3%	44
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**Q29 Which goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]***Those who shop via Internet / TV at Q28*

Food	16.7%	53	16.5%	17	23.3%	7	22.4%	9	18.1%	8	11.0%	4	12.8%	8
Clothes	54.0%	172	49.7%	51	62.5%	18	49.3%	21	61.6%	26	51.9%	20	56.6%	36
Banking / finance	5.1%	16	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	14
Books	36.0%	115	42.3%	44	31.8%	9	40.3%	17	47.4%	20	40.3%	16	14.4%	9
Car parts / products	2.8%	9	1.7%	2	5.7%	2	6.0%	3	3.0%	1	1.7%	1	2.0%	1
CDs, DVDs, music	32.2%	102	29.6%	31	29.9%	9	34.7%	15	51.7%	22	39.8%	16	17.9%	11
Craft / hobby items	5.5%	18	0.0%	0	8.5%	2	2.6%	1	9.0%	4	12.0%	5	8.8%	6
DIY goods	3.2%	10	1.9%	2	0.0%	0	3.9%	2	3.7%	2	6.4%	3	3.9%	2
Furniture / carpets	3.9%	12	1.9%	2	2.5%	1	10.6%	4	3.8%	2	3.8%	1	3.5%	2
Garden items	1.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.7%	1	3.9%	2
Gifts	17.5%	56	18.5%	19	19.8%	6	12.5%	5	23.6%	10	15.8%	6	15.3%	10
Health / beauty / cosmetic / toiletry items	14.9%	47	4.4%	5	12.4%	4	7.1%	3	28.6%	12	3.6%	1	36.6%	23
Holiday and / or travel tickets	10.6%	34	3.6%	4	0.0%	0	1.4%	1	4.6%	2	1.8%	1	42.5%	27
Jewellery	3.4%	11	0.0%	0	9.9%	3	4.6%	2	1.6%	1	0.0%	0	8.5%	5
Major electrical items	10.6%	34	3.9%	4	13.4%	4	18.6%	8	22.4%	9	13.6%	5	5.4%	3
Pet products	1.1%	3	0.0%	0	0.0%	0	2.5%	1	2.3%	1	1.8%	1	1.1%	1
Small electrical items	21.7%	69	7.2%	7	18.9%	6	26.7%	11	23.7%	10	37.2%	15	32.3%	20
Small household goods	14.8%	47	10.0%	10	15.6%	5	9.5%	4	24.6%	10	13.7%	5	20.2%	13
Sports goods	7.8%	25	6.1%	6	1.8%	1	5.8%	2	16.4%	7	3.6%	1	11.4%	7
Stationery	2.3%	7	0.0%	0	1.8%	1	1.4%	1	7.4%	3	6.5%	3	1.1%	1
Toys	15.6%	50	15.5%	16	15.0%	4	31.1%	13	15.0%	6	5.3%	2	12.6%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.4%	14	9.5%	10	3.8%	1	3.4%	1	2.3%	1	0.0%	0	1.0%	1
Weighted base:		318		103		29		42		42		39		63
Sample:		296		47		45		58		48		43		55

**Q30 What, if anything, would change your Internet / electronic shopping preferences in the next 3 - 5 years? [MR/PR]***Those who shop via Internet / TV at Q28*

Improved broadband	42.2%	134	40.9%	42	44.3%	13	38.0%	16	43.9%	18	46.3%	18	42.4%	27
More / nearer click and collect services	37.0%	118	38.2%	39	42.3%	12	25.1%	10	39.0%	16	56.9%	22	26.6%	17
Increased local collection points	37.3%	119	31.7%	33	44.5%	13	29.2%	12	52.9%	22	40.5%	16	36.0%	23
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Better website design	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free delivery	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	1.7%	1	0.0%	0
Quicker delivery	0.7%	2	0.0%	0	0.0%	0	3.3%	1	2.3%	1	0.0%	0	0.0%	0
(Nothing)	35.2%	112	37.8%	39	40.1%	12	36.2%	15	29.0%	12	37.8%	15	30.6%	19
Weighted base:		318		103		29		42		42		39		63
Sample:		296		47		45		58		48		43		55

Column % ges.

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q31 Which of these leisure activities do you participate in? [MR/PR]														
Indoor sports or health and fitness activity	21.7%	132	23.7%	50	14.9%	9	23.9%	16	28.6%	22	16.2%	14	19.2%	21
Cinema	46.8%	284	50.9%	108	33.9%	20	39.6%	27	43.8%	34	43.8%	37	54.9%	59
Restaurant	67.3%	408	74.4%	158	74.7%	43	72.0%	49	61.7%	48	71.9%	60	46.6%	50
Pub / bars	35.3%	214	33.8%	72	34.7%	20	28.8%	20	38.3%	30	24.2%	20	49.4%	53
Nightclub	6.5%	39	5.3%	11	8.0%	5	2.0%	1	10.8%	8	2.2%	2	11.1%	12
Social club	5.6%	34	4.9%	10	8.8%	5	2.9%	2	10.0%	8	1.8%	1	6.7%	7
Ten pin bowling	10.1%	61	12.0%	25	7.2%	4	8.3%	6	9.5%	7	4.2%	4	13.8%	15
Swimming	25.3%	153	20.7%	44	14.3%	8	34.7%	24	38.3%	30	15.8%	13	32.1%	34
Theatre / concert hall	27.8%	169	31.2%	66	28.3%	16	29.9%	20	37.6%	29	37.7%	32	4.9%	5
Museum / art galleries	12.2%	74	14.9%	32	13.7%	8	13.4%	9	18.1%	14	12.9%	11	0.6%	1
(None mentioned)	15.5%	94	14.5%	31	17.0%	10	19.4%	13	17.7%	14	13.6%	11	14.0%	15
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**Q32 Which centre / facility did you last visit for indoor sports or health and fitness activity?***Those who use indoor sports facilities at Q31 AND Excl. Nulls*

<b>Zone 1</b>														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughmacrory	5.8%	7	15.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.3%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	31.8%	41	77.1%	37	25.5%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dromore	1.1%	1	0.0%	0	16.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	2.5%	3	0.0%	0	37.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.4%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Fivemiletown	2.8%	4	0.0%	0	0.0%	0	22.8%	4	0.0%	0	0.0%	0	0.0%	0
Linnaskea	3.5%	4	0.0%	0	0.0%	0	28.6%	4	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.7%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	30.4%	39	0.0%	0	14.5%	1	28.8%	5	95.7%	21	86.4%	12	0.0%	0
<b>Zone 5</b>														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	13.0%	2
Belturbet (ROI)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2
Cavan (ROI)	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	4
Donegal (ROI)	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	5
Sligo (ROI)	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	7
<b>Others:</b>														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymoney	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Belfast	1.6%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	1.1%	1	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.7%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		128		49		9		16		22		14		19
Sample:		109		20		14		19		26		14		16

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1</b>														
<b>Q33 How often do you visit (FACILITY MENTIONED AT Q32) for indoor sports or health and fitness activities?</b>														
<i>Those who use indoor sports facilities at Q31</i>														
Daily	5.9%	8	7.9%	4	0.0%	0	3.7%	1	7.2%	2	0.0%	0	7.5%	2
At least two times a week	44.3%	58	36.3%	18	57.3%	5	39.2%	6	59.0%	13	55.5%	8	39.0%	8
At least once a week	29.1%	38	23.9%	12	30.7%	3	53.3%	9	14.6%	3	38.9%	5	31.2%	6
At least once a fortnight	4.7%	6	7.4%	4	0.0%	0	0.0%	0	11.4%	3	0.0%	0	0.0%	0
At least once a month	6.0%	8	9.6%	5	6.0%	1	0.0%	0	7.9%	2	5.6%	1	0.0%	0
At least every two months	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
At least every 3 months	1.3%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.4%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	3
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.9%	6	11.5%	6	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	89.06		93.09		76.36		85.28		99.07		78.60		84.59	
Weighted base:		132		50		9		16		22		14		21
Sample:		112		21		14		20		26		14		17

**Q34 Which centre / facility did you last visit to go to the cinema?***Those who go to the cinema at Q31 AND Excl. Nulls***Zone 1**

IMC, Gillygooly Road, Omagh, BT78 5PN	32.6%	92	78.0%	83	41.3%	8	2.3%	1	0.0%	0	0.0%	0	0.0%	0
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**Zone 4**

IMC, Raceview Factory Road, Enniskillen, BT74 6DP	41.8%	117	3.7%	4	58.7%	11	97.7%	26	97.2%	33	86.4%	32	19.9%	11
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**Zone 6**

Eclipse Cinemas (ROI), Station Road, Bundoran	8.8%	25	1.9%	2	0.0%	0	0.0%	0	0.0%	0	13.6%	5	30.5%	18
Odeon (ROI), Main Street, Townparks, Cavan	6.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	17
Omniplex (ROI), Wine Street, Sligo	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	6

**Others:**

Belfast	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunswick Moviebowl, Brunswick Lane, Pennyburn Industrial Estate, Derry, BT48 0LU	1.6%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Century Cinemas (ROI), Pearse Road, Letterkenny	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6
Eclipse Cinemas (ROI), Three Rivers Centre, Station Rd, Lifford	2.4%	7	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Victoria Square, Belfast	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omniplex, Quayside Shopping Centre, Strand Road, Derry	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
The Ritz Multiplex, Burn Road, Cookstown, BT80 8ND	1.0%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		281		106		20		26		34		37		58
Sample:		238		45		28		35		40		38		52

	Total	1 - Omagh	2 - Irinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland							
<b>Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1</b>														
<b>Q35 How often do you visit (FACILITY MENTIONED AT Q34) to go to the cinema?</b>														
<i>Those who go to the cinema at Q31</i>														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.6%	7	3.7%	4	0.0%	0	3.2%	1	1.9%	1	0.0%	0	3.2%	2
At least once a fortnight	7.2%	20	8.7%	9	6.1%	1	0.0%	0	9.2%	3	11.4%	4	4.2%	2
At least once a month	24.7%	70	17.3%	19	36.1%	7	14.7%	4	28.7%	10	30.4%	11	33.2%	19
At least every two months	15.8%	45	15.7%	17	21.2%	4	23.3%	6	14.2%	5	5.7%	2	17.8%	10
At least every 3 months	14.2%	40	4.9%	5	5.1%	1	26.5%	7	10.5%	4	23.2%	9	24.9%	15
At least every 6 months	19.5%	55	20.4%	22	27.7%	5	30.1%	8	26.3%	9	23.1%	8	4.2%	2
Less often than once every 6 months	9.5%	27	15.3%	17	0.0%	0	2.2%	1	3.4%	1	6.1%	2	10.9%	6
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.9%	17	12.3%	13	3.7%	1	0.0%	0	5.8%	2	0.0%	0	1.6%	1
Mean:	9.37	10.98	8.26	6.49	9.18	8.41	9.14							
Weighted base:	284	108	20	27	34	37	59							
Sample:	241	46	28	36	40	38	53							



Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q36 Which centre / facility did you last visit to go to a restaurant?														
Those who go to restaurants at Q31 AND Excl. Nulls														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrickmore	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	25.6%	101	60.0%	88	26.9%	11	3.0%	1	0.0%	0	1.2%	1	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	3.5%	14	1.3%	2	25.6%	11	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Kesh	0.4%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killadeas	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	3.4%	13	1.2%	2	0.0%	0	24.2%	12	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.4%	2	0.0%	0	1.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Enniskillen	32.8%	129	4.6%	7	29.7%	12	45.6%	22	87.5%	42	71.9%	43	6.1%	3
Tempo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	2	0.0%	0
Belleek	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.8%	7	0.0%	0	1.1%	0	1.8%	1	0.0%	0	1.1%	1	10.6%	5
Belturbet (ROI)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Bundoran (ROI)	0.9%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Cavan (ROI)	2.8%	11	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.9%	2	17.5%	9
Donegal (ROI)	7.3%	29	2.4%	3	3.6%	1	2.9%	1	1.2%	1	2.5%	2	40.4%	20
Sligo (ROI)	1.5%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	9.3%	5
Others:														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aughnacloy	1.5%	6	3.5%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Ballygawley	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	4.5%	18	10.7%	16	0.0%	0	2.3%	1	2.0%	1	0.0%	0	0.0%	0
Castlederg	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Clogher	0.3%	1	0.0%	0	1.1%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Cong (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cookstown	2.1%	8	4.7%	7	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Draperstown	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Dungannon	0.6%	2	1.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Galway (ROI)	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6
Londonerry	1.3%	5	1.4%	2	1.2%	0	2.9%	1	0.0%	0	1.8%	1	0.0%	0
Manchester, England	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0
Monaghan (ROI)	1.0%	4	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		393		146		41		48		48		60		50
Sample:		385		67		70		69		61		71		47

	Total	1 - Omagh	2 - Irinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland							
<b>Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1</b>														
<b>Q37 How often do you visit (FACILITY MENTIONED AT Q36) to visit a restaurant?</b>														
<i>Those who go to restaurants at Q31</i>														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	2.8%	11	4.1%	7	1.1%	0	0.0%	0	1.2%	1	3.8%	2	3.2%	2
At least once a week	15.0%	61	8.2%	13	19.5%	8	7.9%	4	17.3%	8	24.5%	15	25.6%	13
At least once a fortnight	15.3%	62	15.4%	24	14.8%	6	13.5%	7	16.7%	8	14.7%	9	16.5%	8
At least once a month	27.5%	112	31.7%	50	22.5%	10	25.2%	12	24.3%	12	33.6%	20	16.4%	8
At least every two months	13.8%	56	10.2%	16	16.3%	7	17.2%	8	22.0%	11	10.1%	6	16.8%	8
At least every 3 months	8.6%	35	6.2%	10	12.0%	5	15.5%	8	7.2%	3	8.5%	5	8.0%	4
At least every 6 months	7.2%	29	10.9%	17	4.7%	2	8.6%	4	3.4%	2	2.5%	1	5.5%	3
Less often than once every 6 months	3.3%	13	5.2%	8	1.1%	0	0.0%	0	1.3%	1	0.0%	0	8.0%	4
Have only visited once	3.3%	14	4.2%	7	4.9%	2	7.0%	3	2.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	13	3.8%	6	3.1%	1	5.1%	3	3.8%	2	2.4%	1	0.0%	0
<i>Mean:</i>	<i>20.01</i>		<i>18.24</i>		<i>20.12</i>		<i>13.23</i>		<i>19.97</i>		<i>26.16</i>		<i>24.45</i>	
Weighted base:		408		158		43		49		48		60		50
Sample:		394		73		72		70		61		71		47

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
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**Q38 Which centre / facility did you last visit to go to bars, pubs, social clubs or nightclubs?***Those who go to pubs / bars / nightclubs / social clubs at Q31 AND Excl. Nulls***Zone 1**

Beragh	0.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.9%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killyclogher	0.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	2.7%	6	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	23.7%	50	68.0%	46	23.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixmilecross	0.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Zone 2**

Dromore	0.5%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.2%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	3.5%	7	0.0%	0	34.2%	7	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Kesh	1.0%	2	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.7%	1	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Zone 3**

Fivemiletown	3.8%	8	3.0%	2	0.0%	0	29.6%	6	0.0%	0	0.0%	0	0.0%	0
Linnaskea	1.7%	4	0.0%	0	2.2%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0
Maguiresbridge	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Rosslea	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0

**Zone 4**

Ballinamallard	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Enniskillen	25.8%	55	0.0%	0	12.3%	2	39.5%	8	89.0%	25	80.3%	16	4.4%	2
Lisbellaw	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0

**Zone 5**

Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0
Garrison	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0

**Zone 6**

Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	7.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	15
Belturbet (ROI)	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	7
Cavan (ROI)	1.3%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.8%	2
Cleveragh Retail Park (ROI), Sligo	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Clones (ROI)	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Donegal (ROI)	6.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	14
Sligo (ROI)	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5

**Others:**

Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Dublin (ROI)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Dungannon	1.3%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	4.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	9
Monaghan (ROI)	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Strabane	0.9%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted base:	212		67		20		20		28		20		56	
Sample:	195		32		29		27		33		23		51	

Weighted:

**for Nexus Planning**

November 2016

Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q39 How often do you visit (FACILITY MENTIONED AT Q38) to go to bars, pubs, social clubs or nightclubs?***Those who go to pubs / bars / nightclubs / social clubs at Q31*

Daily	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
At least two times a week	1.1%	3	0.0%	0	2.3%	0	6.6%	1	0.0%	0	3.4%	1	0.0%	0
At least once a week	26.1%	59	27.3%	20	15.1%	3	15.3%	3	34.4%	10	24.1%	5	28.6%	17
At least once a fortnight	15.4%	35	12.6%	9	22.8%	5	7.0%	1	22.3%	7	19.2%	4	14.2%	8
At least once a month	24.1%	55	25.5%	19	35.6%	7	32.9%	7	8.6%	3	23.9%	5	23.2%	14
At least every two months	10.0%	23	2.3%	2	10.4%	2	13.9%	3	10.6%	3	10.8%	2	17.8%	10
At least every 3 months	11.0%	25	14.8%	11	2.3%	0	5.8%	1	10.8%	3	11.8%	2	11.0%	6
At least every 6 months	2.9%	6	0.0%	0	5.9%	1	10.7%	2	5.1%	2	6.8%	1	0.0%	0
Less often than once every 6 months	3.5%	8	7.4%	5	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.6%	2
Have only visited once	0.2%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.3%	12	10.1%	8	3.5%	1	7.8%	2	1.9%	1	0.0%	0	2.6%	2
Mean:		25.67		23.73		22.08		23.75		38.21		25.25		23.52
Weighted base:		227		75		21		21		30		21		59
Sample:		208		36		31		28		36		24		53

**Q40 Which centre / facility did you last visit to go ten-pin bowling?***Those who go ten pin bowling at Q31 AND Excl. Nulls***Zone 1**

CC Bowling, Cooley Road, Beragh, Omagh, BT79 OSP	10.0%	5	22.4%	4	0.0%	0	0.0%	0	0.0%	0	37.8%	1	0.0%	0
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**Zone 2**

Johnny Rocko's, Main Street, Irvinestown, BT94 1GJ	17.0%	8	0.0%	0	47.4%	2	35.7%	2	73.0%	4	0.0%	0	0.0%	0
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**Zone 6**

Astra Bowl (ROI), Townspark Centre, Main Street, Cavan	11.7%	5	0.0%	0	0.0%	0	17.8%	1	0.0%	0	0.0%	0	37.5%	5
Bundoran GlowBowl & Mack's Amusements (ROI), Macks Amusements, Main Street, Bundoran	22.5%	10	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.5%	8

**Others:**

Belfast	8.9%	4	0.0%	0	28.5%	1	28.7%	1	27.0%	2	0.0%	0	0.0%	0
Brunswick Moviebowl, Brunswick Lane, Pennyburn Industrial Estate, Derry, BT48 0LU	27.7%	13	61.8%	11	24.1%	1	17.8%	1	0.0%	0	0.0%	0	0.0%	0
Londonerry	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.2%	1	0.0%	0
Weighted base:		47		18		4		5		6		2		12
Sample:		35		7		6		6		6		2		8

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1														
Q41 How often do you visit (FACILITY MENTIONED AT Q40) for ten-pin bowling?														
Those who go ten pin bowling at Q31														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.6%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0
At least once a week	3.1%	2	0.0%	0	29.2%	1	0.0%	0	0.0%	0	18.7%	1	0.0%	0
At least once a fortnight	3.6%	2	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	10.3%	2
At least once a month	4.7%	3	7.8%	2	0.0%	0	15.1%	1	0.0%	0	0.0%	0	0.0%	0
At least every two months	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	1	10.3%	2
At least every 3 months	13.4%	8	18.5%	5	0.0%	0	15.1%	1	35.3%	3	0.0%	0	0.0%	0
At least every 6 months	17.8%	11	18.9%	5	29.9%	1	30.3%	2	0.0%	0	0.0%	0	20.7%	3
Less often than once every 6 months	34.6%	21	43.7%	11	40.9%	2	9.2%	1	42.5%	3	0.0%	0	31.1%	5
Have only visited once	8.5%	5	11.1%	3	0.0%	0	15.1%	1	0.0%	0	0.0%	0	10.3%	2
(Don't know / varies)	8.5%	5	0.0%	0	0.0%	0	15.1%	1	0.0%	0	50.4%	2	17.2%	3
Mean:	6.90		2.61		16.18		3.85		17.78		23.38		5.00	
Weighted base:	61		25		4		6		7		4		15	
Sample:	44		10		6		7		7		3		11	

**Q42 Which centre / facility did you last visit to go swimming?***Those who swim at Q31 AND Excl. Nulls***Zone 1**

Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Omagh	31.3%	46	95.5%	40	47.4%	4	6.6%	2	3.2%	1	0.0%	0	0.0%

**Zone 2**

Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Irvinestown	1.0%	1	0.0%	0	5.9%	0	0.0%	0	3.2%	1	0.0%	0	0.0%
Killadeas	0.7%	1	0.0%	0	5.9%	0	0.0%	0	2.0%	1	0.0%	0	0.0%

**Zone 3**

Fivemiletown	1.7%	3	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%
Linnaskea	4.3%	6	0.0%	0	0.0%	0	27.0%	6	0.0%	0	0.0%	0	0.0%

**Zone 4**

Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enniskillen	36.8%	54	0.0%	0	40.8%	3	40.0%	9	83.6%	25	94.6%	13	12.9%

**Zone 5**

Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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**Zone 6**

Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ballyconnell (ROI)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%
Ballyshannon (ROI)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%
Belturbet (ROI)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Bundoran (ROI)	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%
Cavan (ROI)	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%
Donegal (ROI)	6.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%
Sligo (ROI)	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%

**Others:**

Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bangor	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%
Cookstown	1.3%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lisburn	0.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%
Londonerry	0.9%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%
Monaghan (ROI)	1.6%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	4.9%
Mulranny (ROI)	0.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%
Abroad	1.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	4.9%

Weighted base:	147		42		8		24		30		13		31
Sample:	137		18		13		31		34		14		27

Column % ges.

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1														
Q43 How often do you visit (FACILITY MENTIONED AT Q42) to go swimming?														
Those who swim at Q31														
Daily	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
At least two times a week	19.8%	30	3.9%	2	21.0%	2	18.1%	4	41.9%	12	48.9%	6	10.7%	4
At least once a week	18.4%	28	30.6%	13	5.9%	0	22.9%	5	22.5%	7	5.0%	1	4.4%	2
At least once a fortnight	11.2%	17	14.9%	7	14.2%	1	13.1%	3	0.0%	0	21.5%	3	9.9%	3
At least once a month	18.8%	29	19.8%	9	20.7%	2	15.2%	4	10.5%	3	10.7%	1	29.7%	10
At least every two months	6.7%	10	10.3%	5	14.4%	1	3.6%	1	2.2%	1	5.8%	1	6.4%	2
At least every 3 months	4.7%	7	0.0%	0	0.0%	0	2.6%	1	17.6%	5	0.0%	0	3.9%	1
At least every 6 months	7.6%	12	15.1%	7	18.4%	2	14.9%	4	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	4.0%	6	0.0%	0	0.0%	0	4.8%	1	3.2%	1	0.0%	0	11.6%	4
Have only visited once	1.3%	2	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
(Don't know / varies)	7.2%	11	5.4%	2	0.0%	0	4.8%	1	0.0%	0	8.2%	1	18.9%	7
Mean:	40.58		28.68		32.37		38.48		65.24		66.03		25.02	
Weighted base:	153		44		8		24		30		13		34	
Sample:	141		19		13		31		34		14		30	

**Q44 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?***Those who go to theatres / concert halls / museum / art galleries at Q31 AND Excl. Nulls*

Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killyclogher	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Omagh	16.5%	29	33.3%	23	25.0%	5	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosslea	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	38.4%	67	0.0%	0	34.1%	6	54.7%	11	77.5%	25	74.6%	24	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyshannon (ROI)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Cavan (ROI)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Donegal (ROI)	1.5%	3	2.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Others:														
Ardoyne	0.9%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.4%	1	0.0%	0
Belfast	24.4%	42	42.7%	29	31.7%	6	9.9%	2	6.1%	2	10.9%	4	0.0%	0
Central London / West End	3.4%	6	2.5%	2	6.5%	1	0.0%	0	4.8%	2	4.6%	1	0.0%	0
Dublin (ROI)	4.6%	8	2.8%	2	0.0%	0	13.7%	3	7.9%	3	2.0%	1	0.0%	0
Londonerry	5.0%	9	9.9%	7	0.0%	0	9.6%	2	0.0%	0	0.0%	0	0.0%	0
Strabane	1.2%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.8%	3	2.9%	2	2.7%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Weighted base:		174		68		18		21		32		32		2
Sample:		178		33		31		30		42		40		2

Weighted:

**for Nexus Planning**

November 2016

Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

**Q45 How often do you visit (FACILITY MENTIONED AT Q44) for art / culture activities (i.e. theatres / galleries / museums)?***Those who go to theatres / concert halls / museum / art galleries at Q31*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	1.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.4%	1	0.0%	0
At least once a month	5.4%	10	6.3%	5	0.0%	0	0.0%	0	5.7%	2	11.3%	4	0.0%	0
At least every two months	12.6%	24	13.3%	10	7.9%	1	15.4%	4	11.7%	4	12.0%	4	15.9%	1
At least every 3 months	13.8%	26	18.7%	14	2.6%	0	13.9%	3	16.6%	5	9.0%	3	0.0%	0
At least every 6 months	33.8%	63	25.5%	19	57.3%	11	34.8%	9	32.3%	11	45.8%	15	0.0%	0
Less often than once every 6 months	18.8%	35	18.1%	13	24.7%	5	17.2%	4	22.9%	7	10.8%	3	35.6%	2
Have only visited once	4.2%	8	5.1%	4	4.9%	1	10.6%	3	0.0%	0	0.0%	0	11.3%	1
(Don't know / varies)	10.0%	19	13.1%	10	2.6%	0	8.1%	2	7.0%	2	6.7%	2	37.2%	2
Mean:		3.59		3.50		2.07		2.67		4.19		4.94		2.27
Weighted base:		188		73		19		25		33		32		6
Sample:		193		36		32		36		43		40		6

**Q46 How do you normally travel when visiting leisure destinations?***Those who participate in a leisure activity at Q31*

Car / van (as driver)	67.4%	345	67.9%	123	70.5%	34	68.3%	37	71.3%	46	69.7%	50	59.8%	55
Car / van (as passenger)	18.0%	92	17.1%	31	21.6%	10	20.6%	11	12.4%	8	19.9%	14	19.1%	18
Bus, minibus or coach	2.5%	13	3.6%	7	0.0%	0	3.0%	2	2.6%	2	3.0%	2	0.6%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.7%	34	7.1%	13	4.5%	2	6.5%	4	6.9%	4	6.4%	5	7.3%	7
Taxi	2.3%	12	2.1%	4	0.0%	0	0.0%	0	3.1%	2	1.1%	1	5.7%	5
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.1%	16	2.2%	4	3.4%	2	1.6%	1	3.8%	2	0.0%	0	7.4%	7
Weighted base:		512		181		48		55		64		72		92
Sample:		500		84		82		79		81		86		88

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh	2 - Irinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland		
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**Q47 Which leisure facilities would you like to see more of in the area? [MR]**

Bars / pubs	3.5%	21	1.3%	3	0.0%	0	2.0%	1	4.0%	3	0.9%	1	12.5%	13
Better shopping facilities	4.7%	28	1.3%	3	1.6%	1	5.6%	4	0.9%	1	1.6%	1	17.6%	19
Bowling alley	15.2%	92	17.7%	38	5.8%	3	9.9%	7	13.1%	10	6.6%	6	26.9%	29
Cinema	5.0%	31	2.3%	5	0.0%	0	7.2%	5	0.0%	0	0.0%	0	19.5%	21
Concert hall / venue	0.6%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	1	2.1%	2
Cycle paths / area	3.4%	21	2.8%	6	0.9%	1	1.3%	1	4.1%	3	2.1%	2	7.9%	8
Dance facilities	0.9%	6	0.9%	2	0.9%	1	0.9%	1	2.0%	2	0.0%	0	0.9%	1
Extreme sports	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Health and fitness (gym)	6.3%	38	0.0%	0	1.7%	1	1.3%	1	4.0%	3	10.3%	9	22.8%	24
Hotels	1.5%	9	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6
Ice rink	4.6%	28	2.7%	6	2.9%	2	3.0%	2	2.8%	2	0.9%	1	14.6%	16
Karting	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	12
Leisure centre	5.0%	30	2.3%	5	2.2%	1	5.4%	4	6.2%	5	3.3%	3	12.2%	13
More children facilities / activities	10.1%	61	5.4%	11	7.8%	5	7.9%	5	11.8%	9	3.9%	3	25.6%	27
More sports facilities (football pitches, tennis courts)	6.5%	39	4.7%	10	12.1%	7	8.1%	5	5.7%	4	4.8%	4	8.0%	9
Museum / art galleries	1.0%	6	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	4.9%	5
Skateboarding	0.6%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	2.3%	2
Indoor soft play areas	2.4%	14	0.0%	0	4.1%	2	1.3%	1	1.6%	1	3.0%	2	7.0%	7
Play spaces / park facilities	3.5%	21	0.9%	2	5.4%	3	4.5%	3	1.6%	1	2.9%	2	8.5%	9
Paintballing	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	9
Restaurants / cafés	3.3%	20	3.1%	7	5.7%	3	0.0%	0	0.0%	0	0.9%	1	8.6%	9
Swimming pool	8.5%	51	1.8%	4	10.2%	6	7.4%	5	2.1%	2	8.3%	7	26.2%	28
Theatre	1.0%	6	0.0%	0	1.6%	1	0.9%	1	0.0%	0	0.0%	0	4.4%	5
Bingo	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
More facilities / activities for older people	0.6%	4	0.9%	2	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.6%	1
More public walkways	0.3%	2	0.0%	0	0.9%	1	0.9%	1	1.2%	1	0.0%	0	0.0%	0
(None)	51.2%	310	54.2%	115	59.3%	34	58.0%	39	62.8%	49	65.4%	55	16.9%	18
(Don't know)	7.4%	45	12.8%	27	0.8%	0	3.5%	2	1.7%	1	3.7%	3	9.8%	11
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**Q48 Which other community facilities and businesses would you like to see in the area? [MR/PR]**

Hotels	26.6%	161	45.4%	96	20.7%	12	18.0%	12	13.2%	10	33.3%	28	2.3%	3
Cultural centres	17.4%	105	20.7%	44	19.8%	11	22.7%	15	20.5%	16	19.6%	16	2.0%	2
Religious institutions	4.9%	30	4.8%	10	6.8%	4	10.5%	7	0.8%	1	6.5%	5	2.3%	2
Tourist attractions	31.3%	189	34.1%	72	35.9%	21	35.8%	24	36.0%	28	33.4%	28	15.1%	16
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Cafés / restaurants	0.5%	3	0.9%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
More public transport	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Supermarkets	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
(None)	43.0%	260	30.6%	65	50.3%	29	46.1%	31	49.0%	38	49.8%	42	51.9%	55
(Don't know)	7.9%	48	7.8%	17	2.8%	2	0.8%	1	5.7%	4	3.3%	3	20.8%	22
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**GEN Gender of respondent:**

Male	25.7%	156	20.5%	44	17.9%	10	24.2%	16	32.9%	26	24.0%	20	37.2%	40
Female	74.3%	450	79.5%	169	82.1%	47	75.8%	52	67.1%	52	76.0%	64	62.8%	67
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105



	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**AGE Could I ask how old you are please?**

18 – 24 years	7.1%	43	8.7%	18	2.1%	1	0.0%	0	2.0%	2	4.2%	4	17.2%	18
25 – 34 years	13.1%	79	4.3%	9	16.5%	10	10.2%	7	12.1%	9	12.6%	11	31.5%	34
35 – 44 years	17.5%	106	10.6%	23	13.9%	8	25.1%	17	25.9%	20	7.8%	6	29.9%	32
45 – 54 years	20.1%	122	28.3%	60	16.1%	9	23.1%	16	17.5%	14	17.4%	15	8.1%	9
55 – 64 years	17.1%	104	25.9%	55	16.1%	9	10.7%	7	12.8%	10	18.1%	15	6.9%	7
65+ years	21.1%	128	17.8%	38	32.1%	18	23.5%	16	25.6%	20	34.5%	29	6.4%	7
(Refused)	4.0%	24	4.4%	9	3.2%	2	7.3%	5	4.1%	3	5.4%	5	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**EMP Is the chief wage earner in full-time or part-time employment?**

Full-time	48.6%	294	41.4%	88	45.5%	26	56.5%	38	53.7%	42	39.9%	33	62.6%	67
Part-time	8.7%	52	11.6%	25	4.5%	3	5.1%	3	11.3%	9	7.0%	6	6.7%	7
Retired - private company pension	11.3%	68	13.0%	28	10.4%	6	7.3%	5	10.4%	8	18.6%	16	5.7%	6
Retired - state pension	14.5%	88	11.2%	24	26.6%	15	20.2%	14	13.9%	11	24.5%	20	3.7%	4
Unemployed	8.4%	51	11.7%	25	5.9%	3	4.8%	3	2.8%	2	5.6%	5	11.8%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	8.5%	52	11.0%	23	7.1%	4	6.1%	4	7.9%	6	4.3%	4	9.5%	10
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**ADU How many adults, including yourself, live in your household (16 years and above)?**

One	15.9%	96	12.0%	26	17.1%	10	18.6%	13	18.0%	14	23.7%	20	13.6%	15
Two	50.2%	304	46.5%	99	57.3%	33	53.0%	36	49.6%	38	39.3%	33	61.1%	65
Three	15.4%	93	15.7%	33	9.8%	6	9.4%	6	17.2%	13	19.7%	16	16.9%	18
Four or more	13.7%	83	19.6%	42	9.7%	6	11.1%	8	11.0%	9	14.1%	12	7.5%	8
(Refused)	4.8%	29	6.1%	13	6.2%	4	7.9%	5	4.1%	3	3.2%	3	0.9%	1
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**CHI How many children aged under 16 years old are there living in your household?**

None	65.5%	397	77.9%	165	60.3%	35	50.4%	34	65.2%	51	82.9%	69	39.6%	42
One	10.8%	66	5.0%	11	10.1%	6	11.3%	8	9.2%	7	6.0%	5	27.4%	29
Two	12.0%	73	5.5%	12	10.0%	6	16.4%	11	14.1%	11	5.6%	5	26.5%	28
Three	3.7%	22	0.9%	2	8.5%	5	8.1%	5	6.2%	5	1.3%	1	3.8%	4
Four or more	3.4%	21	4.5%	10	5.9%	3	5.9%	4	1.2%	1	0.9%	1	1.8%	2
(Refused)	4.7%	28	6.1%	13	5.2%	3	7.9%	5	4.1%	3	3.2%	3	0.9%	1
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**CAR How many cars does your household own or have the use of?**

None	8.5%	51	5.7%	12	5.1%	3	8.1%	6	11.8%	9	10.3%	9	12.1%	13
One	41.9%	254	38.4%	81	44.3%	26	37.5%	25	39.2%	30	43.4%	36	51.0%	55
Two	32.9%	199	33.3%	71	31.1%	18	36.0%	24	35.9%	28	29.5%	25	31.4%	34
Three or more	12.0%	73	16.5%	35	14.3%	8	9.6%	7	9.0%	7	12.4%	10	5.5%	6
(Refused)	4.8%	29	6.1%	13	5.2%	3	8.8%	6	4.1%	3	4.3%	4	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**HOM Do you own your own home?**

Yes	68.4%	415	77.5%	164	80.0%	46	69.7%	47	71.4%	55	69.9%	59	40.1%	43
No	25.4%	154	14.2%	30	14.9%	9	21.7%	15	24.4%	19	25.8%	22	55.8%	60
(Refused)	6.2%	38	8.3%	18	5.2%	3	8.6%	6	4.1%	3	4.3%	4	4.1%	4
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh	2 - Irinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
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**ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?**

White	94.0%	570	91.2%	194	96.1%	55	95.2%	65	94.2%	73	94.9%	79	96.8%	103
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Bangladeshi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other Asian	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.1%	31	7.8%	17	3.9%	2	4.8%	3	5.8%	5	5.1%	4	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**QUOTA Zone:**

1 - Omagh	35.0%	212	100.0%	212	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 - Irvinestown	9.5%	58	0.0%	0	100.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - Lisnaskea	11.2%	68	0.0%	0	0.0%	0	100.0%	68	0.0%	0	0.0%	0	0.0%	0
4 - Enniskillen East	12.8%	78	0.0%	0	0.0%	0	0.0%	0	100.0%	78	0.0%	0	0.0%	0
5 - Enniskillen West	13.8%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0
6 - Republic of Ireland	17.6%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

**PC Postcode sector:**

BT74 4	3.3%	20	0.0%	0	0.0%	0	0.0%	0	26.1%	20	0.0%	0	0.0%	0
BT74 5	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	12	0.0%	0
BT74 6	5.7%	35	0.0%	0	0.0%	0	0.0%	0	44.7%	35	0.0%	0	0.0%	0
BT74 7	6.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.5%	41	0.0%	0
BT74 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
BT75 0	4.4%	26	0.0%	0	0.0%	0	38.8%	26	0.0%	0	0.0%	0	0.0%	0
BT78 1	4.5%	27	12.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 2	2.9%	17	8.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 3	6.0%	37	0.0%	0	63.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 4	3.2%	19	9.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 5	4.3%	26	12.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 0	6.1%	37	17.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 7	6.7%	40	19.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 8	2.9%	17	8.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 9	4.6%	28	13.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT92 0	3.2%	20	0.0%	0	0.0%	0	28.9%	20	0.0%	0	0.0%	0	0.0%	0
BT92 2	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0
BT92 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
BT92 6	0.4%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
BT92 7	0.8%	5	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
BT92 8	1.1%	7	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0
BT92 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
BT93 0	0.5%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT93 1	1.3%	8	0.0%	0	14.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT93 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
BT93 3	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0
BT93 4	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	8	0.0%	0
BT93 5	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
BT93 6	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
BT94 1	1.6%	10	0.0%	0	17.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT94 2	1.1%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0
BT94 3	0.9%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0
BT94 4	1.4%	8	0.0%	0	0.0%	0	12.2%	8	0.0%	0	0.0%	0	0.0%	0
BT94 5	1.8%	11	0.0%	0	0.0%	0	0.0%	0	13.7%	11	0.0%	0	0.0%	0
ROI	17.6%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

#### **Appendix 4:**

Data Tabulations

By Zone - Filtered Nulls & SFT (Weighted)

	Total	1 - Omagh			2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
Q01 Where did you last undertake your main food and grocery shopping?														
Excl. Nulls & SFT's														
Zone 1														
Asda, Dromore Road, Omagh, BT78 1QZ	19.7%	115	49.3%	99	28.7%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	3.5%	20	9.4%	19	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kelvin Road, Omagh, BT78 1ER	0.8%	4	1.9%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, James Street, Meetinghouse Hill, Omagh, BT78 1QX	1.6%	9	3.7%	7	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Showgrounds Retail Park, Omagh, BT79 7AQ	1.3%	8	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Spar, Anderson Gardens, Omagh	1.4%	8	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Strabane Road, Newtownstewart	0.7%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Market Street, Omagh	1.8%	10	4.5%	9	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Tattymoyle Road, Fintona	1.6%	9	4.1%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carrickmore	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Omagh	2.5%	15	7.1%	14	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Centra, Main Street, Irvinestown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Kesh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Main Street, Trillick	0.4%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Dromore	0.3%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Trillick	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ederney	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Irvinestown	1.2%	7	0.0%	0	12.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trillick	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Co-op, Main Street, Fivemiletown	0.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Lisnaskea	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, BT92 0JB	1.3%	7	0.0%	0	0.0%	0	10.7%	7	0.8%	1	0.0%	0	0.0%	0
Spar, Main Street, Fivemiletown	1.1%	7	0.0%	0	0.9%	0	9.7%	6	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Lisnaskea	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Rosslea	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu, Clones Road, Newtownbutler	0.5%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Brookeborough	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Linnaskea	0.3%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Maguiresbridge	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownbutler	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Rosslea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Zone 4														
Asda, Derrychara Road, Enniskillen, BT74 6JG	17.2%	99	0.0%	0	14.9%	8	26.8%	17	45.6%	34	39.7%	33	7.2%	8
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	1.0%	6	0.0%	0	1.9%	1	2.3%	1	3.5%	3	1.1%	1	0.0%	0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.0%	11	0.0%	0	2.8%	1	3.2%	2	3.7%	3	5.5%	5	0.5%	1
Marks & Spencer, Erneside Shopping Centre, Enniskillen, BT74 6JQ	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0
Spar, Coa Road, Chanterhill	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Spar, Main Street, Ballinamallard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Tesco, Derrychara Link, Enniskillen, BT74 6JF	13.1%	76	1.0%	2	13.4%	7	16.1%	10	36.3%	27	33.3%	28	1.5%	2
Local shops, Enniskillen	0.8%	5	0.0%	0	0.0%	0	1.0%	1	3.0%	2	2.0%	2	0.0%	0
Local shops, Tempo	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

	Total	1 - Omagh		2 - Irinestown		3 - Lisnaskea	4 - Enniskillen	5 - Enniskillen	6 - Republic						
							East	West	of Ireland						
<b>Zone 5</b>															
Centra, Main Street, Belleek	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	
Iceland, Shore Road, Enniskillen, BT74 7BD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.8%	1	0.0%	0	
Spar, Knockaraven, Garrison	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	
Spar, Rossorry Church Road, Craigville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	
Local shops, Belcoo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	
Local shops, Belleek	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	
Local shops, Letterbreen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
<b>Zone 6</b>															
Aldi (ROI), Cranmore Lane, Sligo	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	10	
Aldi (ROI), Donegal Shopping Centre, Donegal Town	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8	
Aldi (ROI), Dublin Road, Cavan	3.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	15.8%	17	
Lidl (ROI), Cranmore Road, Sligo	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	
Supervalu (ROI), Donegal Shopping Centre, Donegal town	2.7%	16	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.8%	1	13.7%	14	
Supervalu (ROI), Fermanagh Street, Clones	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	
Supervalu (ROI), Grange Village	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	
Tesco (ROI), Main Street / Pearce Street, Cavan Town	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	
Tesco (ROI), O'Connell Street, Sligo	0.5%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.3%	2	
Local shops (ROI), Ballyconnell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	
Local shops (ROI), Belturbet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	
Local shops (ROI), Cavan	2.1%	12	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	10.9%	11	
Local shops (ROI), Donegal town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	
Local shops (ROI), Sligo	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	
<b>Others:</b>															
Aldi (ROI), Dublin Road, Carrick on Shannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Branch Road, Strabane, BT82 8EQ	1.0%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	
Local shops, Clogher	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Local shops, Draperstown	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Dungannon	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Maghera	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Strand Road, Londonderry	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco, Beech Valley, Dungannon, BT71 7BN	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	
Tesco, Orritor Road, Cookstown, BT80 8BH	0.7%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	580			200		53		63		75		83		105	
Sample:	584			95		95		93		97		100		104	

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q02 For your last main food internet / home delivery shopping order, how did you receive your goods?</b>														
<i>Those who shop online at Q01</i>														
Collection at store	3.8%	1	0.0%	0	0.0%	0	19.9%	1	0.0%	0	0.0%	0	0.0%	0
Home delivery	83.5%	19	73.0%	8	100.0%	4	80.1%	3	100.0%	2	100.0%	1	0.0%	0
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	12.6%	3	27.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		22		10		4		4		2		1		0
Sample:		19		4		5		6		3		1		0

**Q02A Which retailer do you purchase your main food internet / home delivery shopping from?***Those who shop online at Q01*

Asda	62.9%	14	73.0%	8	43.8%	2	68.0%	3	71.9%	2	0.0%	0	0.0%	0
Supervalu	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	37.1%	8	27.0%	3	56.2%	2	32.0%	1	28.1%	1	100.0%	1	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		22		10		4		4		2		1		0
Sample:		19		4		5		6		3		1		0

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?</b>														
<i>Not those who said 'Don't know' at Q01</i>														
Accessibility by public transport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Car parking prices	0.5%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Car parking provision	2.0%	12	1.3%	3	3.2%	2	0.9%	1	0.8%	1	1.6%	1	4.4%	5
Choice of food goods available	13.5%	81	13.4%	28	15.3%	9	9.5%	6	10.4%	8	18.0%	15	13.9%	15
Choice of shops nearby selling non-food goods	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Choice of shops selling food goods	1.2%	7	0.0%	0	0.8%	0	0.0%	0	0.9%	1	3.2%	3	3.5%	4
Cleanliness	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Delivery service	2.2%	13	2.3%	5	4.0%	2	4.7%	3	2.1%	2	1.3%	1	0.0%	0
Easy to get to by car	1.6%	9	0.8%	2	1.7%	1	0.0%	0	0.8%	1	2.2%	2	4.2%	4
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	2.2%	14	0.8%	2	0.8%	0	0.8%	1	3.7%	3	1.7%	1	6.1%	6
Good service / friendly staff	1.6%	10	0.9%	2	1.8%	1	0.8%	1	1.9%	1	1.9%	2	3.0%	3
Habit / always use it / preference for retailer	7.5%	45	5.8%	12	5.4%	3	9.2%	6	10.6%	8	8.5%	7	8.0%	8
Internet shopping is convenient	0.8%	5	1.3%	3	2.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lower prices	11.7%	70	7.9%	17	12.7%	7	14.3%	10	12.8%	10	13.0%	11	14.9%	16
Loyalty card / points scheme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Near to home	25.0%	150	28.9%	61	27.8%	16	28.1%	19	31.0%	24	30.5%	26	4.8%	5
Near to work	2.3%	14	3.1%	7	0.9%	1	4.1%	3	2.9%	2	0.0%	0	1.8%	2
Nice shopping environment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1	0.9%	1
Only one in the area / no other choice	1.3%	8	2.7%	6	2.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	3	1.0%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	3.7%	22	5.6%	12	2.6%	2	3.5%	2	0.8%	1	1.7%	1	4.5%	5
Quality of shops selling food goods	0.9%	5	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	2.5%	15	3.1%	7	2.9%	2	0.9%	1	2.6%	2	3.1%	3	1.5%	2
Value for money	9.4%	57	8.5%	18	9.7%	6	11.4%	8	4.4%	3	5.7%	5	16.6%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything under one roof	0.5%	3	1.0%	2	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Nice sized store	0.8%	5	0.9%	2	0.8%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Quiet store / not too busy	0.5%	3	0.0%	0	2.1%	1	1.7%	1	0.8%	1	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.8%	35	7.0%	15	2.5%	1	9.2%	6	8.6%	7	2.5%	2	3.2%	3
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q04 What if anything is the one thing you most dislike about (STORE MENTIONED AT Q01) ?														
Not those who said 'Don't know' at Q01														
Change layout too often	9.1%	54	0.0%	0	2.1%	1	1.3%	1	0.0%	0	0.0%	0	49.8%	52
Expensive parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	2.6%	16	2.7%	6	5.1%	3	5.3%	4	2.5%	2	1.8%	1	0.0%	0
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	2.3%	14	4.1%	9	0.0%	0	0.0%	0	4.5%	3	0.0%	0	1.8%	2
Lack of public transport	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	4.6%	28	4.6%	10	3.1%	2	6.3%	4	8.8%	7	4.8%	4	1.1%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.8%	5	1.3%	3	0.0%	0	0.0%	0	0.9%	1	1.7%	1	0.0%	0
Poor quality	0.5%	3	0.8%	2	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Staff rude / unhelpful	1.0%	6	1.0%	2	0.8%	0	2.0%	1	2.0%	2	0.8%	1	0.0%	0
Too busy	2.4%	14	3.3%	7	4.1%	2	2.6%	2	0.0%	0	4.0%	3	0.0%	0
Too far away	0.5%	3	0.0%	0	1.7%	1	2.1%	1	0.0%	0	0.8%	1	0.0%	0
Too small	1.5%	9	1.9%	4	2.1%	1	1.7%	1	1.5%	1	1.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Too big	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	1	0.0%	0
(Nothing)	72.1%	434	75.4%	159	79.3%	46	77.7%	52	77.4%	60	81.1%	68	46.7%	49
(Don't know)	1.8%	11	3.9%	8	0.0%	0	0.9%	1	0.8%	1	0.9%	1	0.6%	1
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104

Mean score [£]:

<b>Q05 How much on average does your household normally spend on main food and grocery shopping in a week?</b>														
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.8%	5	2.2%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
£16 - £20	1.8%	11	1.8%	4	2.5%	1	2.4%	2	0.8%	1	1.7%	1	2.0%	2
£21 - £25	1.6%	10	1.8%	4	1.7%	1	2.5%	2	2.4%	2	1.6%	1	0.0%	0
£26 - £30	3.3%	20	4.9%	10	0.8%	0	2.1%	1	5.3%	4	2.7%	2	1.5%	2
£31 - £35	1.2%	7	1.6%	3	0.8%	0	0.0%	0	1.6%	1	1.7%	1	0.5%	1
£36 - £40	4.8%	29	3.4%	7	3.6%	2	5.7%	4	4.4%	3	9.7%	8	4.3%	5
£41 - £45	1.6%	9	0.9%	2	1.6%	1	1.7%	1	2.1%	2	2.7%	2	1.4%	2
£46 - £50	10.2%	62	14.5%	31	5.5%	3	3.3%	2	5.7%	4	11.0%	9	11.1%	12
£51 - £55	1.7%	10	0.0%	0	4.6%	3	5.8%	4	0.8%	1	3.5%	3	0.0%	0
£56 - £60	7.0%	42	11.1%	24	7.7%	4	5.9%	4	3.8%	3	1.6%	1	5.7%	6
£61 - £65	2.5%	15	1.9%	4	1.6%	1	2.7%	2	4.6%	4	4.3%	4	1.4%	2
£66 - £70	4.8%	29	0.8%	2	7.6%	4	5.6%	4	6.6%	5	8.1%	7	6.6%	7
£71 - £75	3.1%	19	3.4%	7	2.5%	1	5.8%	4	5.3%	4	2.5%	2	0.0%	0
£76 - £80	8.6%	52	11.8%	25	4.6%	3	5.8%	4	2.8%	2	5.8%	5	12.8%	14
£81 - £85	0.7%	4	0.8%	2	0.0%	0	0.8%	1	2.5%	2	0.0%	0	0.0%	0
£86 - £90	3.3%	20	3.6%	8	2.9%	2	5.8%	4	1.8%	1	0.8%	1	4.7%	5
£91 - £95	0.4%	2	0.8%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£96 - £100	17.5%	106	12.2%	26	27.8%	16	14.3%	10	21.4%	17	17.5%	15	22.0%	23
£101 - £120	7.0%	42	6.0%	13	7.8%	5	7.3%	5	8.3%	6	2.4%	2	10.8%	12
£121 - £140	1.6%	10	0.8%	2	2.8%	2	3.0%	2	1.7%	1	2.2%	2	0.9%	1
£141 - £160	4.7%	29	4.3%	9	4.2%	2	6.7%	5	4.0%	3	3.5%	3	6.0%	6
£161 - £180	0.8%	5	0.8%	2	0.9%	1	0.9%	1	1.2%	1	0.0%	0	1.2%	1
£181 - £200	2.1%	13	3.0%	6	0.8%	0	0.9%	1	0.8%	1	3.0%	3	2.0%	2
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.4%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.9%	1	0.0%	0
(Don't know / varies)	7.1%	43	7.7%	16	6.0%	3	7.0%	5	10.5%	8	6.3%	5	5.0%	5
(Refused)	1.1%	7	0.0%	0	0.0%	0	1.0%	1	1.9%	1	5.6%	5	0.0%	0
Mean:		81.65		77.24		83.09		87.85		81.63		78.15		88.12
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105



	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05							

**Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?**  
*Not those who said 'Don't know' at Q01*

Daily	4.1%	25	6.7%	14	5.9%	3	3.4%	2	2.5%	2	3.5%	3	0.0%	0
At least two times a week	12.0%	72	5.7%	12	8.8%	5	17.9%	12	17.1%	13	17.7%	15	14.4%	15
At least once a week	65.7%	396	67.3%	142	58.4%	34	57.5%	39	69.4%	54	71.4%	60	64.6%	68
At least once a fortnight	13.4%	81	16.1%	34	16.4%	9	13.9%	9	8.7%	7	6.7%	6	14.9%	16
At least once a month	3.0%	18	2.5%	5	7.1%	4	4.8%	3	0.8%	1	0.0%	0	4.7%	5
At least every two months	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	8	1.7%	4	2.5%	1	1.7%	1	1.6%	1	0.8%	1	0.0%	0
Mean:		1.28		1.37		1.31		1.28		1.27		1.36		1.02
Weighted base:		602		210		58		67		78		84		105
Sample:		603		99		100		99		100		101		104

**Q07 How do you normally travel to (STORE MENTIONED AT Q01)?**  
*Not those those who said 'Don't know' or 'Internet' at Q01*

Car / van (as driver)	75.5%	438	80.6%	161	74.3%	40	59.6%	38	77.3%	58	73.6%	61	76.3%	80
Car / van (as passenger)	12.8%	74	9.3%	19	18.6%	10	16.8%	11	12.1%	9	15.3%	13	12.6%	13
Bus (including the busway or guided bus), minibus or coach	1.0%	6	0.9%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	1.4%	2
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Walk	7.0%	40	6.2%	12	6.3%	3	12.1%	8	8.4%	6	7.3%	6	4.4%	5
Taxi	1.4%	8	2.0%	4	0.0%	0	2.0%	1	1.3%	1	0.9%	1	0.9%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	11	1.0%	2	0.8%	0	5.6%	4	0.8%	1	0.8%	1	3.5%	4
Weighted base:		580		200		53		63		75		83		105
Sample:		584		95		95		93		97		100		104

Mean score [Minutes]:

**Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?**  
*Not those who said 'Don't know' or 'Internet' at Q01*

1 - 5 minutes	25.8%	150	26.5%	53	17.5%	9	24.3%	15	37.9%	29	35.5%	29	13.2%	14
6 - 10 minutes	21.6%	125	18.3%	37	20.6%	11	17.7%	11	33.4%	25	31.3%	26	14.8%	16
11 - 15 minutes	16.1%	93	23.7%	47	21.2%	11	5.8%	4	18.5%	14	12.6%	10	6.2%	6
16 - 30 minues	28.8%	167	25.8%	52	39.8%	21	46.3%	29	10.2%	8	15.2%	13	42.6%	45
31 - 45 minutes	1.9%	11	3.8%	8	0.0%	0	0.8%	1	0.0%	0	2.6%	2	0.9%	1
46 - 60 minutes	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1
61+ minutes	0.7%	4	0.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.5%	2
(Don't know / varies)	4.6%	26	0.9%	2	0.8%	0	3.2%	2	0.0%	0	2.8%	2	18.7%	20
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Mean:		14.75		14.89		15.51		17.07		9.82		11.57		19.71
Weighted base:		580		200		53		63		75		83		105
Sample:		584		95		95		93		97		100		104

**Q09 When do you do your main food shopping?**

Weekdays during the day	42.1%	255	38.1%	81	51.6%	30	35.7%	24	29.8%	23	54.6%	46	48.2%	51
Weekdays during the evening	11.3%	69	10.4%	22	8.3%	5	19.8%	13	16.3%	13	3.8%	3	11.6%	12
Saturday	14.4%	87	17.9%	38	15.0%	9	14.5%	10	12.0%	9	10.0%	8	12.2%	13
Sunday	1.4%	9	2.2%	5	3.3%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	30.8%	186	31.4%	67	21.8%	13	27.1%	18	41.9%	32	31.5%	26	28.0%	30
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q10 When you go main food shopping is your trip linked with any other activity?</b>														
<i>Not those who shop online at Q01</i>														
Yes – non - food shopping	9.6%	56	12.8%	26	11.5%	6	10.9%	7	12.0%	9	9.6%	8	0.0%	0
Yes – other food shopping	5.9%	34	8.4%	17	5.4%	3	3.6%	2	2.4%	2	6.1%	5	5.1%	5
Yes – visiting services such as banks and other financial institutions	4.9%	29	5.6%	11	3.7%	2	0.9%	1	1.1%	1	4.5%	4	9.5%	10
Yes – leisure activity	2.3%	13	0.9%	2	4.8%	3	7.9%	5	1.7%	1	2.0%	2	0.9%	1
Yes – travelling to / from work	4.3%	25	6.1%	12	5.6%	3	6.2%	4	4.2%	3	1.6%	1	1.4%	2
Yes – travelling to / from school / college / university	0.4%	2	0.0%	0	1.0%	1	0.8%	1	0.0%	0	1.7%	1	0.0%	0
Yes – getting petrol	1.5%	9	1.8%	4	1.1%	1	0.9%	1	0.8%	1	0.8%	1	2.4%	3
Yes – visiting café / pub / restaurant	2.2%	13	2.2%	4	1.0%	1	2.2%	1	1.8%	1	5.9%	5	0.5%	1
Yes – visiting family/friends	1.7%	10	0.0%	0	4.5%	2	4.0%	3	1.7%	1	2.5%	2	1.5%	2
Yes – visiting health service such as doctor, dentist, hospital	0.6%	3	0.0%	0	0.9%	0	0.9%	1	0.8%	1	0.9%	1	0.9%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	1.0%	6	0.0%	0	2.3%	1	1.7%	1	0.0%	0	0.9%	1	2.9%	3
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	55.9%	326	59.8%	121	54.7%	29	54.6%	35	68.1%	51	63.5%	53	35.3%	38
(Don't know / varies)	9.7%	56	2.4%	5	3.6%	2	5.1%	3	5.5%	4	0.0%	0	39.6%	42
Weighted base:		584		202		53		64		75		83		107
Sample:		587		96		95		94		97		100		105
<b>Q11 Where do you do this linked trip?</b>														
<i>Those who link their trip with other shopping or services at Q10 AND Excl. Nulls &amp; SFT's</i>														
<b>Zone 1</b>														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	42.7%	50	87.6%	47	26.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dromore	0.4%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.6%	2	0.0%	0	17.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.4%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	1.5%	2	0.0%	0	0.0%	0	17.4%	2	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.5%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	34.5%	40	0.0%	0	47.7%	5	76.4%	8	100.0%	12	83.5%	14	15.0%	2
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
<b>Zone 5</b>														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Garrison	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
<b>Zone 6</b>														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1
Bundoran (ROI)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Cavan (ROI)	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	3
Donegal (ROI)	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.3%	7
Sligo (ROI)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2
<b>Others:</b>														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	2.4%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghera	1.7%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	1.6%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		117		54		11		10		12		17		14
Sample:		117		28		21		15		15		23		15

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?														
Yes	73.6%	446	69.7%	148	57.6%	33	78.1%	53	81.8%	63	55.4%	46	95.4%	102
No	26.4%	160	30.3%	64	42.4%	24	21.9%	15	18.2%	14	44.6%	37	4.6%	5
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q13 Where did you last undertake this 'top up' shopping?														
Those who do top-up shopping at Q12 AND Excl. Nulls & SFT's														
Zone 1														
Asda, Dromore Road, Omagh, BT78 1QZ	1.4%	6	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Beragh, Sixmilecross	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Omagh	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes Stores, Irishtown Road, Omagh	0.8%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eurospar, Main Street, Fintona	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kelvin Road, Omagh, BT78 1ER	1.4%	6	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, James Street, Meetinghouse Hill, Omagh, BT78 1QX	1.4%	6	4.0%	6	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Showgrounds Retail Park, Omagh, BT79 7AQ	1.1%	5	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Anderson Gardens, Omagh	3.2%	14	9.0%	13	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Strabane Road, Newtownstewart	1.7%	8	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Market Street, Omagh	1.2%	5	3.3%	5	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Tattymoyle Road, Fintona	1.8%	8	4.0%	6	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beragh	0.9%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carrickmore	0.9%	4	2.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Fintona	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gortin	1.1%	5	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownstewart	1.3%	5	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Omagh	9.6%	42	28.7%	41	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Seskinore	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sixmilecross	0.8%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Centra, Main Street, Irvinestown	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Kesh	0.4%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Trillick	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Main Street, Trillick	0.4%	2	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Dromore	1.1%	5	0.0%	0	13.1%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Spar, Main Street, Trillick	0.6%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dromore	0.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ederney	0.4%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Irvinestown	1.7%	7	0.0%	0	20.8%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Kesh	0.4%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Trillick	0.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Co-op, Main Street, Fivemiletown	0.7%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Costcutter, Dernawilt Road, Rosslea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Lisnaskea, BT92 0JB	1.3%	6	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	1.5%	2
Spar, Main Street, Fivemiletown	1.6%	7	0.0%	0	0.0%	0	13.9%	7	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Rosslea	0.5%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Supervalu, Clones Road, Newtownbutler	1.4%	6	0.0%	0	0.0%	0	8.3%	4	0.0%	0	3.9%	2	0.0%	0
Local shops, Brookeborough	0.5%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Fivemiletown	0.7%	3	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Linnaskea	2.8%	12	0.0%	0	1.5%	0	21.3%	11	1.1%	1	0.0%	0	0.0%	0
Local shops, Maguiresbridge	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtownbutler	0.6%	3	1.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Rosslea	0.4%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Asda, Derrychara Road,	4.1%	18	0.0%	0	1.5%	0	4.0%	2	12.4%	8	16.3%	8	0.0%	0

	Total	1 - Omagh		2 - Irinvestown		3 - Lisnaskea	4 - Enniskillen	5 - Enniskillen	6 - Republic of Ireland					
Enniskillen, BT74 6JG														
Centra, Main Street, Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.9%	1	0.0%	0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.2%	5	0.0%	0	1.4%	0	0.0%	0	5.5%	3	2.8%	1	0.0%	0
Marks & Spencer, Erneside Shopping Centre, Enniskillen, BT74 6JQ	1.0%	4	0.0%	0	1.4%	0	0.0%	0	3.9%	2	3.2%	1	0.0%	0
Spar, Coa Road, Chanterhill	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Spar, Main Street, Ballinamallard	0.6%	3	0.0%	0	1.5%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Spar, Main Street, Lisbellaw	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Tesco, Derrychara Link, Enniskillen, BT74 6JF	2.7%	12	0.0%	0	0.0%	0	2.1%	1	14.5%	9	2.8%	1	0.0%	0
Local shops, Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Enniskillen	8.5%	37	0.0%	0	0.0%	0	6.2%	3	32.7%	21	25.6%	12	0.9%	1
Local shops, Lisbellaw	0.8%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Local shops, Lisnarick	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tempo	0.8%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
<b>Zone 5</b>														
Centra, Main Street, Belleek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Derrylin Road, Bellanaleck	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Iceland, Shore Road, Enniskillen, BT74 7BD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1	0.7%	1
Spar, Knockaraven, Garrison	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0
Spar, Main Street, Belcoo	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0
Spar, Rossorry Church Road, Craigville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Spar, Sligo Road, Enniskillen	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	7	0.0%	0
Local shops, Bellanaleck	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local shops, Belleek	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Local shops, Derrygonnelly	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
<b>Zone 6</b>														
Aldi (ROI), Cranmore Lane, Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl (ROI), Cranmore Road, Sligo	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Supervalu (ROI), Ballisodare town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Supervalu (ROI), Fermanagh Street, Clones	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	6.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	28
Tesco (ROI), O'Connell Street, Sligo	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Local shops (ROI), Ballisodare	0.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops (ROI), Ballyconnell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops (ROI), Belturbet	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	11
Local shops (ROI), Bundoran	1.1%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	2
Local shops (ROI), Donegal town	5.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	25
Local shops (ROI), Sligo	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	11
<b>Others:</b>														
Aldi (ROI), Dublin Road, Carrick on Shannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sweep Road, Cookstown, BT80 8JR	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ballygawley Road, Dungannon	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, John Street, Dungannon, BT70 1ES	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Local shops (ROI), Ballymote	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Claudy	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Clogher	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Draperstown	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greencastle (ROI)	0.7%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Orritor Road Retail Park, Cookstown, BT80 8BH	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	434			142		32		51		63		46		99
Sample:	436			69		57		74		82		56		98

**Mean score [Times a week]:**
Daily = 7,
At least two times a week = 2,
At least once a week = 1,
At least once a fortnight = 0.5,
At least once a month = 0.25,
At least every two months = 0.125,
Less often = 0.05

**Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?**  
*Not those who said 'Don't know' at Q13*

Daily	21.8%	95	24.8%	35	37.1%	12	19.1%	10	27.5%	17	26.9%	12	8.0%	8
At least two times a week	52.8%	230	50.1%	71	30.4%	10	60.0%	31	47.6%	30	44.3%	21	67.7%	67
At least once a week	17.0%	74	13.5%	19	25.2%	8	10.6%	5	20.3%	13	21.9%	10	18.1%	18
At least once a fortnight	1.9%	8	4.7%	7	1.5%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
At least once a month	1.7%	8	2.6%	4	2.9%	1	5.6%	3	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	18	3.1%	4	2.9%	1	4.6%	2	2.6%	2	6.8%	3	5.6%	6
Mean:	2.89			3.00		3.58		2.79		3.17		3.21		2.22
Weighted base:	435			142		33		51		63		46		99
Sample:	437			69		58		74		82		56		98

**Mean score [£]:**

**Q15 How much on average does your household normally spend on top up shopping in a week?**  
*Those who do top-up shopping at Q12*

£1 - £5	6.5%	29	6.9%	10	5.9%	2	13.7%	7	4.0%	3	14.7%	7	0.0%	0
£6 - £10	17.1%	76	17.3%	26	17.0%	6	26.8%	14	23.7%	15	15.4%	7	8.4%	9
£11 - £15	8.5%	38	11.6%	17	1.6%	1	6.0%	3	8.7%	6	9.0%	4	7.3%	7
£16 - £20	20.6%	92	21.8%	32	21.6%	7	15.4%	8	19.3%	12	16.0%	7	24.2%	25
£21 - £25	7.5%	33	10.7%	16	14.3%	5	5.9%	3	2.2%	1	4.3%	2	6.0%	6
£26 - £30	8.0%	36	7.8%	11	8.7%	3	3.8%	2	5.5%	3	6.8%	3	12.2%	12
£31 - £35	2.3%	10	2.7%	4	5.3%	2	0.0%	0	6.1%	4	1.4%	1	0.0%	0
£36 - £40	3.9%	17	0.0%	0	5.8%	2	4.8%	3	4.0%	3	4.7%	2	7.9%	8
£41 - £45	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	7.6%	34	5.9%	9	6.6%	2	11.5%	6	9.6%	6	3.8%	2	8.8%	9
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.5%	6	1.2%	2	0.0%	0	1.6%	1	1.1%	1	1.7%	1	2.4%	2
£61 - £65	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	1.0%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
£71 - £75	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.8%	4	1.2%	2	0.0%	0	2.1%	1	0.0%	0	1.7%	1	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	2.1%	10	0.0%	0	1.3%	0	1.1%	1	1.0%	1	2.3%	1	6.7%	7
£101 - £120	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.9%	48	8.9%	13	9.1%	3	6.1%	3	12.8%	8	15.1%	7	13.5%	14
(Refused)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	1	0.0%	0
Mean:	26.00			23.28		26.12		23.40		24.32		22.96		33.94
Weighted base:	446			148		33		53		63		46		102
Sample:	444			71		58		77		82		56		100

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q16 Where did you last buy clothing or footwear goods?														
Excl. Nulls & SFT's														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.7%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	31.6%	164	70.1%	135	41.4%	20	8.9%	5	2.0%	1	4.1%	3	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	6.5%	34	16.7%	32	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.4%	7	0.0%	0	8.0%	4	0.0%	0	3.2%	2	0.0%	0	1.8%	2
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.6%	3	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	35.7%	185	0.0%	0	40.3%	19	71.2%	38	83.6%	54	81.8%	61	15.2%	13
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.8%	4	0.0%	0	0.0%	0	3.8%	2	3.4%	2	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Belturbet (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cavan (ROI)	4.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	21
Cavan Retail Park (ROI), Dublin Road, Cavan	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Donegal (ROI)	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.2%	5
Sligo (ROI)	3.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	18.3%	16
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymena	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbridge	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Belfast	2.6%	13	1.0%	2	1.1%	1	3.0%	2	5.8%	4	7.4%	5	0.0%	0
Cardiff, Wales	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Coleraine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Craigavon	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.9%	1	0.0%	0
Dublin (ROI)	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.7%	5
Dundee, Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Dungannon	1.1%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	3.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	17
Lisburn	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.9%	5	1.0%	2	2.5%	1	1.6%	1	1.0%	1	0.0%	0	0.0%	0
Magherafelt	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester, England	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Monaghan (ROI)	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Portstewart	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Square Retail Park, Molesworth Street, Cookstown, BT80 8PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Strabane	1.2%	6	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		518		192		48		54		64		74		86
Sample:		512		90		83		80		84		89		86

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q17 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>														
<i>Not 'Delivery' / 'Abroad' / 'Don't do' at Q16</i>														
Yes – food shopping	5.3%	28	5.0%	10	7.0%	3	9.8%	5	5.7%	4	2.8%	2	3.8%	3
Yes – non - food shopping	9.0%	47	4.2%	8	7.7%	4	13.1%	7	9.8%	6	7.0%	5	19.0%	17
Yes – visiting services such as banks and other financial institutions	3.0%	16	5.2%	10	1.0%	0	4.2%	2	3.5%	2	0.0%	0	0.7%	1
Yes – leisure activity	1.7%	9	1.4%	3	3.1%	2	3.8%	2	0.9%	1	0.9%	1	1.8%	2
Yes – travelling to / from work	2.3%	12	4.8%	9	1.1%	1	2.1%	1	1.5%	1	0.0%	0	0.0%	0
Yes – travelling to / from school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Yes – visiting café / pub / restaurant	10.8%	57	8.9%	18	14.2%	7	11.9%	7	12.6%	8	12.8%	10	9.3%	8
Yes – visiting family/friends	3.2%	17	2.0%	4	3.5%	2	0.0%	0	4.3%	3	6.1%	5	4.3%	4
Yes – visiting health service such as doctor, dentist, hospital	0.8%	4	0.0%	0	1.5%	1	0.0%	0	2.0%	1	2.8%	2	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	53.8%	284	62.2%	123	57.7%	28	49.4%	27	54.9%	36	65.2%	49	24.6%	21
(Don't know / varies)	9.7%	52	6.3%	12	3.4%	2	5.8%	3	4.8%	3	2.4%	2	33.6%	29
Weighted base:		529		198		49		55		65		76		87
Sample:		523		93		85		82		85		90		88



Weighted:

**for Nexus Planning**

November 2016

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
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**Q18 Where did you last buy books, CDs, DVDs?***Excl. Nulls & SFT's***Zone 1**

Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	19.4%	40	72.0%	35	26.8%	4	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	1.0%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Zone 2**

Dromore	0.2%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.3%	3	0.0%	0	13.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1

**Zone 3**

Brookeborough	0.4%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.6%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0

**Zone 4**

Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	40.6%	84	0.0%	0	49.4%	8	79.2%	17	94.3%	26	93.2%	30	4.1%	2
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4

**Zone 5**

Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0

**Zone 6**

Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballisadare (ROI)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Ballyconnell (ROI)	3.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	7
Belturbet (ROI)	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5
Cavan (ROI)	5.6%	12	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	18.3%	11
Cavan Retail Park (ROI), Dublin Road, Cavan	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Donegal (ROI)	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Sligo (ROI)	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	12.4%	7

**Others:**

Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	2.2%	4	7.6%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Carrick on Shannon (ROI)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Dublin (ROI)	1.1%	2	0.0%	0	0.0%	0	2.8%	1	3.4%	1	0.0%	0	1.1%	1
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	6.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	13
Londonderry	1.6%	3	4.1%	2	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	1.9%	4	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	1.0%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	1	0.0%	0	0.0%	0	3.2%	1	2.3%	1	0.0%	0	0.0%	0

Weighted base:	207		49		16		22		28		32		60
Sample:	215		24		27		31		37		38		58

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q19 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?														
Excl. Nulls & SFT's														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.8%	6	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	29.0%	93	76.6%	73	47.0%	12	14.6%	5	6.0%	3	2.0%	1	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	1.4%	5	3.9%	4	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.2%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.0%	3	0.0%	0	7.5%	2	0.0%	0	0.0%	0	2.0%	1	0.7%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.2%	7	2.1%	2	0.0%	0	12.8%	4	1.3%	1	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	30.2%	97	3.6%	3	32.3%	8	46.1%	16	88.0%	41	70.7%	23	6.7%	6
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.8%	6	0.0%	0	1.9%	0	2.5%	1	1.4%	1	0.0%	0	4.2%	4
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	4	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	3.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	12
Belturbet (ROI)	3.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	10
Cavan (ROI)	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8
Cavan Retail Park (ROI), Dublin Road, Cavan	2.0%	6	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	6.4%	6
Donegal (ROI)	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Sligo (ROI)	4.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	15
Sligo Retail Park (ROI), Carraroe, Sligo	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	2.4%	8	2.1%	2	0.0%	0	8.5%	3	2.1%	1	5.7%	2	0.0%	0
Cookstown	0.4%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Draperstown	0.6%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	6.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	22
Lisburn	0.5%	2	0.0%	0	1.9%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0
Londonderry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Monaghan (ROI)	0.7%	2	0.0%	0	0.0%	0	5.1%	2	1.3%	1	0.0%	0	0.0%	0
Oaks Retail Park, Oaks Road, Dungannon	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		321		95		26		34		46		33		87
Sample:		326		47		46		50		55		42		86

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q20 Where did you last buy goods such as toys, games, bicycles and recreational goods?														
Excl. Nulls & SFT's														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Sperrin Drive, Omagh	0.6%	2	0.0%	0	0.0%	0	2.5%	1	3.0%	1	0.0%	0	0.0%	0
Omagh	20.4%	50	62.9%	33	50.5%	14	0.0%	0	8.6%	3	2.0%	1	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	3.4%	8	16.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	0.4%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	37.5%	91	0.0%	0	31.6%	9	66.3%	16	74.3%	24	86.4%	29	19.1%	14
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.5%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	4.1%	3
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6
Belturbet (ROI)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Cavan (ROI)	3.2%	8	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	9.4%	7
Cavan Retail Park (ROI), Dublin Road, Cavan	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	7
Donegal (ROI)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Sligo (ROI)	4.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	10
Sligo Retail Park (ROI), Carraroe, Sligo	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	5.2%	13	7.2%	4	6.5%	2	12.6%	3	9.9%	3	3.3%	1	0.0%	0
Bristol, England	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Crescent Link Retail Park, Crescent Link Road, Londonderry, BT47 6SA	1.0%	2	0.0%	0	0.0%	0	7.0%	2	2.1%	1	0.0%	0	0.0%	0
Dublin (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lesley Retail Park, Strand Road, Londonderry	1.3%	3	3.9%	2	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	8.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	21
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Londonderry	0.9%	2	3.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle, County Down	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Perth, Scotland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Portstewart	0.2%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane	1.6%	4	6.6%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Weighted base:	244			52		27		25		32		33		76
Sample:	249			25		43		34		37		36		74

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q21 Where did you last buy chemist goods (including health and beauty products)?														
Excl. Nulls & SFT's														
Zone 1														
Beragh	0.4%	2	1.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dromore Road Retail Park, Omagh	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	1.6%	9	4.8%	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.0%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	30.0%	158	86.5%	146	21.6%	10	1.0%	1	0.9%	1	0.0%	0	0.0%	0
Zone 2														
Dromore	1.6%	9	0.0%	0	18.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	2.1%	11	0.0%	0	20.2%	10	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Kesh	0.5%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.6%	3	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Brookeborough	0.5%	3	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	2.2%	12	1.2%	2	0.0%	0	15.1%	10	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.1%	11	0.0%	0	0.0%	0	15.7%	10	1.8%	1	0.0%	0	0.0%	0
Maguiresbridge	0.5%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.9%	5	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0
Rosslea	0.4%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Enniskillen	31.4%	165	0.0%	0	24.3%	12	47.7%	30	86.2%	62	79.8%	56	5.3%	6
Lisbellaw	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Zone 5														
Belcoo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Belleek	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Derrygonnelly	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Derrylin	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Garrison	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	4.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	22
Belturbet (ROI)	3.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	18
Cavan (ROI)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
Cavan Retail Park (ROI), Dublin Road, Cavan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Donegal (ROI)	2.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	15
Sligo (ROI)	4.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	24
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymote (ROI)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Belfast	0.3%	2	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Draperstown	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	2.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	14
Lisburn	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londonderry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Strabane	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		526		169		48		63		72		70		104
Sample:		535		81		83		92		93		84		102

	Total	1 - Omagh		2 - Irinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q22 Where did you last buy electrical items, such as televisions, washing machines and computers?														
Excl. Nulls & SFT's														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortrush Industrial Estate, Omagh	0.9%	4	2.7%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	26.7%	114	76.2%	98	38.1%	15	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	3.3%	14	10.0%	13	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irinestown	0.4%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clabby	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Linnaskea	2.3%	10	0.0%	0	1.2%	0	14.0%	7	3.7%	2	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	34.5%	148	3.5%	5	28.5%	12	64.9%	33	69.3%	42	70.6%	44	14.1%	12
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	12.2%	52	3.1%	4	20.3%	8	12.2%	6	22.8%	14	23.8%	15	5.5%	5
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Garrison	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8
Belturbet (ROI)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Cavan (ROI)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Cavan Retail Park (ROI), Dublin Road, Cavan	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Cleveragh Retail Park (ROI), Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Donegal (ROI)	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.4%	5
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.6%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sligo (ROI)	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	8
Sligo Retail Park (ROI), Carraroe, Sligo	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.3%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Castlederg	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.8%	2
Dungannon	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	5.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.5%	24
Londonderry	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.4%	2	0.0%	0	0.0%	0	2.2%	1	1.1%	1	0.0%	0	0.0%	0
Strabane	0.5%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		427		128		41		51		61		63		83
Sample:		447		63		69		76		79		77		83

	Total	1 - Omagh		2 - Irvinestown		3 - Linnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q23 Where did you last buy DIY or gardening goods?														
Excl. Nulls & SFT's														
Zone 1														
Beragh	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrickmore	1.1%	5	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Sperrin Drive, Omagh	5.3%	21	14.8%	19	3.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	30.1%	122	68.3%	89	47.9%	19	6.8%	3	7.8%	5	11.7%	6	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	3.0%	12	3.3%	4	7.4%	3	5.8%	3	3.8%	2	0.0%	0	0.0%	0
Sixmilecross	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.3%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.2%	5	0.0%	0	8.6%	3	0.0%	0	1.6%	1	0.0%	0	0.7%	1
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fivemiletown	2.2%	9	0.0%	0	0.0%	0	19.2%	9	1.0%	1	0.0%	0	0.0%	0
Linnaskea	3.2%	13	0.0%	0	0.0%	0	27.5%	12	1.2%	1	0.0%	0	0.0%	0
Newtownbutler	1.1%	4	0.0%	0	0.0%	0	7.5%	3	0.0%	0	2.0%	1	0.0%	0
Rosslea	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Enniskillen	27.2%	111	1.5%	2	20.8%	8	26.1%	12	78.7%	46	69.3%	38	5.9%	5
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.4%	10	0.0%	0	3.0%	1	0.0%	0	3.7%	2	7.5%	4	2.7%	2
Trory	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	5.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	21
Ballyshannon (ROI)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Belturbet (ROI)	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6
Cavan (ROI)	1.4%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	6.6%	5
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Donegal (ROI)	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5
Sligo (ROI)	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	7
Sligo Retail Park (ROI), Carraroe, Sligo	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	1.0%	4	1.5%	2	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Dublin (ROI)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Faustina Retail Park, Buncrana Road, Londonderry	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	5.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	22
Lisburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Monaghan (ROI)	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Strabane	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		406		131		39		44		58		55		78
Sample:		415		64		68		64		76		65		78

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q24 Where did you last buy furniture, carpets and floor coverings?														
Excl. Nulls & SFT's														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	1.0%	4	1.6%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	3.1%	11	10.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	22.6%	83	66.1%	70	25.5%	10	5.2%	2	1.0%	1	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh, BT79 7AQ	2.0%	7	5.4%	6	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	5.1%	19	0.0%	0	33.4%	13	0.0%	0	4.4%	2	6.8%	3	0.0%	0
Zone 3														
Brookeborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clabby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Fivemiletown	0.7%	3	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Linnaskea	3.6%	13	0.0%	0	0.0%	0	29.4%	13	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	1.0%	4	1.6%	2	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	29.7%	109	0.0%	0	18.5%	7	32.7%	15	73.5%	42	75.1%	37	11.9%	8
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	3.7%	13	0.0%	0	4.5%	2	1.3%	1	12.7%	7	2.8%	1	3.4%	2
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrison	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	7
Belturbet (ROI)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Cavan (ROI)	1.7%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	7.9%	6
Cavan Retail Park (ROI), Dublin Road, Cavan	1.0%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	4.0%	3
Cleveragh Retail Park (ROI), Sligo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Donegal (ROI)	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
Sligo (ROI)	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	9
Sligo Retail Park (ROI), Carraroe, Sligo	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Others:														
Aughnacloy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballygally	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	6.0%	22	6.3%	7	7.8%	3	12.7%	6	4.5%	3	8.5%	4	0.0%	0
Cookstown	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Craigavon	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Dungannon	0.8%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	6.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	23
Limavady	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Londonderry	1.0%	4	2.7%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Magherafelt	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Weighted base:		367		106		38		45		57		49		72
Sample:		386		54		65		65		74		58		70
Q25 Do you ever visit any of the following centres? [MR/PR]														
Enniskillen	71.6%	434	35.8%	76	88.1%	51	97.2%	66	100.0%	78	100.0%	84	74.8%	80
Omagh	68.3%	414	97.8%	208	87.9%	51	63.3%	43	65.4%	51	48.0%	40	20.5%	22
(Don't visit any of these centres)	5.7%	34	2.2%	5	4.2%	2	2.8%	2	0.0%	0	0.0%	0	23.8%	25
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh			2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland	
<b>Q26 Which centre do you visit the most?</b>														
<i>Those who visit a centre at Q25</i>														
Enniskillen	56.9%	325	1.9%	4	55.4%	31	96.0%	63	99.1%	77	100.0%	84	81.8%	67
Omagh	43.1%	246	98.1%	204	44.6%	25	4.0%	3	0.9%	1	0.0%	0	18.2%	15
Weighted base:		572		208		55		66		78		84		81
Sample:		571		99		95		97		100		101		79
<b>Q27 Why don't you visit Enniskillen? [MR]</b>														
<i>Those who do not visit Enniskillen at Q25</i>														
Lack of choice and range of non-food shops	1.1%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.3%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	41.9%	72	44.9%	61	27.1%	2	30.2%	1	0.0%	0	0.0%	0	31.3%	8
Too far away from work	0.3%	0	0.0%	0	6.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	0.3%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	4.3%	7	4.3%	6	21.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.3%	2	1.3%	2	0.0%	0	32.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	50.4%	87	49.5%	68	44.1%	3	37.7%	1	0.0%	0	0.0%	0	57.3%	15
(Don't know)	2.8%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	3
Weighted base:		172		136		7		2		0		0		27
Sample:		105		61		14		3		0		0		27
<b>Q27AWhy don't you visit Omagh? [MR]</b>														
<i>Those who do not visit Omagh at Q25</i>														
Lack of choice and range of non-food shops	3.1%	6	0.0%	0	17.1%	1	2.3%	1	0.0%	0	2.5%	1	3.6%	3
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Environmental quality of centre	1.2%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.8%	2
Too far away from home	57.6%	110	0.0%	0	37.9%	3	65.2%	16	33.5%	9	66.9%	29	62.9%	53
Too far away from work	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Not accessible by public transport	1.2%	2	0.0%	0	7.0%	0	4.6%	1	0.0%	0	1.7%	1	0.0%	0
Inconveniently located car parking	1.9%	4	0.0%	0	7.4%	1	12.4%	3	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Traffic congestion	2.0%	4	0.0%	0	0.0%	0	2.3%	1	2.5%	1	5.8%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	33.5%	64	100.0%	5	47.7%	3	17.3%	4	64.0%	17	29.0%	13	26.2%	22
(Don't know)	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Weighted base:		192		5		7		25		27		44		85
Sample:		224		1		13		38		34		51		87



	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
<b>Q27B Which of these other centres do you usually visit? [MR]</b>														
<i>Those who do not visit a centre at Q25</i>														
Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry	5.4%	2	0.0%	0	21.4%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Belfast	15.4%	5	100.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Lisnaskea	5.5%	2	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0
Irvinestown	5.8%	2	0.0%	0	81.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / none)	71.4%	25	0.0%	0	18.3%	0	0.0%	0	0.0%	0	0.0%	0	94.8%	24
Weighted base:		34		5		2		2		0		0		25
Sample:		35		1		5		3		0		0		26
<b>Q28 Which of the following, if any, methods of electronic home shopping do you use? [MR/PR]</b>														
Yes, Internet	50.2%	304	47.3%	100	50.5%	29	51.3%	35	51.3%	40	46.0%	38	57.8%	62
Portable Internet shopping (through mobile phone)	16.3%	99	9.9%	21	20.8%	12	34.5%	23	26.5%	21	16.9%	14	7.3%	8
TV Shopping	1.0%	6	0.0%	0	2.2%	1	0.9%	1	2.4%	2	0.8%	1	1.8%	2
(No)	47.5%	288	51.3%	109	49.5%	29	38.4%	26	45.9%	36	53.1%	44	41.3%	44
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
<b>Q29 Which goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]</b>														
<i>Those who shop via Internet / TV at Q28</i>														
Food	16.7%	53	16.5%	17	23.3%	7	22.4%	9	18.1%	8	11.0%	4	12.8%	8
Clothes	54.0%	172	49.7%	51	62.5%	18	49.3%	21	61.6%	26	51.9%	20	56.6%	36
Banking / finance	5.1%	16	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	14
Books	36.0%	115	42.3%	44	31.8%	9	40.3%	17	47.4%	20	40.3%	16	14.4%	9
Car parts / products	2.8%	9	1.7%	2	5.7%	2	6.0%	3	3.0%	1	1.7%	1	2.0%	1
CDs, DVDs, music	32.2%	102	29.6%	31	29.9%	9	34.7%	15	51.7%	22	39.8%	16	17.9%	11
Craft / hobby items	5.5%	18	0.0%	0	8.5%	2	2.6%	1	9.0%	4	12.0%	5	8.8%	6
DIY goods	3.2%	10	1.9%	2	0.0%	0	3.9%	2	3.7%	2	6.4%	3	3.9%	2
Furniture / carpets	3.9%	12	1.9%	2	2.5%	1	10.6%	4	3.8%	2	3.8%	1	3.5%	2
Garden items	1.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.7%	1	3.9%	2
Gifts	17.5%	56	18.5%	19	19.8%	6	12.5%	5	23.6%	10	15.8%	6	15.3%	10
Health / beauty / cosmetic / toiletry items	14.9%	47	4.4%	5	12.4%	4	7.1%	3	28.6%	12	3.6%	1	36.6%	23
Holiday and / or travel tickets	10.6%	34	3.6%	4	0.0%	0	1.4%	1	4.6%	2	1.8%	1	42.5%	27
Jewellery	3.4%	11	0.0%	0	9.9%	3	4.6%	2	1.6%	1	0.0%	0	8.5%	5
Major electrical items	10.6%	34	3.9%	4	13.4%	4	18.6%	8	22.4%	9	13.6%	5	5.4%	3
Pet products	1.1%	3	0.0%	0	0.0%	0	2.5%	1	2.3%	1	1.8%	1	1.1%	1
Small electrical items	21.7%	69	7.2%	7	18.9%	6	26.7%	11	23.7%	10	37.2%	15	32.3%	20
Small household goods	14.8%	47	10.0%	10	15.6%	5	9.5%	4	24.6%	10	13.7%	5	20.2%	13
Sports goods	7.8%	25	6.1%	6	1.8%	1	5.8%	2	16.4%	7	3.6%	1	11.4%	7
Stationery	2.3%	7	0.0%	0	1.8%	1	1.4%	1	7.4%	3	6.5%	3	1.1%	1
Toys	15.6%	50	15.5%	16	15.0%	4	31.1%	13	15.0%	6	5.3%	2	12.6%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.4%	14	9.5%	10	3.8%	1	3.4%	1	2.3%	1	0.0%	0	1.0%	1
Weighted base:		318		103		29		42		42		39		63
Sample:		296		47		45		58		48		43		55
<b>Q30 What, if anything , would change your Internet / electronic shopping preferences in the next 3 - 5 years? [MR/PR]</b>														
<i>Those who shop via Internet / TV at Q28</i>														
Improved broadband	42.2%	134	40.9%	42	44.3%	13	38.0%	16	43.9%	18	46.3%	18	42.4%	27
More / nearer click and collect services	37.0%	118	38.2%	39	42.3%	12	25.1%	10	39.0%	16	56.9%	22	26.6%	17
Increased local collection points	37.3%	119	31.7%	33	44.5%	13	29.2%	12	52.9%	22	40.5%	16	36.0%	23
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Better website design	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free delivery	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	1.7%	1	0.0%	0
Quicker delivery	0.7%	2	0.0%	0	0.0%	0	3.3%	1	2.3%	1	0.0%	0	0.0%	0
(Nothing)	35.2%	112	37.8%	39	40.1%	12	36.2%	15	29.0%	12	37.8%	15	30.6%	19
Weighted base:		318		103		29		42		42		39		63
Sample:		296		47		45		58		48		43		55

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q31 Which of these leisure activities do you participate in? [MR/PR]														
Indoor sports or health and fitness activity	21.7%	132	23.7%	50	14.9%	9	23.9%	16	28.6%	22	16.2%	14	19.2%	21
Cinema	46.8%	284	50.9%	108	33.9%	20	39.6%	27	43.8%	34	43.8%	37	54.9%	59
Restaurant	67.3%	408	74.4%	158	74.7%	43	72.0%	49	61.7%	48	71.9%	60	46.6%	50
Pub / bars	35.3%	214	33.8%	72	34.7%	20	28.8%	20	38.3%	30	24.2%	20	49.4%	53
Nightclub	6.5%	39	5.3%	11	8.0%	5	2.0%	1	10.8%	8	2.2%	2	11.1%	12
Social club	5.6%	34	4.9%	10	8.8%	5	2.9%	2	10.0%	8	1.8%	1	6.7%	7
Ten pin bowling	10.1%	61	12.0%	25	7.2%	4	8.3%	6	9.5%	7	4.2%	4	13.8%	15
Swimming	25.3%	153	20.7%	44	14.3%	8	34.7%	24	38.3%	30	15.8%	13	32.1%	34
Theatre / concert hall	27.8%	169	31.2%	66	28.3%	16	29.9%	20	37.6%	29	37.7%	32	4.9%	5
Museum / art galleries	12.2%	74	14.9%	32	13.7%	8	13.4%	9	18.1%	14	12.9%	11	0.6%	1
(None mentioned)	15.5%	94	14.5%	31	17.0%	10	19.4%	13	17.7%	14	13.6%	11	14.0%	15
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
Q32 Which centre / facility did you last visit for indoor sports or health and fitness activity?														
Those who use indoor sports facilities at Q31 AND Excl. Nulls & SFT's														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughmacrory	5.8%	7	15.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	1.3%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	31.8%	41	77.1%	37	25.5%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Zone 2														
Dromore	1.1%	1	0.0%	0	16.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	2.5%	3	0.0%	0	37.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.4%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	2.8%	4	0.0%	0	0.0%	0	22.8%	4	0.0%	0	0.0%	0	0.0%	0
Linnaskea	3.5%	4	0.0%	0	0.0%	0	28.6%	4	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.7%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	30.4%	39	0.0%	0	14.5%	1	28.8%	5	95.7%	21	86.4%	12	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	13.0%	2
Belturbet (ROI)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2
Cavan (ROI)	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	4
Donegal (ROI)	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	5
Sligo (ROI)	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	7
Others:														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballymoney	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Belfast	1.6%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magherafelt	1.1%	1	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	0.7%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		128		49		9		16		22		14		19
Sample:		109		20		14		19		26		14		16

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1														
Q33 How often do you visit (FACILITY MENTIONED AT Q32) for indoor sports or health and fitness activites?														
Those who use indoor sports facilities at Q31														
Daily	5.9%	8	7.9%	4	0.0%	0	3.7%	1	7.2%	2	0.0%	0	7.5%	2
At least two times a week	44.3%	58	36.3%	18	57.3%	5	39.2%	6	59.0%	13	55.5%	8	39.0%	8
At least once a week	29.1%	38	23.9%	12	30.7%	3	53.3%	9	14.6%	3	38.9%	5	31.2%	6
At least once a fortnight	4.7%	6	7.4%	4	0.0%	0	0.0%	0	11.4%	3	0.0%	0	0.0%	0
At least once a month	6.0%	8	9.6%	5	6.0%	1	0.0%	0	7.9%	2	5.6%	1	0.0%	0
At least every two months	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
At least every 3 months	1.3%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.4%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	3
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.9%	6	11.5%	6	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	89.06		93.09		76.36		85.28		99.07		78.60		84.59	
Weighted base:	132		50		9		16		22		14		21	
Sample:	112		21		14		20		26		14		17	

**Q34 Which centre / facility did you last visit to go the cinema?**

*Those who go to the cinema at Q31 AND Excl. Nulls & SFT's*

Zone 1														
IMC, Gillygooly Road, Omagh, BT78 5PN	32.6%	92	78.0%	83	41.3%	8	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
IMC, Raceview Factory Road, Enniskillen, BT74 6DP	41.8%	117	3.7%	4	58.7%	11	97.7%	26	97.2%	33	86.4%	32	19.9%	11
Zone 6														
Eclipse Cinemas (ROI), Station Road, Bundoran	8.8%	25	1.9%	2	0.0%	0	0.0%	0	0.0%	0	13.6%	5	30.5%	18
Odeon (ROI), Main Street, Townparks, Cavan	6.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	17
Omniplex (ROI), Wine Street, Sligo	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	6
Others:														
Belfast	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunswick Moviebowl, Brunswick Lane, Pennyburn Industrial Estate, Derry, BT48 0LU	1.6%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Century Cinemas (ROI), Pearse Road, Letterkenny	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6
Eclipse Cinemas (ROI), Three Rivers Centre, Station Rd, Lifford	2.4%	7	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Victoria Square, Belfast	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omniplex, Quayside Shopping Centre, Strand Road, Derry	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
The Ritz Multiplex, Burn Road, Cookstown, BT80 8ND	1.0%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	281		106		20		26		34		37		58	
Sample:	238		45		28		35		40		38		52	

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1														
Q35 How often do you visit (FACILITY MENTIONED AT Q34) to go to the cinema?														
Those who go to the cinema at Q31														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.6%	7	3.7%	4	0.0%	0	3.2%	1	1.9%	1	0.0%	0	3.2%	2
At least once a fortnight	7.2%	20	8.7%	9	6.1%	1	0.0%	0	9.2%	3	11.4%	4	4.2%	2
At least once a month	24.7%	70	17.3%	19	36.1%	7	14.7%	4	28.7%	10	30.4%	11	33.2%	19
At least every two months	15.8%	45	15.7%	17	21.2%	4	23.3%	6	14.2%	5	5.7%	2	17.8%	10
At least every 3 months	14.2%	40	4.9%	5	5.1%	1	26.5%	7	10.5%	4	23.2%	9	24.9%	15
At least every 6 months	19.5%	55	20.4%	22	27.7%	5	30.1%	8	26.3%	9	23.1%	8	4.2%	2
Less often than once every 6 months	9.5%	27	15.3%	17	0.0%	0	2.2%	1	3.4%	1	6.1%	2	10.9%	6
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.9%	17	12.3%	13	3.7%	1	0.0%	0	5.8%	2	0.0%	0	1.6%	1
Mean:		9.37		10.98		8.26		6.49		9.18		8.41		9.14
Weighted base:		284		108		20		27		34		37		59
Sample:		241		46		28		36		40		38		53

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q36 Which centre / facility did you last visit to go to a restaurant?														
Those who go to restaurants at Q31 AND Excl. Nulls & SFT's														
Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrickmore	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	25.6%	101	60.0%	88	26.9%	11	3.0%	1	0.0%	0	1.2%	1	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	3.5%	14	1.3%	2	25.6%	11	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Kesh	0.4%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killadeas	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	3.4%	13	1.2%	2	0.0%	0	24.2%	12	0.0%	0	0.0%	0	0.0%	0
Linnaskea	0.4%	2	0.0%	0	1.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Enniskillen	32.8%	129	4.6%	7	29.7%	12	45.6%	22	87.5%	42	71.9%	43	6.1%	3
Tempo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	2	0.0%	0
Belleek	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.8%	7	0.0%	0	1.1%	0	1.8%	1	0.0%	0	1.1%	1	10.6%	5
Belturbet (ROI)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Bundoran (ROI)	0.9%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Cavan (ROI)	2.8%	11	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.9%	2	17.5%	9
Donegal (ROI)	7.3%	29	2.4%	3	3.6%	1	2.9%	1	1.2%	1	2.5%	2	40.4%	20
Sligo (ROI)	1.5%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	9.3%	5
Others:														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aughnacloy	1.5%	6	3.5%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Ballygawley	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	4.5%	18	10.7%	16	0.0%	0	2.3%	1	2.0%	1	0.0%	0	0.0%	0
Castlederg	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Clogher	0.3%	1	0.0%	0	1.1%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Cong (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cookstown	2.1%	8	4.7%	7	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Draperstown	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dublin (ROI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Dungannon	0.6%	2	1.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Galway (ROI)	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6
Londonerry	1.3%	5	1.4%	2	1.2%	0	2.9%	1	0.0%	0	1.8%	1	0.0%	0
Manchester, England	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0
Monaghan (ROI)	1.0%	4	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Strabane	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		393		146		41		48		48		60		50
Sample:		385		67		70		69		61		71		47

	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
<b>Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1</b>							
<b>Q37 How often do you visit (FACILITY MENTIONED AT Q36) to visit a restaurant?</b>							
<i>Those who go to restaurants at Q31</i>							
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	2.8%	11	4.1%	7	1.1%	0	0.0%
At least once a week	15.0%	61	8.2%	13	19.5%	8	7.9%
At least once a fortnight	15.3%	62	15.4%	24	14.8%	6	13.5%
At least once a month	27.5%	112	31.7%	50	22.5%	10	25.2%
At least every two months	13.8%	56	10.2%	16	16.3%	7	17.2%
At least every 3 months	8.6%	35	6.2%	10	12.0%	5	15.5%
At least every 6 months	7.2%	29	10.9%	17	4.7%	2	8.6%
Less often than once every 6 months	3.3%	13	5.2%	8	1.1%	0	0.0%
Have only visited once	3.3%	14	4.2%	7	4.9%	2	7.0%
(Don't know / varies)	3.2%	13	3.8%	6	3.1%	1	5.1%
<i>Mean:</i>	<i>20.01</i>		<i>18.24</i>		<i>20.12</i>		<i>13.23</i>
						<i>19.97</i>	
						<i>26.16</i>	<i>24.45</i>
Weighted base:	408	158	43	49	48	60	50
Sample:	394	73	72	70	61	71	47

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q38 Which centre / facility did you last visit to go to bars, pubs, social clubs or nightclubs?														
Those who go to pubs / bars / nightclubs / social clubs at Q31 AND Excl. Nulls & SFT's														
Zone 1														
Beragh	0.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fintona	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gortin	0.9%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killyclogher	0.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart	2.7%	6	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	23.7%	50	68.0%	46	23.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixmilecross	0.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.5%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ederney	0.2%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	3.5%	7	0.0%	0	34.2%	7	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Kesh	1.0%	2	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trillick	0.7%	1	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	3.8%	8	3.0%	2	0.0%	0	29.6%	6	0.0%	0	0.0%	0	0.0%	0
Linnaskea	1.7%	4	0.0%	0	2.2%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0
Maguiresbridge	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Newtownbutler	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Rosslea	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Enniskillen	25.8%	55	0.0%	0	12.3%	2	39.5%	8	89.0%	25	80.3%	16	4.4%	2
Lisbellaw	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belleek	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0
Garrison	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	7.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	15
Belturbet (ROI)	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	7
Cavan (ROI)	1.3%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.8%	2
Cleveragh Retail Park (ROI), Sligo	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Clones (ROI)	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Donegal (ROI)	6.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	14
Sligo (ROI)	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5
Others:														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Dublin (ROI)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Dungannon	1.3%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	4.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	9
Monaghan (ROI)	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Strabane	0.9%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		212		67		20		20		28		20		56
Sample:		195		32		29		27		33		23		51

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1														
<b>Q39 How often do you visit (FACILITY MENTIONED AT Q38) to go to bars, pubs, social clubs or nightclubs?</b>														
<i>Those who go to pubs / bars / nightclubs / social clubs at Q31</i>														
Daily	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
At least two times a week	1.1%	3	0.0%	0	2.3%	0	6.6%	1	0.0%	0	3.4%	1	0.0%	0
At least once a week	26.1%	59	27.3%	20	15.1%	3	15.3%	3	34.4%	10	24.1%	5	28.6%	17
At least once a fortnight	15.4%	35	12.6%	9	22.8%	5	7.0%	1	22.3%	7	19.2%	4	14.2%	8
At least once a month	24.1%	55	25.5%	19	35.6%	7	32.9%	7	8.6%	3	23.9%	5	23.2%	14
At least every two months	10.0%	23	2.3%	2	10.4%	2	13.9%	3	10.6%	3	10.8%	2	17.8%	10
At least every 3 months	11.0%	25	14.8%	11	2.3%	0	5.8%	1	10.8%	3	11.8%	2	11.0%	6
At least every 6 months	2.9%	6	0.0%	0	5.9%	1	10.7%	2	5.1%	2	6.8%	1	0.0%	0
Less often than once every 6 months	3.5%	8	7.4%	5	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.6%	2
Have only visited once	0.2%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.3%	12	10.1%	8	3.5%	1	7.8%	2	1.9%	1	0.0%	0	2.6%	2
Mean:	25.67		23.73		22.08		23.75		38.21		25.25		23.52	
Weighted base:	227		75		21		21		30		21		59	
Sample:	208		36		31		28		36		24		53	

**Q40 Which centre / facility did you last visit to go ten-pin bowling?**  
*Those who go ten pin bowling at Q31 AND Excl. Nulls & SFT's*

Zone 1														
CC Bowling, Cooley Road, Beragh, Omagh, BT79 OSP	10.0%	5	22.4%	4	0.0%	0	0.0%	0	0.0%	0	37.8%	1	0.0%	0
Zone 2														
Johnny Rocko's, Main Street, Irvinestown, BT94 1GJ	17.0%	8	0.0%	0	47.4%	2	35.7%	2	73.0%	4	0.0%	0	0.0%	0
Zone 6														
Astra Bowl (ROI), Townspark Centre, Main Street, Cavan	11.7%	5	0.0%	0	0.0%	0	17.8%	1	0.0%	0	0.0%	0	37.5%	5
Bundoran GlowBowl & Mack's Amusements (ROI), Macks Amusements, Main Street, Bundoran	22.5%	10	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.5%	8
Others:														
Belfast	8.9%	4	0.0%	0	28.5%	1	28.7%	1	27.0%	2	0.0%	0	0.0%	0
Brunswick Moviebowl, Brunswick Lane, Pennyburn Industrial Estate, Derry, BT48 0LU	27.7%	13	61.8%	11	24.1%	1	17.8%	1	0.0%	0	0.0%	0	0.0%	0
Londonerry	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.2%	1	0.0%	0
Weighted base:		47		18		4		5		6		2		12
Sample:		35		7		6		6		6		2		8



	Total	1 - Omagh	2 - Irvinestown	3 - Lisnaskea	4 - Enniskillen East	5 - Enniskillen West	6 - Republic of Ireland
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1							

**Q41 How often do you visit (FACILITY MENTIONED AT Q40) for ten-pin bowling?**  
*Those who go ten pin bowling at Q31*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.6%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0
At least once a week	3.1%	2	0.0%	0	29.2%	1	0.0%	0	0.0%	0	18.7%	1	0.0%	0
At least once a fortnight	3.6%	2	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	10.3%	2
At least once a month	4.7%	3	7.8%	2	0.0%	0	15.1%	1	0.0%	0	0.0%	0	0.0%	0
At least every two months	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	1	10.3%	2
At least every 3 months	13.4%	8	18.5%	5	0.0%	0	15.1%	1	35.3%	3	0.0%	0	0.0%	0
At least every 6 months	17.8%	11	18.9%	5	29.9%	1	30.3%	2	0.0%	0	0.0%	0	20.7%	3
Less often than once every 6 months	34.6%	21	43.7%	11	40.9%	2	9.2%	1	42.5%	3	0.0%	0	31.1%	5
Have only visited once	8.5%	5	11.1%	3	0.0%	0	15.1%	1	0.0%	0	0.0%	0	10.3%	2
(Don't know / varies)	8.5%	5	0.0%	0	0.0%	0	15.1%	1	0.0%	0	50.4%	2	17.2%	3
Mean:		6.90		2.61		16.18		3.85		17.78		23.38		5.00
Weighted base:		61		25		4		6		7		4		15
Sample:		44		10		6		7		7		3		11

**Q42 Which centre / facility did you last visit to go swimming?**  
*Those who swim at Q31 AND Excl. Nulls & SFT's*

<b>Zone 1</b>														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	31.3%	46	95.5%	40	47.4%	4	6.6%	2	3.2%	1	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irvinestown	1.0%	1	0.0%	0	5.9%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Killadeas	0.7%	1	0.0%	0	5.9%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
<b>Zone 3</b>														
Fivemiletown	1.7%	3	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0
Linnaskea	4.3%	6	0.0%	0	0.0%	0	27.0%	6	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	36.8%	54	0.0%	0	40.8%	3	40.0%	9	83.6%	25	94.6%	13	12.9%	4
<b>Zone 5</b>														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyconnell (ROI)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Ballyshannon (ROI)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Belturbet (ROI)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Bundoran (ROI)	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Cavan (ROI)	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3
Donegal (ROI)	6.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	10
Sligo (ROI)	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	6
<b>Others:</b>														
Ardoyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangor	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Cookstown	1.3%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisburn	0.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Londonerry	0.9%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Monaghan (ROI)	1.6%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	4.9%	2
Mulranny (ROI)	0.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	1.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	4.9%	2
Weighted base:		147		42		8		24		30		13		31
Sample:		137		18		13		31		34		14		27

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1														
Q43 How often do you visit (FACILITY MENTIONED AT Q42) to go swimming?														
Those who swim at Q31														
Daily	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
At least two times a week	19.8%	30	3.9%	2	21.0%	2	18.1%	4	41.9%	12	48.9%	6	10.7%	4
At least once a week	18.4%	28	30.6%	13	5.9%	0	22.9%	5	22.5%	7	5.0%	1	4.4%	2
At least once a fortnight	11.2%	17	14.9%	7	14.2%	1	13.1%	3	0.0%	0	21.5%	3	9.9%	3
At least once a month	18.8%	29	19.8%	9	20.7%	2	15.2%	4	10.5%	3	10.7%	1	29.7%	10
At least every two months	6.7%	10	10.3%	5	14.4%	1	3.6%	1	2.2%	1	5.8%	1	6.4%	2
At least every 3 months	4.7%	7	0.0%	0	0.0%	0	2.6%	1	17.6%	5	0.0%	0	3.9%	1
At least every 6 months	7.6%	12	15.1%	7	18.4%	2	14.9%	4	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	4.0%	6	0.0%	0	0.0%	0	4.8%	1	3.2%	1	0.0%	0	11.6%	4
Have only visited once	1.3%	2	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
(Don't know / varies)	7.2%	11	5.4%	2	0.0%	0	4.8%	1	0.0%	0	8.2%	1	18.9%	7
Mean:	40.58		28.68		32.37		38.48		65.24		66.03		25.02	
Weighted base:		153		44		8		24		30		13		34
Sample:		141		19		13		31		34		14		30

**Q44 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?**

*Those who go to theatres / concert halls / museum / art galleries at Q31 AND Excl. Nulls & SFT's*

Zone 1														
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killyclogher	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Omagh	16.5%	29	33.3%	23	25.0%	5	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosslea	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Ballinamallard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enniskillen	38.4%	67	0.0%	0	34.1%	6	54.7%	11	77.5%	25	74.6%	24	0.0%	0
Zone 5														
Belcoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Ballinamore (ROI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyshannon (ROI)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Cavan (ROI)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Donegal (ROI)	1.5%	3	2.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Others:														
Ardoyne	0.9%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.4%	1	0.0%	0
Belfast	24.4%	42	42.7%	29	31.7%	6	9.9%	2	6.1%	2	10.9%	4	0.0%	0
Central London / West End	3.4%	6	2.5%	2	6.5%	1	0.0%	0	4.8%	2	4.6%	1	0.0%	0
Dublin (ROI)	4.6%	8	2.8%	2	0.0%	0	13.7%	3	7.9%	3	2.0%	1	0.0%	0
Londonerry	5.0%	9	9.9%	7	0.0%	0	9.6%	2	0.0%	0	0.0%	0	0.0%	0
Strabane	1.2%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.8%	3	2.9%	2	2.7%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Weighted base:		174		68		18		21		32		32		2
Sample:		178		33		31		30		42		40		2

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1														
Q45 How often do you visit (FACILITY MENTIONED AT Q44) for art / culture activities (i.e. theatres / galleries / museums)?														
Those who go to theatres / concert halls / museum / art galleries at Q31														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	1.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.4%	1	0.0%	0
At least once a month	5.4%	10	6.3%	5	0.0%	0	0.0%	0	5.7%	2	11.3%	4	0.0%	0
At least every two months	12.6%	24	13.3%	10	7.9%	1	15.4%	4	11.7%	4	12.0%	4	15.9%	1
At least every 3 months	13.8%	26	18.7%	14	2.6%	0	13.9%	3	16.6%	5	9.0%	3	0.0%	0
At least every 6 months	33.8%	63	25.5%	19	57.3%	11	34.8%	9	32.3%	11	45.8%	15	0.0%	0
Less often than once every 6 months	18.8%	35	18.1%	13	24.7%	5	17.2%	4	22.9%	7	10.8%	3	35.6%	2
Have only visited once	4.2%	8	5.1%	4	4.9%	1	10.6%	3	0.0%	0	0.0%	0	11.3%	1
(Don't know / varies)	10.0%	19	13.1%	10	2.6%	0	8.1%	2	7.0%	2	6.7%	2	37.2%	2
Mean:		3.59		3.50		2.07		2.67		4.19		4.94		2.27
Weighted base:		188		73		19		25		33		32		6
Sample:		193		36		32		36		43		40		6

**Q46 How do you normally travel when visiting leisure destinations?***Those who participate in a leisure activity at Q31*

Car / van (as driver)	67.4%	345	67.9%	123	70.5%	34	68.3%	37	71.3%	46	69.7%	50	59.8%	55
Car / van (as passenger)	18.0%	92	17.1%	31	21.6%	10	20.6%	11	12.4%	8	19.9%	14	19.1%	18
Bus, minibus or coach	2.5%	13	3.6%	7	0.0%	0	3.0%	2	2.6%	2	3.0%	2	0.6%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.7%	34	7.1%	13	4.5%	2	6.5%	4	6.9%	4	6.4%	5	7.3%	7
Taxi	2.3%	12	2.1%	4	0.0%	0	0.0%	0	3.1%	2	1.1%	1	5.7%	5
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.1%	16	2.2%	4	3.4%	2	1.6%	1	3.8%	2	0.0%	0	7.4%	7
Weighted base:		512		181		48		55		64		72		92
Sample:		500		84		82		79		81		86		88

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
Q47 Which leisure facilities would you like to see more of in the area? [MR]														
Bars / pubs	3.5%	21	1.3%	3	0.0%	0	2.0%	1	4.0%	3	0.9%	1	12.5%	13
Better shopping facilities	4.7%	28	1.3%	3	1.6%	1	5.6%	4	0.9%	1	1.6%	1	17.6%	19
Bowling alley	15.2%	92	17.7%	38	5.8%	3	9.9%	7	13.1%	10	6.6%	6	26.9%	29
Cinema	5.0%	31	2.3%	5	0.0%	0	7.2%	5	0.0%	0	0.0%	0	19.5%	21
Concert hall / venue	0.6%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	1	2.1%	2
Cycle paths / area	3.4%	21	2.8%	6	0.9%	1	1.3%	1	4.1%	3	2.1%	2	7.9%	8
Dance facilities	0.9%	6	0.9%	2	0.9%	1	0.9%	1	2.0%	2	0.0%	0	0.9%	1
Extreme sports	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Health and fitness (gym)	6.3%	38	0.0%	0	1.7%	1	1.3%	1	4.0%	3	10.3%	9	22.8%	24
Hotels	1.5%	9	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6
Ice rink	4.6%	28	2.7%	6	2.9%	2	3.0%	2	2.8%	2	0.9%	1	14.6%	16
Karting	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	12
Leisure centre	5.0%	30	2.3%	5	2.2%	1	5.4%	4	6.2%	5	3.3%	3	12.2%	13
More children facilities / activities	10.1%	61	5.4%	11	7.8%	5	7.9%	5	11.8%	9	3.9%	3	25.6%	27
More sports facilities (football pitches, tennis courts)	6.5%	39	4.7%	10	12.1%	7	8.1%	5	5.7%	4	4.8%	4	8.0%	9
Museum / art galleries	1.0%	6	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	4.9%	5
Skateboarding	0.6%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	2.3%	2
Indoor soft play areas	2.4%	14	0.0%	0	4.1%	2	1.3%	1	1.6%	1	3.0%	2	7.0%	7
Play spaces / park facilities	3.5%	21	0.9%	2	5.4%	3	4.5%	3	1.6%	1	2.9%	2	8.5%	9
Paintballing	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	9
Restaurants / cafés	3.3%	20	3.1%	7	5.7%	3	0.0%	0	0.0%	0	0.9%	1	8.6%	9
Swimming pool	8.5%	51	1.8%	4	10.2%	6	7.4%	5	2.1%	2	8.3%	7	26.2%	28
Theatre	1.0%	6	0.0%	0	1.6%	1	0.9%	1	0.0%	0	0.0%	0	4.4%	5
Bingo	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
More facilities / activities for older people	0.6%	4	0.9%	2	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.6%	1
More public walkways	0.3%	2	0.0%	0	0.9%	1	0.9%	1	1.2%	1	0.0%	0	0.0%	0
(None)	51.2%	310	54.2%	115	59.3%	34	58.0%	39	62.8%	49	65.4%	55	16.9%	18
(Don't know)	7.4%	45	12.8%	27	0.8%	0	3.5%	2	1.7%	1	3.7%	3	9.8%	11
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
Q48 Which other community facilities and businesses would you like to see in the area? [MR/PR]														
Hotels	26.6%	161	45.4%	96	20.7%	12	18.0%	12	13.2%	10	33.3%	28	2.3%	3
Cultural centres	17.4%	105	20.7%	44	19.8%	11	22.7%	15	20.5%	16	19.6%	16	2.0%	2
Religious institutions	4.9%	30	4.8%	10	6.8%	4	10.5%	7	0.8%	1	6.5%	5	2.3%	2
Tourist attractions	31.3%	189	34.1%	72	35.9%	21	35.8%	24	36.0%	28	33.4%	28	15.1%	16
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Cafés / restaurants	0.5%	3	0.9%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
More public transport	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Supermarkets	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
(None)	43.0%	260	30.6%	65	50.3%	29	46.1%	31	49.0%	38	49.8%	42	51.9%	55
(Don't know)	7.9%	48	7.8%	17	2.8%	2	0.8%	1	5.7%	4	3.3%	3	20.8%	22
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
GEN Gender of respondent:														
Male	25.7%	156	20.5%	44	17.9%	10	24.2%	16	32.9%	26	24.0%	20	37.2%	40
Female	74.3%	450	79.5%	169	82.1%	47	75.8%	52	67.1%	52	76.0%	64	62.8%	67
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
AGE Could I ask how old you are please?														
18 – 24 years	7.1%	43	8.7%	18	2.1%	1	0.0%	0	2.0%	2	4.2%	4	17.2%	18
25 – 34 years	13.1%	79	4.3%	9	16.5%	10	10.2%	7	12.1%	9	12.6%	11	31.5%	34
35 – 44 years	17.5%	106	10.6%	23	13.9%	8	25.1%	17	25.9%	20	7.8%	6	29.9%	32
45 – 54 years	20.1%	122	28.3%	60	16.1%	9	23.1%	16	17.5%	14	17.4%	15	8.1%	9
55 – 64 years	17.1%	104	25.9%	55	16.1%	9	10.7%	7	12.8%	10	18.1%	15	6.9%	7
65+ years	21.1%	128	17.8%	38	32.1%	18	23.5%	16	25.6%	20	34.5%	29	6.4%	7
(Refused)	4.0%	24	4.4%	9	3.2%	2	7.3%	5	4.1%	3	5.4%	5	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
EMP Is the chief wage earner in full-time or part-time employment?														
Full-time	48.6%	294	41.4%	88	45.5%	26	56.5%	38	53.7%	42	39.9%	33	62.6%	67
Part-time	8.7%	52	11.6%	25	4.5%	3	5.1%	3	11.3%	9	7.0%	6	6.7%	7
Retired - private company pension	11.3%	68	13.0%	28	10.4%	6	7.3%	5	10.4%	8	18.6%	16	5.7%	6
Retired - state pension	14.5%	88	11.2%	24	26.6%	15	20.2%	14	13.9%	11	24.5%	20	3.7%	4
Unemployed	8.4%	51	11.7%	25	5.9%	3	4.8%	3	2.8%	2	5.6%	5	11.8%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	8.5%	52	11.0%	23	7.1%	4	6.1%	4	7.9%	6	4.3%	4	9.5%	10
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
ADU How many adults, including yourself, live in your household (16 years and above)?														
One	15.9%	96	12.0%	26	17.1%	10	18.6%	13	18.0%	14	23.7%	20	13.6%	15
Two	50.2%	304	46.5%	99	57.3%	33	53.0%	36	49.6%	38	39.3%	33	61.1%	65
Three	15.4%	93	15.7%	33	9.8%	6	9.4%	6	17.2%	13	19.7%	16	16.9%	18
Four or more	13.7%	83	19.6%	42	9.7%	6	11.1%	8	11.0%	9	14.1%	12	7.5%	8
(Refused)	4.8%	29	6.1%	13	6.2%	4	7.9%	5	4.1%	3	3.2%	3	0.9%	1
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
CHI How many children aged under 16 years old are there living in your household?														
None	65.5%	397	77.9%	165	60.3%	35	50.4%	34	65.2%	51	82.9%	69	39.6%	42
One	10.8%	66	5.0%	11	10.1%	6	11.3%	8	9.2%	7	6.0%	5	27.4%	29
Two	12.0%	73	5.5%	12	10.0%	6	16.4%	11	14.1%	11	5.6%	5	26.5%	28
Three	3.7%	22	0.9%	2	8.5%	5	8.1%	5	6.2%	5	1.3%	1	3.8%	4
Four or more	3.4%	21	4.5%	10	5.9%	3	5.9%	4	1.2%	1	0.9%	1	1.8%	2
(Refused)	4.7%	28	6.1%	13	5.2%	3	7.9%	5	4.1%	3	3.2%	3	0.9%	1
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
CAR How many cars does your household own or have the use of?														
None	8.5%	51	5.7%	12	5.1%	3	8.1%	6	11.8%	9	10.3%	9	12.1%	13
One	41.9%	254	38.4%	81	44.3%	26	37.5%	25	39.2%	30	43.4%	36	51.0%	55
Two	32.9%	199	33.3%	71	31.1%	18	36.0%	24	35.9%	28	29.5%	25	31.4%	34
Three or more	12.0%	73	16.5%	35	14.3%	8	9.6%	7	9.0%	7	12.4%	10	5.5%	6
(Refused)	4.8%	29	6.1%	13	5.2%	3	8.8%	6	4.1%	3	4.3%	4	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
HOM Do you own your own home?														
Yes	68.4%	415	77.5%	164	80.0%	46	69.7%	47	71.4%	55	69.9%	59	40.1%	43
No	25.4%	154	14.2%	30	14.9%	9	21.7%	15	24.4%	19	25.8%	22	55.8%	60
(Refused)	6.2%	38	8.3%	18	5.2%	3	8.6%	6	4.1%	3	4.3%	4	4.1%	4
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

	Total	1 - Omagh		2 - Irvinestown		3 - Lisnaskea		4 - Enniskillen East		5 - Enniskillen West		6 - Republic of Ireland		
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?														
White	94.0%	570	91.2%	194	96.1%	55	95.2%	65	94.2%	73	94.9%	79	96.8%	103
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Bangladeshi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other Asian	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.1%	31	7.8%	17	3.9%	2	4.8%	3	5.8%	5	5.1%	4	0.0%	0
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
QUOTA Zone:														
1 - Omagh	35.0%	212	100.0%	212	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 - Irvinestown	9.5%	58	0.0%	0	100.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - Lisnaskea	11.2%	68	0.0%	0	0.0%	0	100.0%	68	0.0%	0	0.0%	0	0.0%	0
4 - Enniskillen East	12.8%	78	0.0%	0	0.0%	0	0.0%	0	100.0%	78	0.0%	0	0.0%	0
5 - Enniskillen West	13.8%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0
6 - Republic of Ireland	17.6%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105
PC Postcode sector:														
BT74 4	3.3%	20	0.0%	0	0.0%	0	0.0%	0	26.1%	20	0.0%	0	0.0%	0
BT74 5	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	12	0.0%	0
BT74 6	5.7%	35	0.0%	0	0.0%	0	0.0%	0	44.7%	35	0.0%	0	0.0%	0
BT74 7	6.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.5%	41	0.0%	0
BT74 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
BT75 0	4.4%	26	0.0%	0	0.0%	0	38.8%	26	0.0%	0	0.0%	0	0.0%	0
BT78 1	4.5%	27	12.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 2	2.9%	17	8.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 3	6.0%	37	0.0%	0	63.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 4	3.2%	19	9.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT78 5	4.3%	26	12.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 0	6.1%	37	17.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 7	6.7%	40	19.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 8	2.9%	17	8.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 9	4.6%	28	13.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT92 0	3.2%	20	0.0%	0	0.0%	0	28.9%	20	0.0%	0	0.0%	0	0.0%	0
BT92 2	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0
BT92 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
BT92 6	0.4%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
BT92 7	0.8%	5	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
BT92 8	1.1%	7	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0
BT92 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
BT93 0	0.5%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT93 1	1.3%	8	0.0%	0	14.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT93 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
BT93 3	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0
BT93 4	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	8	0.0%	0
BT93 5	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
BT93 6	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
BT94 1	1.6%	10	0.0%	0	17.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT94 2	1.1%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0
BT94 3	0.9%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0
BT94 4	1.4%	8	0.0%	0	0.0%	0	12.2%	8	0.0%	0	0.0%	0	0.0%	0
BT94 5	1.8%	11	0.0%	0	0.0%	0	0.0%	0	13.7%	11	0.0%	0	0.0%	0
ROI	17.6%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107
Weighted base:		606		212		58		68		78		84		107
Sample:		606		100		100		100		100		101		105

## **Appendix 5:**

### **Sample Questionnaire**

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

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

Yes  
No

IF 'YES' – CONTINUE INTERVIEW.

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

**Q01** Where did you last undertake your main food and grocery shopping?  
DO NOT READ OUT. ONE ANSWER ONLY.

#Convenience Convenience List

ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01A

**Q02** For your last main food internet / home delivery shopping order, how did you receive your goods?  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Collection at store
- 2 Home delivery
- 3 Delivery to place of work
- 4 Collection at click and collect hub (non-store location)
- 5 Collection at other location (PLEASE WRITE IN)
- 6 (Don't know / varies)

ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01A

**Q02A** Which retailer do you purchase your main food internet / home delivery shopping from?  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Asda
- 2 Sainsbury's
- 3 Iceland
- 4 Sainsbury's
- 5 Tesco
- 6 Marks & Spencer
- 7 Other (PLEASE WRITE IN)
- 8 (Don't know / varies)

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

- 1 Accessibility by public transport
- 2 Car parking prices
- 3 Car parking provision
- 4 Choice of food goods available
- 5 Choice of shops nearby selling non-food goods
- 6 Choice of shops selling food goods
- 7 Cleanliness
- 8 Delivery service
- 9 Easy to get to by car
- A Entertainment / events
- B Good internal layout
- C Good service / friendly staff
- D Habit / always use it / preference for retailer
- E Internet shopping is convenient
- F Lower prices
- G Loyalty card / points scheme
- H Near to home
- I Near to work
- J Nice shopping environment
- K Only one in the area / no other choice
- L Provision of leisure facilities nearby
- M Provision of services nearby, such as banks and other financial services
- N Public information, signposts and public facilities
- O Quality of food goods available
- P Quality of shops selling food goods
- Q Safety (during the day)
- R Safety (during the evening / night time)
- S Staff discount / work there
- T Value for money
- U Other (PLEASE WRITE IN)
- V (Don't know / no reason in particular)



- Q04 What if anything is the one thing you most dislike about (STORE MENTIONED AT Q01) ?**  
DO NOT READ OUT. ONE ANSWER ONLY
- 1 (Nothing)
  - 2 Change layout too often
  - 3 Expensive parking
  - 4 Difficult to get to
  - 5 Expensive
  - 6 Lack of cycle parking
  - 7 Difficult to park / lack of parking
  - 8 Lack of public transport
  - 9 Limited range of goods
  - A No petrol station
  - B Poor internal layout
  - C Poor quality
  - E Staff rude / unhelpful
  - F Too busy
  - G Too far away
  - H Too small
  - I Other (PLEASE WRITE IN)
  - J (Don't know)
- Q05 How much on average does your household normally spend on main food and grocery shopping in a week?**  
DO NOT PROMPT. ONE ANSWER ONLY.
- X To the nearest £: (PLEASE WRITE IN)
  - Y (Don't know / varies)
  - Z (Refused)
- Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)**  
DO NOT READ OUT. ONE ANSWER ONLY. PROMPT IF NECESSARY
- 1 Daily
  - 2 At least two times a week
  - 3 At least once a week
  - 4 At least once a fortnight
  - 5 At least once a month
  - 6 At least every two months
  - 7 Less often
  - 8 Have only visited once
  - 9 (Don't know / varies)
- NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01A**
- Q07 How do you normally travel to (STORE MENTIONED AT Q01)?**  
DO NOT READ OUT. ONE ANSWER ONLY.
- 1 Car / van (as driver)
  - 2 Car / van (as passenger)
  - 3 Bus (including the busway or guided bus), minibus or coach
  - 4 Motorcycle, scooter or moped
  - 5 Walk
  - 6 Taxi
  - 7 Train
  - 8 Metro
  - 9 Bicycle
  - A Mobility scooter / disability vehicle
  - B Other (PLEASE WRITE IN)
  - C (Don't know / varies)
- NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01A**
- Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?**  
DO NOT PROMPT. ONE ANSWER ONLY.
- X Amount of time taken to nearest whole minute (PLEASE WRITE IN)
  - Y (Don't know / can't remember)
  - Z (Refused)
- Q09 When do you do your main food shopping?**  
DO NOT PROMPT. ONE ANSWER ONLY.
- 1 Weekdays during the day
  - 2 Weekdays during the evening
  - 3 Saturday
  - 4 Sunday
  - 5 (Don't know / varies)

**NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01A**

**Q10**

**When you go main food shopping is your trip linked with any other activity?**

DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

- |   |   |           |
|---|---|-----------|
| 1 | Yes – non - food shopping   | GO TO Q11 |
| 2 | Yes – other food shopping   | GO TO Q11 |
| 3 | Yes – visiting services such as banks and other financial institutions  | GO TO Q11 |
| 4 | Yes – leisure activity  | GO TO Q12 |
| 5 | Yes – travelling to / from work   | GO TO Q12 |
| 6 | Yes – travelling to / from school / college / university                | GO TO Q12 |
| 7 | Yes – getting petrol  | GO TO Q12 |
| 8 | Yes – visiting café / pub / restaurant                                  | GO TO Q12 |
| 9 | Yes – visiting family/friends   | GO TO Q12 |
| A | Yes – visiting health service such as doctor, dentist, hospital         | GO TO Q12 |
| B | Yes – visiting other service such as laundrette, hairdresser, recycling | GO TO Q12 |
| C | Yes – other activity (PLEASE WRITE IN)                                  | GO TO Q12 |
| D | (No activity)   | GO TO Q12 |
| E | (Don't know / varies)   | GO TO Q12 |

**ASK THOSE WHO SAID YES TO: "NON-FOOD", "OTHER FOOD" OR "FINANCIAL INSTITUTIONS" AT Q10 OTHERS GO TO Q12**

**Q11**

**Where do you do this linked trip?**

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

#Comparis: Comparison List

**Q12**

**Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?**

DO NOT READ OUT. ONE ANSWER ONLY.

- |   |     |           |
|---|-----|-----------|
| 1 | Yes | GO TO Q13 |
| 2 | No  | GO TO Q16 |

**Q13**

**Where did you last undertake this 'top up' shopping?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Convenie: Convenience List

**Q14**

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

DO NOT READ OUT. ONE ANSWER ONLY.

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

**Q15**

**How much on average does your household normally spend on top up shopping in a week?**

DO NOT READ OUT. ONE ANSWER ONLY.

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

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

**Q16**

**Where did you last buy clothing or footwear goods?**

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

#Comparis: Comparison List

**NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T DO THIS TYPE OF SHOPPING) AT Q16**

**Q17**

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

DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

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

**Q18 Where did you last buy books, CDs, DVDs?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Compari: Comparison List

**Q19 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Compari: Comparison List

**Q20 Where did you last buy goods such as toys, games, bicycles and recreational goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Compari: Comparison List

**Q21 Where did you last buy chemist goods (including health and beauty products)?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Compari: Comparison List

**Q22 Where did you last buy electrical items, such as televisions, washing machines and computers?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Compari: Comparison List

**Q23 Where did you last buy DIY or gardening goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Compari: Comparison List

**Q24 Where did you last buy furniture, carpets and floor coverings?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Compari: Comparison List

**Q25 Do you ever visit any of the following centres?**  
READ OUT. CAN BE MULTICODED.

- 1 Enniskillen
- 2 Omagh
- 3 (Don't visit any of these centres)

GO TO Q27

LIST POPULATED BY LOCATION ANSWERS GIVEN AT Q26 (IF MORE THAN ONE LOCATION STATED)

**Q26 Which centre do you visit the most?**  
ONE ANSWER ONLY.

- 1 Enniskillen
- 2 Omagh

ASK THOSE WHO DON'T VISIT ENNISKILLEN AT Q25

**Q27 Why don't you visit Enniskillen?**  
DO NOT READ OUT. CAN BE MULTICODED

- 1 Lack of choice and range of non-food shops
- 2 Lack of choice and range of food shops
- 3 Choice of leisure facilities (cinema, gym, pubs etc.)
- 4 Choice of services (hairdressers, banks etc.)
- 5 Environmental quality of centre
- 6 Too far away from home
- 7 Too far away from work
- 8 Not accessible by public transport
- 9 Inconveniently located car parking
- A Expensive car parking
- B Traffic congestion
- C Other (PLEASE WRITE IN)
- D (Nothing, no reason to visit)
- E (Don't know)

**ASK THOSE WHO DON'T VISIT OMAGH AT Q25****Q27A****Why don't you visit Omagh?**

DO NOT READ OUT. CAN BE MULTICODED

- 1 Lack of choice and range of non-food shops
- 2 Lack of choice and range of food shops
- 3 Choice of leisure facilities (cinema, gym, pubs etc.)
- 4 Choice of services (hairdressers, banks etc.)
- 5 Environmental quality of centre
- 6 Too far away from home
- 7 Too far away from work
- 8 Not accessible by public transport
- 9 Inconveniently located car parking
- A Expensive car parking
- B Traffic congestion
- C Other (PLEASE WRITE IN)
- D (Nothing, no reason to visit)
- E (Don't know)

**ASK THOSE WHO DON'T VISIT ANY CENTRES AT Q25****Q27B****Which of these other centres do you usually visit?**

READ OUT. SELECT ALL THAT APPLY.

- 1 Cookstown
- 2 Dungannon
- 3 Derry
- 4 Belfast
- 5 Lisnaskea
- 6 Irvinestown
- 7 Other (PLEASE WRITE IN)
- 8 (Don't know / none)

**Q28****Which of the following, if any, methods of electronic home shopping do you use?**

READ OUT. CAN BE MULTICODED

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

GO TO Q29

GO TO Q29

GO TO Q29

GO TO Q31

**ASKED TO THOSE WHO USE ELECTRONIC HOME SHOPPING AT Q29****Q29****Which goods or services do you currently purchase via electronic (home / mobile) shopping?**

DO NOT READ OUT. CAN BE MULTICODED.

- 1 Food
- 2 Clothes
- 3 Banking / finance
- 4 Books
- 5 Car parts / products
- 6 CDs, DVDs, music
- 7 Craft / hobby items
- 8 DIY goods
- 9 Furniture / carpets
- A Garden items
- B Gifts
- C Health / beauty / cosmetic / toiletry items
- D Holiday and / or travel tickets
- E Jewellery
- F Major electrical items
- G Pet products
- H Small electrical items
- I Small household goods
- J Sports goods
- K Stationery
- L Toys
- M Other (PLEASE WRITE IN)
- N (Don't know / varies)

**Q30****What, if anything, would change your Internet / electronic shopping preferences in the next 3 - 5 years?**

READ OUT. ALLOW MULTIPLE ANSWERS.

- 1 Improved broadband
- 2 More / nearer click and collect services
- 3 Increased local collection points
- 4 Other (PLEASE WRITE IN)
- 5 (Nothing)

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

**Q31 Which of these leisure activities do you participate in?**

READ OUT. CAN BE MULTICODED.

- |   |  |           |
|---|--|-----------|
| 1 | Indoor sports or health and fitness activity | GO TO Q32 |
| 2 | Cinema                                       | GO TO Q34 |
| 3 | Restaurant                                   | GO TO Q36 |
| 4 | Pub / bars                                   | GO TO Q38 |
| 5 | Nightclub                                    | GO TO Q38 |
| 6 | Social club                                  | GO TO Q38 |
| 7 | Ten pin bowling                              | GO TO Q40 |
| 8 | Swimming                                     | GO TO Q42 |
| 9 | Theatre / concert hall                       | GO TO Q44 |
| A | Museum / art galleries                       | GO TO Q44 |
| B | (None mentioned)                             | GO TO Q47 |

**ASKED TO THOSE WHO PARTICIPATE IN HEALTH AND FITNESS OR LEISURE CENTRE ACTIVITIES AT Q31**

**Q32 Which centre / facility did you last visit for indoor sports or health and fitness activity?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Leisure Leisure List

**Q33 How often do you visit (FACILITY MENTIONED AT Q32)?**

DO NOT READ OUT. ONE ANSWER ONLY.

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

**ASKED TO THOSE WHO GO TO THE CINEMA AT Q31**

**Q34 Which centre / facility did you last visit to go the cinema?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Cinema Cinema List

**Q35 How often do you visit (FACILITY MENTIONED AT Q34)?**

DO NOT READ OUT. ONE ANSWER ONLY.

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

**ASKED TO THOSE WHO GO TO RESTAURANTS AT Q31**

**Q36 Which centre / facility did you last visit to go to a restaurant?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Leisure Leisure List

**Q37 How often do you visit (FACILITY MENTIONED AT Q36)?**

DO NOT READ OUT. ONE ANSWER ONLY.

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

**ASKED TO THOSE WHO GO TO PUB/BARS, NIGHTCLUBS OR A SOCIAL CLUB AT Q31**

**Q38 Which centre / facility did you last visit to go to bars, pubs, social clubs or nightclubs?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Leisure Leisure List

**Q39 How often do you visit (FACILITY MENTIONED AT Q38)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

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

**ASKED TO THOSE WHO GO TEN PIN BOWLING AT Q31**

**Q40 Which centre / facility did you last visit to go ten-pin bowling?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Bowling Bowling List

**Q41 How often do you visit (FACILITY MENTIONED AT Q40)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

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

**ASKED TO THOSE WHO GO TO BINGO AT Q31**

**Q42 Which centre / facility did you last visit to go swimming?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Leisure Leisure List

**Q43 How often do you visit (FACILITY MENTIONED AT Q42)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

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

**ASKED TO THOSE WHO VISIT THEATRE/CONCERT HALL; MUSEUM/ART GALLERIES AT Q31**

**Q44 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#Leisure Leisure List

**Q45 How often do you visit (FACILITY MENTIONED AT Q44)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

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

**Q46**      **How do you normally travel when visiting leisure destinations?**  
DO NOT READ OUT. ONE ANSWER ONLY.

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

**Q47**      **Which leisure facilities would you like to see more of in the area?**  
DO NOT READ OUT. CAN BE MULTICODED.

- 1      Bars / pubs
- 2      Better shopping facilities
- 3      Bowling alley
- 4      Cinema
- 5      Concert hall / venue
- 6      Cycle paths / area
- 7      Dance facilities
- 8      Extreme sports
- 9      Health and fitness (gym)
- A      Hotels
- B      Ice rink
- C      Karting
- D      Leisure centre
- E      More children facilities / activities
- F      More sports facilities (football pitches, tennis courts)
- G      Museum / art galleries
- H      Skateboarding
- I      Indoor soft play areas
- J      Play spaces / park facilities
- K      Paintballing
- L      Restaurants
- M      Swimming pool
- N      Theatre
- O      Bingo
- P      Other (PLEASE WRITE IN)
- Q      (None)
- R      (Don't know)

**Q48**      **Which other community facilities and businesses would you like to see in the area?**  
READ LIST. CAN BE MULTICODED

- 1      Hotels
- 2      Cultural centres
- 3      Religious institutions
- 4      Tourist attractions
- 5      Other (PLEASE WRITE IN)
- 6      (None)
- 7      (Don't know)

<b>GEN</b>	<b>Gender of respondent.</b> DO NOT READ OUT. CODE FROM OBSERVATION	
1	Male	
2	Female	
<b>AGE</b>	<b>Could I ask how old you are please?</b> DO NOT READ OUT. ONE ANSWER ONLY.	
1	18 – 24 years	
2	25 – 34 years	
3	35 – 44 years	
4	45 – 54 years	
5	55 – 64 years	
6	65+ years	
7	(Refused)	
<b>OCC</b>	<b>What is the occupation of the main income earner in the household?</b> IF RETIRED ASK FOR PREVIOUS OCCUPATION	
1	Occupation (PLEASE WRITE IN)	GO TO EMP
2	Retired state pension - ONLY	GO TO HOM
3	(Refused)	GO TO HOM
<b>EMP</b>	<b>Is the chief wage earner in full-time or part-time employment?</b> DO NOT READ OUT. ONE ANSWER ONLY	
1	Full-time	
2	Part-time	
3	Retired - private company pension	
4	Retired - state pension	
5	Unemployed	
6	Other (PLEASE WRITE IN)	
7	(Refused)	
<b>ADU</b>	<b>How many adults, including yourself, live in your household (16 years and above)?</b> DO NOT READ OUT. ONE ANSWER ONLY.	
1	One	
2	Two	
3	Three	
4	Four or more	
5	(Refused)	
<b>CHI</b>	<b>How many children aged under 16 years old are there living in your household?</b> DO NOT READ OUT. ONE ANSWER ONLY.	
1	None	
2	One	
3	Two	
4	Three	
5	Four or more	
6	(Refused)	
<b>CAR</b>	<b>How many cars does your household own or have the use of?</b> DO NOT READ OUT. ONE ANSWER ONLY.	
1	None	
2	One	
3	Two	
4	Three or more	
5	(Refused)	
<b>HOM</b>	<b>Do you own your own home?</b> DO NOT READ OUT. ONE ANSWER ONLY	
1	Yes	
2	No	
3	(Refused)	
<b>ETH</b>	<b>To ensure we get a representative sample can I please ask what you consider your ethnicity to be?</b> DO NOT READ OUT. ONE ANSWER ONLY.	
1	White	
2	Indian	
3	Pakistani	
4	Bangladeshi	
5	Other Asian	
6	Black Caribbean	
7	Black African	
8	Other black	
9	Chinese	
A	Mixed race	
B	Other ethnic group (PLEASE WRITE IN)	
C	(Refused)	

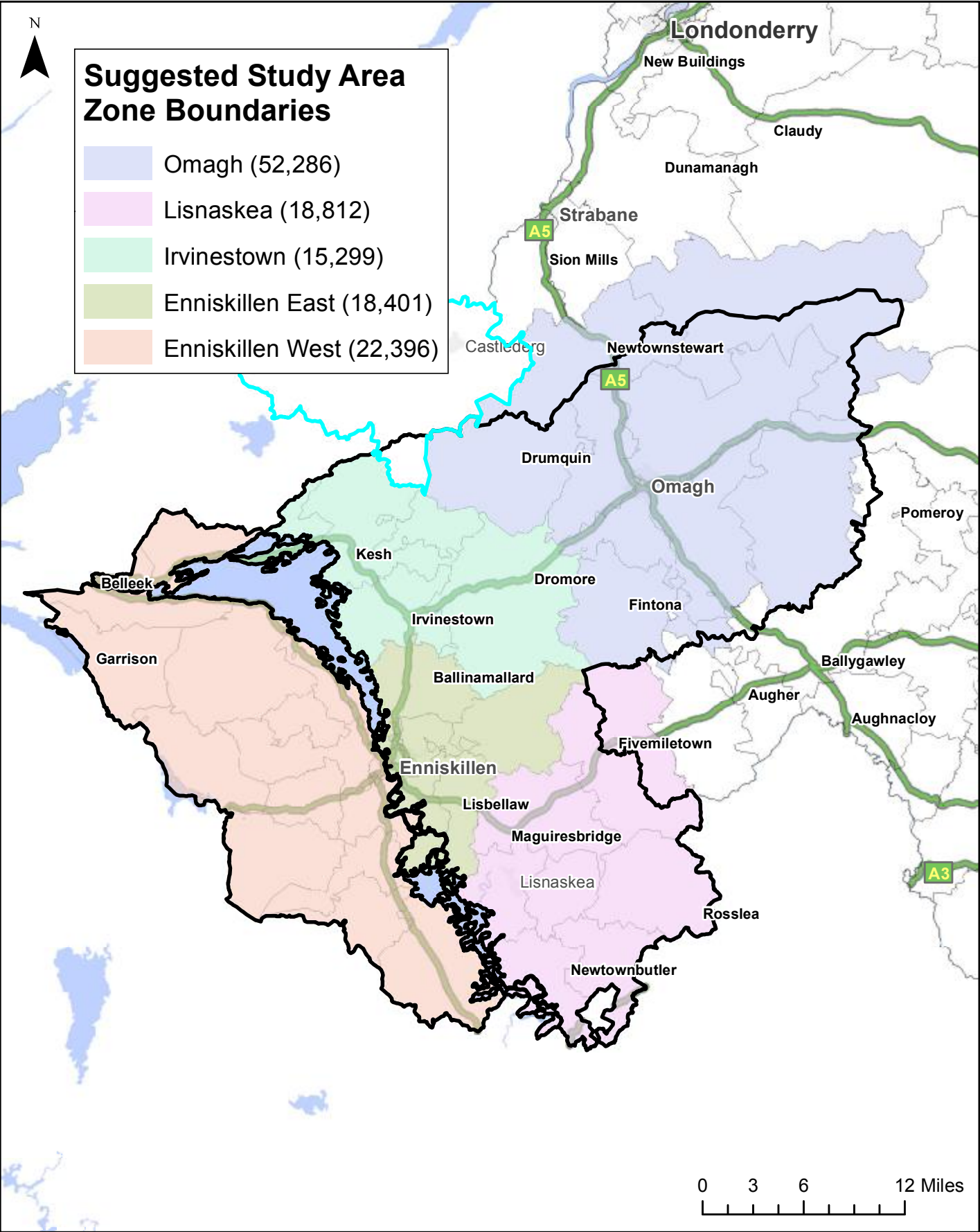
**Thank & close.**



## Appendix 6:

Map

# Tender for Retail and Leisure Capacity Study for Fermanagh and Omagh Local Development Plan 2030



# Appendix D

## Statistical Tables

Table 1: Population and convenience goods expenditure per capita

Zone	Population				Per capita expenditure (£)					
	2016	2020	2025	2030	2014 <i>inc SfT</i>	2014	2016	2020	2025	2030
1	51,955	53,039	54,128	54,932	2,141	2,090	2,054	2,017	2,004	2,006
2	14,926	15,238	15,550	15,781	2,214	2,161	2,124	2,086	2,072	2,074
3	18,790	19,182	19,575	19,866	2,324	2,268	2,230	2,189	2,175	2,177
4	18,248	18,628	19,010	19,293	2,208	2,155	2,119	2,080	2,067	2,069
5	22,329	22,795	23,263	23,609	2,380	2,322	2,283	2,241	2,227	2,229
Total	126,248	128,882	131,526	133,481						

- Notes:
- a. Per capita expenditure derived from Experian MMG3 data (2016 report)
  - b. 2016 base population for each zone derived from Experian MMG3 data (2016 report). Projected forward to 2030 using NISRA data for Fermanagh & Omagh District.
  - c. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 14 (November 2016)
  - d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 14 (November 2016)

2015 Prices

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)				Growth (£m)		
	Convenience				Convenience		
	2016	2020	2025	2030	2016-2020	2016-2025	2016-2030
1	106.7	107.0	108.5	110.2	0.3	1.8	3.5
2	31.7	31.8	32.2	32.7	0.1	0.5	1.0
3	41.9	42.0	42.6	43.2	0.1	0.7	1.4
4	38.7	38.8	39.3	39.9	0.1	0.6	1.3
5	51.0	51.1	51.8	52.6	0.1	0.8	1.7
Total	269.9	270.6	274.4	278.7	0.6	4.4	8.7

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

Zone	Expenditure (£m)		
	Convenience (2016)		
	Main	Top-up	Total
1	82.0	24.7	106.7
2	24.1	7.6	31.7
3	33.1	8.8	41.9
4	29.8	8.9	38.7
5	39.4	11.6	51.0
Total	208.4	61.6	269.9

Notes:

- a. Per capita expenditure derived from Experian MMG3 data (2016 report)
- b. Population derived from Experian MMG3 data (2016 report)
- c. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 14
- d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 14
- e. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- f. Ratio of main food shopping to top-up food shopping per zone derived directly from NEMS Household Survey (October 2016)

2015 Prices

Table 3: Convenience goods shopping patterns

Destination	Total (Z1-5)		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)
Study Area														
Zone 1   Omagh														
Omagh Town Centre														
Asda, Dromore Road, Omagh	22.9	1.7	49.3	4.2	28.7	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	4.0	1.0	9.4	2.4	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, James Street, Meetinghouse Hill, Omagh	1.9	1.8	3.7	4.0	3.6	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu, Market Street, Omagh	2.0	1.5	4.5	3.3	2.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Showgrounds Retail Park, Omagh	1.2	1.3	3.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Iceland, Kelvin Road, Omagh	0.9	1.7	1.9	4.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Omagh	2.9	11.9	7.1	28.7	0.0	3.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Omagh Edge-of-Centre														
Spar, Anderson Gardens, Omagh	1.6	4.1	3.9	9.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others														
Costcutter, Main Street, Sixmilecross	0.0	0.7	0.0	1.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Sixmilecross	0.0	1.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eurospar, Fintona	0.0	0.5	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu, Fintona	1.8	2.4	4.1	4.0	1.7	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Fintona	0.0	0.5	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Newtownstewart	0.8	2.2	1.9	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Newtownstewart	0.0	1.5	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Beragh	0.0	1.1	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Carrickmore	0.3	1.1	0.9	2.4	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Gortin	0.0	1.3	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Seskinore	0.0	0.5	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	40.3	37.8	89.9	88.2	39.9	17.7	1.8	1.1	0.0	0.0	0.0	0.0	1.4	0.0
Zone 2   Irvinestown														
Centra, Main Street, Irvinestown	0.0	0.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Irvinestown	1.5	2.7	0.0	0.0	12.6	20.8	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Nisa, Main Street, Trillick	0.5	0.7	0.0	0.0	4.5	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Main Street, Trillick	0.1	0.9	0.0	0.0	0.9	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Main Street, Trillick	0.0	0.2	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Trillick	0.1	0.4	0.0	0.0	0.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Main Street, Dromore	0.4	1.8	0.0	0.0	3.8	13.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Local Shops, Dromore	0.0	0.5	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Ederney	0.1	0.7	0.0	0.0	1.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Mian Street, Kesh	0.1	0.6	0.0	0.0	1.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Kesh	0.0	0.6	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.8	9.3	0.0	0.0	24.5	72.9	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0
Zone 3   Linnaskea														
Lidl, Main Street, Linnaskea	1.8	1.1	0.0	0.0	0.0	0.0	10.7	7.9	0.9	0.0	0.0	0.0	0.0	1.5
Costcutter, Main Street, Linnaskea	0.3	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
Spar, Main Street, Linnaskea	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Linnaskea	0.4	3.4	0.0	0.0	0.0	1.5	2.6	21.3	0.0	1.1	0.0	0.0	0.0	0.0
Spar, Main Street, Fivemiletown	1.6	2.0	0.0	0.0	0.9	0.0	9.7	13.9	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Fivemiletown	0.6	0.8	0.0	0.0	0.0	0.0	3.8	5.8	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Fivemiletown	0.0	0.8	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Dernawilt Road, Rosslea	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Main Street, Rosslea	0.2	0.6	0.0	0.0	0.0	0.0	1.4	4.5	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Rosslea	0.2	0.5	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.9	0.0	0.0	0.0
Supervalu, Clones Road, Newtownbutler	0.8	1.9	0.0	0.0	0.0	0.0	4.9	8.3	0.0	0.0	0.0	3.9	0.0	0.0
Local shops, Newtownbutler	0.3	0.7	0.0	1.4	0.0	0.0	1.9	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Brookeborough	0.1	0.6	0.0	0.0	0.0	0.0	0.9	3.9	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Maguiresbridge	0.1	0.3	0.0	0.0	0.0	0.0	0.9	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.7	13.0	0.0	1.4	0.9	1.5	39.7	79.3	0.9	1.1	0.9	3.9	0.0	1.5
Zone 4   Enniskillen East														
Enniskillen Town Centre														
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen	1.3	0.6	0.0	0.0	1.9	0.0	2.3	0.0	3.5	1.8	1.1	2.0	0.0	0.0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	2.4	1.5	0.0	0.0	2.8	1.4	3.2	0.0	3.7	5.5	5.5	2.8	0.5	0.0
Marks & Spencer, Erneside Shopping Centre, Enniskillen	0.5	1.3	0.0	0.0	0.0	1.4	0.9	0.0	0.0	3.9	1.7	3.2	0.0	0.0
Local shops, Enniskillen	1.0	10.4	0.0	0.0	0.0	0.0	1.0	6.2	3.0	32.7	2.0	25.6	0.0	0.9
Enniskillen Edge-of-Centre														
Asda, Derrychara Road, Enniskillen	20.0	5.6	0.0	0.0	14.9	1.5	26.8	4.0	45.6	12.4	39.7	16.3	7.2	0.0
Tesco, Derrychara Link, Enniskillen	16.0	2.9	1.0	0.0	13.4	0.0	16.2	2.1	36.3	14.5	33.3	2.8	1.5	0.0
Others														
Centra, Main Street, Ballinamallard	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Spar, Main Street, Ballinamallard	0.4	0.6	0.0	0.0	0.0	1.5	0.0	0.0	2.6	3.2	0.0	0.0	0.0	0.0
Local shops, Ballinamallard	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Spar, Coa Road, Chanterhill	0.2	0.5	0.0	0.0	0.8	0.0	0.0	0.0	0.8	3.4	0.0	0.0	0.0	0.0
Spar, Main Street, Lisbellaw	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0
Local shops, Lisbellaw	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0
Local shops, Lisnack	0.0	0.3	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Tempo	0.1	0.8	0.0	0.0	0.0	0.0	0.9	0.0	5.4	0.0	0.0	0.0	0.0	0.0
Sub Total	41.8	26.1	1.0	0.0	33.8	8.0	51.1	12.3	95.3	93.4	83.2	52.7	9.2	0.9
Zone 5   Enniskillen West														
Iceland, Shore Road, Enniskillen	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.9	1.8	1.6	0.0	0.7
Spar, Sligo Road, Enniskillen	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.1	0.0	0.0
Costcutter, Derrylin Road, Bellanaleck	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0
Local shops, Bellanaleck	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0
Centra, Main Street, Belleek	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Local shops, Belleek	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	4.5	0.0	0.0
Spar, Main Street, Belcoo	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	2.0	0.0	0.0
Local shops, Belcoo	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Spar, Knockaraven, Garrison	1.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	6.9	0.0	0.0
Spar, Rossory Church Road, Craigville	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	3.0	0.0	0.0
Local shops, Derrygonnelly	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0
Local shops, Letterbreen	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Sub Total	3.3	8.2	0.0	0.0	0.0	0.0	0.0	0.0	3.8	2.4	14.4	41.9	0.0	0.7
Sub Total   Fermanagh & Omagh District	94.8	94.4	90.9	89.6	99.1	100.0	92.5	92.8	100.0	98.9	98.4	98.5	10.7	3.2
Zone 6   ROI														
Aldi (ROI), Cranmore Lane, Sligo	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					

**Notes:**

- Zones based on post code sectors
- Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- Excludes 'don't know/varies', markets and internet sales

2015 Prices



Table 5: Convenience goods shopping patterns

Destination	Gross Floorspace	Net Sales Area	Net Convenience	Sales Density	Benchmark Turnover	Survey Turnover	Inflow	Estimated Survey	Overtrading
	(Sq m)	(Sq m)	Sales Area (A)	(B)	(AxB)		Allowance	T/O with Inflow	
Study Area			(Sq m)	(£ per sq m)	(£m)	(£m)	(£m)	(£m)	(£m)
Zone 1   Omagh									
Omagh Town Centre									
Asda, Dromore Road, Omagh	4,860	2,672	1,790	13,912	24.9	48.7	0.0	48.7	23.8
Dunnes Stores, Irishtown Road, Omagh					8.9	8.9	0.0	8.9	0.0
Lidl, James Street, Meetinghouse Hill, Omagh	1,327	929	743	3,474	2.6	5.0	0.0	5.0	2.5
Supervalu, Market Street, Omagh					5.2	5.2	0.0	5.2	0.0
Marks & Spencer, Showgrounds Retail Park, Omagh	1,262	883	284	11,084	3.1	3.3	0.1	3.4	0.3
Iceland, Kelvin Road, Omagh	630	441	419	7,027	2.9	2.9	0.0	2.9	-0.1
Local Shops, Omagh					13.5	13.5	0.0	13.5	0.0
Omagh Edge-of-Centre									
Spar, Anderson Gardens, Omagh	200	140	133	7,167	1.0	5.7	0.0	5.7	4.8
Others									
Costcutter, Main Street, Sixmilecross	142	99	94	7,199	0.7	0.4	0.0	0.4	-0.3
Local Shops, Sixmilecross					0.6	0.6	0.0	0.6	0.0
Eurospar, Fintona					0.3	0.3	0.0	0.3	0.0
Supervalu, Fintona					5.3	5.3	0.0	5.3	0.0
Local Shops, Fintona					0.3	0.3	0.0	0.3	0.0
Spar, Newtownstewart	280	196	186	7,167	1.3	2.9	0.0	2.9	1.6
Local Shops, Newtownstewart					0.9	0.9	0.0	0.9	0.0
Local Shops, Beragh					0.6	0.6	0.0	0.6	0.0
Local Shops, Carrickmore					1.4	1.4	0.0	1.4	0.0
Local Shops, Gortin					0.8	0.8	0.0	0.8	0.0
Local Shops, Seskinore					0.3	0.3	0.0	0.3	0.0
Sub Total					74.7	107.1	0.1	107.2	32.5
Zone 2   Irvinestown									
Centra, Main Street, Irvinestown					0.1	0.1	0.0	0.1	0.0
Local Shops, Irvinestown					4.7	4.7	0.0	4.7	0.0
Nisa, Main Street, Trillick					1.5	1.5	0.0	1.5	0.0
Spar, Main Street, Trillick	100	70	67	7,167	0.5	0.8	0.0	0.8	0.3
Costcutter, Main Street, Trillick	142	99	94	7,199	0.7	0.1	0.0	0.1	-0.6
Local Shops, Trillick					0.4	0.4	0.0	0.4	0.0
Spar, Main Street, Dromore	150	105	100	7,167	0.7	2.0	0.0	2.0	1.3
Local Shops, Dromore					0.3	0.3	0.0	0.3	0.0
Local Shops, Ederney					0.6	0.6	0.0	0.6	0.0
Costcutter, Mian Street, Kesh	142	99	94	7,199	0.7	0.6	0.0	0.6	-0.1
Local Shops, Kesh					0.4	0.4	0.0	0.4	0.0
Sub Total					10.7	11.6	0.0	11.6	1.0
Zone 3   Lisnaskea									
Lidl, Main Street, Lisnaskea	1,327	929	743	3,474	2.6	4.5	0.1	4.6	2.0
Costcutter, Main Street, Lisnaskea	142	99	94	7,199	0.7	0.7	0.0	0.7	0.0
Spar, Main Street, Lisnaskea	200	140	133	7,167	1.0	0.3	0.0	0.3	-0.7
Local shops, Linnaskea					2.9	2.9	0.0	2.9	0.0
Spar, Main Street, Fivemiletown	500	350	333	7,167	2.4	4.6	0.0	4.6	2.3
Co-op, Main Street, Fivemiletown	621	435	380	8,423	3.2	1.8	0.0	1.8	-1.4
Local shops, Fivemiletown					0.5	0.5	0.0	0.5	0.0
Costcutter, Dernawilt Road, Rosslea	142	99	94	7,199	0.7	0.1	0.0	0.1	-0.6
Spar, Main Street, Rosslea	100	70	67	7,167	0.5	0.8	0.0	0.8	0.4
Local shops, Rosslea					0.6	0.6	0.0	0.6	0.0
Supervalu, Clones Road, Newtownbutler					2.8	2.8	0.0	2.8	0.0
Local shops, Newtownbutler					1.1	1.1	0.0	1.1	0.0
Local shops, Brookeborough					0.6	0.6	0.0	0.6	0.0
Local shops, Maguiresbridge					0.5	0.5	0.0	0.5	0.0
Sub Total					20.1	21.9	0.1	22.1	2.0
Zone 4   Enniskillen East									
Enniskillen Town Centre									
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen					3.0	3.0	0.0	3.0	0.0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	1,327	929	743	3,474	2.6	5.9	0.0	5.9	3.3
Marks & Spencer, Erneside Shopping Centre, Enniskillen	1,668	1,168	263	11,084	2.9	1.8	0.0	1.8	-1.1
Local shops, Enniskillen					8.4	8.4	0.0	8.4	0.0
Enniskillen Edge-of-Centre									
Asda, Derrychara Road, Enniskillen	8,704	3,735	2,502	13,912	34.8	45.1	4.5	49.6	14.8
Tesco, Derrychara Link, Enniskillen	2,794	1,902	1,440	13,306	19.2	35.1	1.1	36.2	17.0
Others									
Centra, Main Street, Ballinamallard					0.1	0.1	0.0	0.1	0.0
Spar, Main Street, Ballinamallard	350	245	233	7,167	1.7	1.2	0.0	1.2	-0.5
Local shops, Ballinamallard					0.1	0.1	0.0	0.1	0.0
Spar, Coa Road, Chanterhill	250	175	166	7,167	1.2	0.7	0.0	0.7	-0.5
Spar, Main Street, Lisbellaw	150	105	100	7,167	0.7	0.2	0.0	0.2	-0.5
Local shops, Lisbellaw					0.5	0.5	0.0	0.5	0.0
Local shops, Lisnarick					0.2	0.2	0.0	0.2	0.0
Local shops, Tempo					0.8	0.8	0.0	0.8	0.0
Sub Total					76.2	103.1	5.6	108.7	32.5
Zone 5   Enniskillen West									
Iceland, Shore Road, Enniskillen	636	445	432	7,027	3.0	1.8	0.0	1.8	-1.2
Spar, Sligo Road, Enniskillen	250	175	166	7,167	1.2	1.9	0.0	1.9	0.7
Costcutter, Derrylin Road, Bellanaleck	142	99	94	7,199	0.7	0.2	0.0	0.2	-0.5
Local shops, Bellanaleck					0.2	0.2	0.0	0.2	0.0
Centra, Main Street, Belleek					1.0	1.0	0.0	1.0	0.0
Local shops, Belleek					1.5	1.5	0.0	1.5	0.0
Spar, Main Street, Belcoo	100	70	67	7,167	0.5	0.4	0.0	0.4	-0.1
Local shops, Belcoo					0.3	0.3	0.0	0.3	0.0
Spar, Knockaraven, Garrison	150	105	100	7,167	0.7	3.0	0.0	3.0	2.3
Spar, Rossorry Church Road, Craigville	150	105	100	7,167	0.7	0.7	0.0	0.7	0.0
Local shops, Derrygonnelly					0.5	0.5	0.0	0.5	0.0
Local shops, Letterbreen					0.3	0.3	0.0	0.3	0.0
Sub Total					10.7	11.9	0.0	11.9	1.2
Total   Fermanagh & Omagh District					192.3	255.6	5.8	261.4	69.1

Notes:

a. Gross floorspace derived from IGD database, Fermanagh & Omagh District Council records or Nexus Planning Assessment

b. Net floorspace derived from IGD database or Fermanagh & Omagh District Council records where available or based on Nexus Planning professional judgement (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known)

c. Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailers 2015 with the exception of large food superstores (i.e. over 4,000 sq.m net sales area) which are assumed to have approximately 60:40 split in favour of convenience goods and local foodstore which are assumed to have 95% of net sales dedicated to convenience. Aldi and Lidl are assumed to have 80% of net sales dedicated to convenience goods, which correlates with our experience elsewhere

d. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived for all retailers except Lidl and Aldi from Verdict UK Food & Grocery Retailers 2015, and for Lidl, Aldi, Costcutter and Spar from Mintel Retail Rankings 2015.

e. It has been assumed that all unnamed and local convenience stores within a centre are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)

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



Table 6a: Estimated 'capacity' for new convenience goods facilities in Fermanagh & Omagh District

Year	Benchmark Turnover (£m) <sup>1</sup>	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2016	192.3	255.6	5.8	69.1
2020	190.6	256.3	5.8	71.5
2025	190.0	259.9	5.9	75.7
2030	191.0	263.9	6.0	79.0
District Market Share (%)		94.7		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2015)  
2. Assumes constant market share claimed by Fermanagh & Omagh District facilities at 94.7% from Study Area  
2015 Prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2016	69.1	5,400	6,800
2020	71.5	5,600	7,100
2025	75.7	6,000	7,600
2030	79.0	6,200	7,900

1. Average sales density assumed to be £12,777 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015  
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq.m) as identified by Verdict 2015 and Mintel 2015. This equates to £10,108/sq m.  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)  
2015 Prices

Table 6c: Extant convenience goods commitments in Fermanagh & Omagh District

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen	L/2012/0452/F	Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park.	1,530	10,108	15.5	Extant until November 2018. Assumed that overall net sales area (3,060 sq m) is divided equally between convenience and comparison goods sales.
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No non-food retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	4,600	10,108	46.5	Extant until October 2018.
Lands at Mountjoy Road, north of Drumragh Avenue and South of Old Mountfield Road, Omagh	K/2011/0272/F	Demolition of existing buildings and erection of town centre food superstore, petrol filling station, along with on-site parking, service area, access, landscaping and general site works	4,537	10,108	45.9	Extant until November 2017.
Land bounded by Great Northern Road, Gortmore Park, Thornville Park and Edenvale Park, Omagh	K/2010/0261/O	Mixed use development comprising new road linking Great Northern Road and Derry Road, new roundabout on Great Northern Road, Community Business units, Petrol Filling Station and associated shop, Business Park Building (Class B2), Nursing Home and Housing Scheme comprising of a mix of house types and Social housing (Amended plans)	250	10,108	2.5	Outline permission extant until July 2021.
Total			9,387		110.4	

1. Sales density assumed to be £10,108 based on Nexus Planning judgement where the occupier has not been referenced within the application.  
2015 Prices

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2016	69.1	110.4	-41.2	-3,200	-4,100
2020	71.5	109.6	-38.1	-3,000	-3,800
2025	75.7	109.3	-33.5	-2,700	-3,400
2030	79.0	109.8	-30.8	-2,400	-3,100

1. Average sales density assumed to be £12,777 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015  
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq.m) as identified by Verdict 2015 and Mintel 2015. This equates to £10,108/sq m.  
3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)  
4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)  
2015 Prices

Table 6e: Estimated 'capacity' for new convenience goods facilities in Enniskillen

Year	Benchmark Turnover (£m) <sup>1</sup>	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2016	70.9	99.3	5.6	34.0
2020	70.3	99.6	5.6	34.9
2025	70.1	101.0	5.7	36.5
2030	70.4	102.5	5.7	37.9
Enniskillen Market Share (%)		36.8		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2015)

2. Assumes constant market share claimed by Enniskillen facilities at 36.8% from Study Area

2015 Prices

Table 6f: Gross quantitative capacity for additional convenience goods floorspace in Enniskillen

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2016	34.0	2,700	3,400
2020	34.9	2,800	3,500
2025	36.5	2,900	3,700
2030	37.9	3,000	3,800

1. Average sales density assumed to be £12,777 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq.m) as identified by Verdict 2015 and Mintel 2015. This equates to £10,108/sq m.

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 Prices

Table 6g: Extant convenience goods commitments in Enniskillen

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Link Road, Enniskillen	L/2012/0452/F	Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park.	1,530	10,108	15.5	Extant until November 2018. Assumed that overall net sales area (3,060 sq m) is divided equally between convenience and comparison goods sales.
Total			1,530		15.5	

1. Sales density assumed to be £10,108 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2015 Prices

Table 6h: Net quantitative capacity for additional convenience goods floorspace in Enniskillen

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2016	34.0	15.5	18.5	1,400	1,800
2020	34.9	15.4	19.5	1,500	1,900
2025	36.5	15.3	21.2	1,700	2,100
2030	37.9	15.4	22.5	1,800	2,200

1. Average sales density assumed to be £12,777 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq.m) as identified by Verdict 2015 and Mintel 2015. This equates to £10,108/sq m.

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 Prices

Table 6i: Estimated 'capacity' for new convenience goods facilities in Omagh

Year	Benchmark Turnover (£m) <sup>1</sup>	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2016	62.1	93.2	0.1	31.2
2020	61.5	93.4	0.1	32.0
2025	61.4	94.7	0.1	33.5
2030	61.7	96.2	0.1	34.6
Omagh Market Share (%)		34.5		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2015)  
2. Assumes constant market share claimed by Omagh at 34.5% from Study Area

2015 Prices

Table 6j: Gross quantitative capacity for additional convenience goods floorspace in Omagh

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2016	31.2	2,400	3,100
2020	32.0	2,500	3,200
2025	33.5	2,600	3,300
2030	34.6	2,700	3,500

1. Average sales density assumed to be £12,777 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015  
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq.m) as identified by Verdict 2015 and Mintel 2015. This equates to £10,108/sq m.  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 Prices

Table 6k: Extant convenience goods commitments in Omagh

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No non-food retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	4,600	10,108	46.5	Extant until October 2018.
Lands at Mountjoy Road, north of Drumragh Avenue and South of Old Mountfield Road, Omagh	K/2011/0272/F	Demolition of existing buildings and erection of town centre food superstore, petrol filling station, along with on-site parking, service area, access, landscaping and general site works	4,537	10,108	45.9	Extant until November 2017.
Land bounded by Great Northern Road, Gortmore Park, Thornville Park and Edenvale Park, Omagh	K/2010/0261/O	Mixed use development comprising new road linking Great Northern Road and Derry Road, new roundabout on Great Northern Road, Community Business units, Petrol Filling Station and associated shop, Business Park Building (Class B2), Nursing Home and Housing Scheme comprising of a mix of house types and Social housing (Amended plans)	250	10,108	2.5	Outline permission extant until July 2021.
Total			9,387		94.9	

1. Sales density assumed to be £10,108 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2015 Prices

Table 6l: Net quantitative capacity for additional convenience goods floorspace in Omagh

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2016	31.2	94.9	-63.7	-5,000	-6,300
2020	32.0	94.2	-62.3	-4,900	-6,200
2025	33.5	93.9	-60.5	-4,800	-6,100
2030	34.6	94.4	-59.8	-4,700	-6,000

1. Average sales density assumed to be £12,777 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015  
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq.m) as identified by Verdict 2015 and Mintel 2015. This equates to £10,108/sq m.  
3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)  
4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 Prices

Table 6m: Estimated 'capacity' for new convenience goods facilities in the rest of the District

Year	Benchmark Turnover (£m) <sup>1</sup>	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2016	59.3	63.2	0.1	4.0
2020	58.7	63.3	0.1	4.7
2025	58.6	64.2	0.1	5.8
2030	58.9	65.2	0.1	6.5
Rest of the District Market Share (%)		23.4		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2015)  
2. Assumes constant market share claimed by the rest of the District facilities at 23.4% from Study Area

2015 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in the rest of the District

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2016	4.0	300	400
2020	4.7	400	500
2025	5.8	500	600
2030	6.5	500	600

1. Average sales density assumed to be £12,777 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015  
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq.m) as identified by Verdict 2015 and Mintel 2015. This equates to £10,108/sq m.  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 Prices

Table 6o: Extant convenience goods commitments in the rest of the District

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
None						
Total			-		0.0	

1. Sales density assumed to be £10,108 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2015 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in the rest of the District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2016	4.0	0.0	4.0	300	400
2020	4.7	0.0	4.7	400	500
2025	5.8	0.0	5.8	500	600
2030	6.5	0.0	6.5	500	600

1. Average sales density assumed to be £12,777 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015  
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777/sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq.m) as identified by Verdict 2015 and Mintel 2015. This equates to £10,108/sq m.  
3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)  
4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

2015 Prices

**Fermanagh & Omagh Retail and Leisure Centre Study**  
Nexus Planning

Table 7a: Population and comparison goods expenditure per capita

Zone	Population			
	2016	2021	2026	2031
1	51,955	53,039	54,128	54,932
2	14,926	15,238	15,550	15,781
3	18,790	19,182	19,575	19,866
4	18,248	18,628	19,010	19,293
5	22,329	22,795	23,263	23,609
<b>Total</b>	<b>126,248</b>	<b>128,882</b>	<b>131,526</b>	<b>133,481</b>

Table 7b: Population and comparison goods expenditure

Zone	Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)									
	2016 with SFT										2016 without SFT										2020										2025										2030									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total														
1	1,186	142	550	387	115	278	176	366	3,199	1,030	123	477	336	100	241	152	318	2,777	1,092	130	506	356	106	256	162	337	2,944	1,258	150	584	411	122	295	186	388	3,394	1,469	175	682	480	142	344	218	454	3,964					
2	1,137	146	530	385	103	281	173	368	3,124	987	127	460	335	89	244	151	319	2,711	1,046	134	488	355	95	259	160	339	2,875	1,206	155	562	409	109	298	184	390	3,314	1,408	181	656	478	128	348	215	456	3,870					
3	1,184	149	550	408	107	294	176	378	3,247	1,028	129	477	354	93	255	153	328	2,818	1,090	137	506	375	99	271	162	347	2,988	1,256	158	584	433	114	312	187	401	3,444	1,467	185	681	505	133	364	219	468	4,022					
4	1,197	138	575	399	114	277	170	356	3,226	1,039	119	499	347	99	240	147	309	2,800	1,102	127	529	368	105	255	156	327	2,968	1,220	146	610	424	121	293	180	377	3,422	1,483	170	713	495	141	343	210	441	3,996					
5	1,347	159	600	451	121	301	186	409	3,575	1,170	138	521	392	105	261	162	355	3,103	1,240	146	552	415	111	277	171	377	3,290	1,279	168	636	479	128	319	198	434	3,792	1,669	196	743	559	150	373	231	507	4,429					

**Notes:**

a. Per capita expenditure derived from Experian MMG3 data (2016 report)  
b. Base 2016 population derived from Experian MMG3 data (2016 report). Projected forward to 2030 using NISRA projections for Fermanagh & Omagh District.  
c. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 14  
d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 14

2015 Prices

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m) 2016										Comparison goods expenditure (£m) 2020										Comparison goods expenditure (£m) 2025										Comparison goods expenditure (£m) 2030										Comparison goods growth (£m)		
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	2016-2021	2016-2026	2016-2031				
1	53.5	6.4	24.8	17.5	5.2	12.5	7.9	16.5	144.3	57.9	6.9	26.9	18.9	5.6	13.6	8.6	17.9	156.2	68.1	8.1	31.6	22.2	6.6	16.0	10.1	21.0	193.7	80.7	9.6	37.4	26.3	7.8	18.9	12.0	24.9	217.7	11.9	39.4	73.4				
2	14.7	1.9	6.9	5.0	1.3	3.6	2.2	4.8	40.5	15.9	2.0	7.4	5.4	1.4	3.9	2.4	5.2	43.8	18.1	2.3	8.7	6.4	1.7	4.6	2.9	6.1	51.5	22.2	2.9	10.4	7.5	2.0	5.5	3.4	7.2	61.1	3.3	11.1	20.6				
3	19.3	2.4	9.0	6.7	1.8	4.8	2.9	6.2	53.0	20.9	2.6	9.7	7.2	1.9	5.2	3.1	6.7	57.3	24.6	3.1	11.4	8.5	2.2	6.1	3.7	7.8	67.4	29.1	3.7	13.5	10.0	2.6	7.2	4.3	9.3	79.9	4.4	14.5	27.0				
4	19.0	2.2	9.1	6.3	1.8	4.4	2.7	5.6	51.1	20.5	2.4	9.9	6.8	1.9	4.7	2.9	6.1	55.3	24.1	2.8	11.6	8.1	2.3	5.6	3.4	7.2	65.1	28.6	3.3	13.8	9.5	2.7	6.6	4.1	8.5	77.1	4.2	14.0	26.0				
5	26.1	3.1	11.6	8.8	2.3	5.8	3.6	7.9	69.3	28.3	3.3	12.6	9.5	2.5	6.3	3.9	8.6	75.0	33.3	3.9	14.8	11.1	3.0	7.4	4.6	10.1	88.2	39.4	4.6	17.5	13.2	3.5	8.8	5.4	12.0	104.6	5.7	18.9	35.3				
Total	132.6	16.0	61.4	44.2	12.4	31.2	19.3	41.0	358.1	143.5	17.3	66.4	47.8	13.4	33.8	20.9	44.4	387.6	168.9	20.3	78.2	56.3	15.8	39.7	24.6	52.2	455.9	200.1	24.1	92.6	66.7	18.7	47.1	29.2	61.9	540.4	29.5	97.9	182.3				

Notes:  
a. Per capita expenditure derived from Experian MMG3 data (2016 report)  
b. Population derived from Experian MMG3 data (2016 report), projected forward using NISRA data.  
c. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 14  
d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 14

Table 9: Clothing & footwear shopping patterns

Destination	Total (Z1-5) Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)		Zone 6 Clothing (%)
Study Area								
Zone 1								
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownstewart	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%		0.0%
Omagh	35.3%	70.1%	41.4%	8.9%	2.0%	4.1%		0.0%
Showgrounds Retail Park, Omagh	7.2%	16.7%	3.6%	0.0%	0.0%	0.0%		0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	43.2%	88.8%	44.9%	8.9%	2.0%	4.1%		0.0%
Zone 2								
Dromore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Irvinestown	1.4%	0.0%	8.0%	0.0%	3.2%	0.0%		1.8%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	1.4%	0.0%	8.0%	0.0%	3.2%	0.0%		1.8%
Zone 3								
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fivemiletown	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%		0.0%
Lisnaskea	0.8%	0.0%	0.0%	5.4%	0.0%	0.0%		0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	0.9%	0.0%	1.1%	5.4%	0.0%	0.0%		0.0%
Zone 4								
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Enniskillen	42.9%	0.0%	40.3%	71.2%	83.6%	81.8%		15.2%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.0%	0.0%	0.0%	3.8%	3.4%	0.0%		0.0%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	43.9%	0.0%	40.3%	75.0%	87.0%	81.8%		15.2%
Zone 5								
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belleek	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Garrison	0.0%	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%
Sub Total   Fermanagh & Omagh District	89.4%	88.8%	94.3%	89.3%	92.2%	85.9%		16.9%

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)		Zone 6 Clothing (%)
<i>Outside District</i>								
Zone 6								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.6%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		1.1%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		24.1%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		4.2%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Donegal (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%		6.2%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sligo (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%		18.3%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.0%</b>		<b>56.5%</b>
<i>Others</i>								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Banbridge	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%		0.0%
Belfast	3.2%	1.0%	1.1%	3.0%	5.8%	7.4%		0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cardiff, Wales	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%		0.0%
Coleraine	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%		0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Craigavon	0.4%	0.0%	0.0%	1.6%	0.0%	0.9%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dublin (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%		5.7%
Dundee, Scotland	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%		0.0%
Dungannon	1.2%	3.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		20.2%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisburn	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Londonderry	1.1%	1.0%	2.5%	1.6%	1.0%	0.0%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%		0.0%
Monaghan (ROI)	0.3%	0.0%	0.0%	2.1%	0.0%	0.0%		0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Portstewart	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.7%
Strabane	1.3%	3.1%	0.0%	0.0%	0.0%	0.0%		0.0%
Abroad	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%		0.0%
<b>Sub Total outside District</b>	<b>10.6%</b>	<b>11.2%</b>	<b>5.7%</b>	<b>10.7%</b>	<b>7.8%</b>	<b>14.1%</b>		<b>83.1%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		<b>100.0%</b>

**Notes:**

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales



Table 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	1.0	1.0	0.0	0.0	0.0	0.0
Omagh	46.8	37.5	6.1	1.7	0.4	1.1
Showgrounds Retail Park, Omagh	9.5	9.0	0.5	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	57.3	47.5	6.6	1.7	0.4	1.1
Zone 2						
Dromore	0.0	0.0	0.0	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	1.8	0.0	1.2	0.0	0.6	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.8	0.0	1.2	0.0	0.6	0.0
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.2	0.0	0.2	0.0	0.0	0.0
Lisnaskea	1.0	0.0	0.0	1.0	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.2	0.0	0.2	1.0	0.0	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	56.9	0.0	5.9	13.7	15.8	21.4
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.4	0.0	0.0	0.7	0.7	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	58.3	0.0	5.9	14.5	16.5	21.4
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.0	0.0	0.0	0.0	0.0	0.0
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	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
Sub Total   Fermanagh & Omagh District	118.6	47.5	13.9	17.2	17.5	22.4

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)
<i>Outside District</i>						
<u>Zone 6</u>						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.3	0.0	0.0	0.0	0.0	0.3
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.3	0.0	0.0	0.0	0.0	0.3
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.5	0.5	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.2	0.0	0.0	0.2	0.0	0.0
Belfast	4.3	0.5	0.2	0.6	1.1	1.9
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.6	0.6	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.3	0.0	0.0	0.0	0.0	0.3
Coleraine	0.2	0.0	0.0	0.0	0.0	0.2
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.5	0.0	0.0	0.3	0.0	0.2
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.3	0.0	0.0	0.0	0.0	0.3
Dundee, Scotland	0.3	0.0	0.0	0.0	0.0	0.3
Dungannon	1.6	1.6	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.2	0.0	0.2	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	1.4	0.6	0.4	0.3	0.2	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.6	0.6	0.0	0.0	0.0	0.0
Manchester, England	0.2	0.0	0.0	0.0	0.2	0.0
Monaghan (ROI)	0.4	0.0	0.0	0.4	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.2	0.0	0.2	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	1.7	1.7	0.0	0.0	0.0	0.0
Abroad	0.3	0.0	0.0	0.3	0.0	0.0
<b>Sub Total outside District</b>	<b>14.0</b>	<b>6.0</b>	<b>0.8</b>	<b>2.1</b>	<b>1.5</b>	<b>3.7</b>
<b>Total (rounded)</b>	<b>132.6</b>	<b>53.5</b>	<b>14.7</b>	<b>19.3</b>	<b>19.0</b>	<b>26.1</b>

**Notes:**

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

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

Table 11: Books, CDs , DVDs shopping patterns

Destination	Total (Z1-5) Books, CDs, DVDs (%)	Zone 1 Books, CDs, DVDs (%)	Zone 2 Books, CDs, DVDs (%)	Zone 3 Books, CDs, DVDs (%)	Zone 4 Books, CDs, DVDs (%)	Zone 5 Books, CDs, DVDs (%)		Zone 6 Books, CDs, DVDs (%)
<i>Study Area</i>								
<b>Zone 1</b>								
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Omagh	32.4%	72.0%	26.8%	2.8%	0.0%	0.0%		0.0%
Showgrounds Retail Park, Omagh	1.6%	4.1%	0.0%	0.0%	0.0%	0.0%		0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>34.0%</b>	<b>76.1%</b>	<b>26.8%</b>	<b>2.8%</b>	<b>0.0%</b>	<b>0.0%</b>		<b>0.0%</b>
<b>Zone 2</b>								
Dromore	0.3%	0.0%	2.8%	0.0%	0.0%	0.0%		0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Irvinestown	1.6%	0.0%	13.1%	0.0%	0.0%	0.0%		1.0%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>1.9%</b>	<b>0.0%</b>	<b>15.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>		<b>1.0%</b>
<b>Zone 3</b>								
Brookeborough	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%		0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fivemiletown	0.8%	0.0%	0.0%	5.4%	0.0%	0.0%		0.0%
Lisnaskea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>1.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>9.2%</b>	<b>0.0%</b>	<b>0.0%</b>		<b>0.0%</b>
<b>Zone 4</b>								
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Enniskillen	48.7%	0.0%	49.4%	79.2%	94.3%	93.2%		4.1%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		7.1%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>48.7%</b>	<b>0.0%</b>	<b>49.4%</b>	<b>79.2%</b>	<b>94.3%</b>	<b>93.2%</b>		<b>11.2%</b>
<b>Zone 5</b>								
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belleek	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%		0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.2%</b>		<b>0.0%</b>
<b>Sub Total   Fermanagh &amp; Omagh District</b>	<b>86.5%</b>	<b>76.1%</b>	<b>92.1%</b>	<b>91.2%</b>	<b>94.3%</b>	<b>95.4%</b>		<b>12.2%</b>

Destination	Total Books, CDs, DVDs (%)	Zone 1 Books, CDs, DVDs (%)	Zone 2 Books, CDs, DVDs (%)	Zone 3 Books, CDs, DVDs (%)	Zone 4 Books, CDs, DVDs (%)	Zone 5 Books, CDs, DVDs (%)		Zone 6 Books, CDs, DVDs (%)
<i>Outside District</i>								
Zone 6								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		1.6%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		12.5%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		8.4%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.4%	0.0%	0.0%	2.8%	0.0%	0.0%		18.3%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		4.8%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		5.7%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sligo (ROI)	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%		12.4%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>0.0%</b>	<b>2.2%</b>		<b>63.6%</b>
<i>Others</i>								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belfast	3.5%	7.6%	0.0%	0.0%	0.0%	2.4%		0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		1.6%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dublin (ROI)	0.9%	0.0%	0.0%	2.8%	3.4%	0.0%		1.1%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		21.5%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Londonderry	2.6%	4.1%	7.9%	0.0%	0.0%	0.0%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	3.3%	8.2%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Strabane	1.6%	4.1%	0.0%	0.0%	0.0%	0.0%		0.0%
Abroad	0.8%	0.0%	0.0%	3.2%	2.3%	0.0%		0.0%
<b>Sub Total outside District</b>	<b>13.5%</b>	<b>23.9%</b>	<b>7.9%</b>	<b>8.8%</b>	<b>5.7%</b>	<b>4.6%</b>		<b>87.8%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		<b>100.0%</b>

**Notes:**

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 12: Books, CDs, DVDs expenditure

Destination	Total Books, CDs, DVDs (£m)	Zone 1 Books, CDs, DVDs (£m)	Zone 2 Books, CDs, DVDs (£m)	Zone 3 Books, CDs, DVDs (£m)	Zone 4 Books, CDs, DVDs (£m)	Zone 5 Books, CDs, DVDs (£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.0	0.0	0.0	0.0	0.0	0.0
Omagh	5.2	4.6	0.5	0.1	0.0	0.0
Showgrounds Retail Park, Omagh	0.3	0.3	0.0	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	5.4	4.9	0.5	0.1	0.0	0.0
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.2	0.0	0.2	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.3	0.0	0.3	0.0	0.0	0.0
Zone 3						
Brookeborough	0.1	0.0	0.0	0.1	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.1	0.0	0.0	0.1	0.0	0.0
Lisnaskea	0.0	0.0	0.0	0.0	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	0.0	0.0	0.2	0.0	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	7.8	0.0	0.9	1.9	2.1	2.9
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0	0.0	0.0	0.0	0.0	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	7.8	0.0	0.9	1.9	2.1	2.9
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.1	0.0	0.0	0.0	0.0	0.1
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.0	0.0	0.1
Sub Total   Fermanagh & Omagh District	13.8	4.9	1.7	2.2	2.1	2.9

Destination	Total Books, CDs, DVDs (£m)	Zone 1 Books, CDs, DVDs (£m)	Zone 2 Books, CDs, DVDs (£m)	Zone 3 Books, CDs, DVDs (£m)	Zone 4 Books, CDs, DVDs (£m)	Zone 5 Books, CDs, DVDs (£m)
<i>Outside District</i>						
<i>Zone 6</i>						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.1	0.0	0.0	0.1	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.1	0.0	0.0	0.0	0.0	0.1
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>
<i>Others</i>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.6	0.5	0.0	0.0	0.0	0.1
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.1	0.0	0.0	0.1	0.1	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.4	0.3	0.1	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.5	0.5	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.3	0.3	0.0	0.0	0.0	0.0
Abroad	0.1	0.0	0.0	0.1	0.1	0.0
<b>Sub Total outside District</b>	<b>2.2</b>	<b>1.5</b>	<b>0.1</b>	<b>0.2</b>	<b>0.1</b>	<b>0.1</b>
<b>Total (rounded)</b>	<b>16.0</b>	<b>6.4</b>	<b>1.9</b>	<b>2.4</b>	<b>2.2</b>	<b>3.1</b>

**Notes:**

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

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

Table 13: Small Household Goods shopping patterns

Destination	Total (Z1-5) Small Household (%)	Zone 1 Small Household (%)	Zone 2 Small Household (%)	Zone 3 Small Household (%)	Zone 4 Small Household (%)	Zone 5 Small Household (%)		Zone 6 Small Household (%)
Study Area								
Zone 1								
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownstewart	2.5%	6.1%	0.0%	0.0%	0.0%	0.0%		0.0%
Omagh	39.6%	76.6%	47.0%	14.6%	6.0%	2.0%		0.0%
Showgrounds Retail Park, Omagh	2.0%	3.9%	3.6%	0.0%	0.0%	0.0%		0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	44.1%	86.6%	50.6%	14.6%	6.0%	2.0%		0.0%
Zone 2								
Dromore	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%		0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Irvinestown	1.2%	0.0%	7.5%	0.0%	0.0%	2.0%		0.7%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	1.4%	0.0%	9.4%	0.0%	0.0%	2.0%		0.7%
Zone 3								
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fivemiletown	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%		0.0%
Lisnaskea	2.9%	2.1%	0.0%	12.8%	1.3%	0.0%		0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	3.3%	2.1%	0.0%	15.3%	1.3%	0.0%		0.0%
Zone 4								
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Enniskillen	38.3%	3.6%	32.3%	46.1%	88.0%	70.7%		6.7%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.8%	0.0%	1.9%	2.5%	1.4%	0.0%		4.2%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	39.0%	3.6%	34.2%	48.6%	89.4%	70.7%		10.9%
Zone 5								
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belleek	2.5%	0.0%	0.0%	0.0%	0.0%	13.2%		0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	2.5%	0.0%	0.0%	0.0%	0.0%	13.2%		0.0%
Sub Total   Fermanagh & Omagh District	90.3%	92.3%	94.2%	78.5%	96.7%	87.9%		11.6%

Destination	Total Small Household (%)	Zone 1 Small Household (%)	Zone 2 Small Household (%)	Zone 3 Small Household (%)	Zone 4 Small Household (%)	Zone 5 Small Household (%)		Zone 6 Small Household (%)
<i>Outside District</i>								
Zone 6								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		14.3%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		11.6%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		8.7%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%		6.4%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		6.1%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		16.6%
Sligo Retail Park (ROI), Carraroe, Sligo	0.2%	0.0%	2.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>0.6%</b>	<b>0.0%</b>	<b>2.0%</b>	<b>2.5%</b>	<b>0.0%</b>	<b>0.0%</b>		<b>63.8%</b>
<i>Others</i>								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belfast	3.5%	2.1%	0.0%	8.5%	2.1%	5.7%		0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cookstown	0.5%	0.0%	0.0%	3.6%	0.0%	0.0%		0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Draperstown	0.8%	2.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dungannon	0.4%	0.0%	0.0%	0.0%	0.0%	2.4%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		24.6%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisburn	0.9%	0.0%	1.9%	1.8%	0.0%	2.0%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Londonderry	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Monaghan (ROI)	0.9%	0.0%	0.0%	5.1%	1.3%	0.0%		0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Strabane	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%		0.0%
Abroad	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%		0.0%
<b>Sub Total outside District</b>	<b>9.7%</b>	<b>7.7%</b>	<b>5.8%</b>	<b>21.5%</b>	<b>3.3%</b>	<b>12.1%</b>		<b>88.4%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		<b>100.0%</b>

**Notes:**

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales



Table 14: Small Household Goods expenditure

Destination	Total Small Household (£m)	Zone 1 Small Household (£m)	Zone 2 Small Household (£m)	Zone 3 Small Household (£m)	Zone 4 Small Household (£m)	Zone 5 Small Household (£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	1.5	1.5	0.0	0.0	0.0	0.0
Omagh	24.3	19.0	3.2	1.3	0.6	0.2
Showgrounds Retail Park, Omagh	1.2	1.0	0.2	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	27.0	21.5	3.5	1.3	0.6	0.2
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.8	0.0	0.5	0.0	0.0	0.2
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.9	0.0	0.6	0.0	0.0	0.2
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.2	0.0	0.0	0.2	0.0	0.0
Lisnaskea	1.8	0.5	0.0	1.1	0.1	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	2.0	0.5	0.0	1.4	0.1	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	23.5	0.9	2.2	4.1	8.0	8.2
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.5	0.0	0.1	0.2	0.1	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	24.0	0.9	2.3	4.4	8.1	8.2
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	1.5	0.0	0.0	0.0	0.0	1.5
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.5	0.0	0.0	0.0	0.0	1.5
Sub Total   Fermanagh & Omagh District	55.4	22.9	6.5	7.0	8.8	10.2

Destination	Total Small Household (£m)	Zone 1 Small Household (£m)	Zone 2 Small Household (£m)	Zone 3 Small Household (£m)	Zone 4 Small Household (£m)	Zone 5 Small Household (£m)
<i>Outside District</i>						
<u>Zone 6</u>						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.2	0.0	0.0	0.2	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.1	0.0	0.1	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.4</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	2.1	0.5	0.0	0.8	0.2	0.7
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.3	0.0	0.0	0.3	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.5	0.5	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.3	0.0	0.0	0.0	0.0	0.3
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.5	0.0	0.1	0.2	0.0	0.2
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.2	0.0	0.0	0.0	0.0	0.2
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.6	0.0	0.0	0.5	0.1	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.4	0.4	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.4	0.4	0.0	0.0	0.0	0.0
Abroad	0.1	0.0	0.1	0.0	0.0	0.0
<b>Sub Total outside District</b>	<b>5.9</b>	<b>1.9</b>	<b>0.4</b>	<b>1.9</b>	<b>0.3</b>	<b>1.4</b>
<b>Total (rounded)</b>	<b>61.4</b>	<b>24.8</b>	<b>6.9</b>	<b>9.0</b>	<b>9.1</b>	<b>11.6</b>

- Notes:**
- a. Zones based on post code sectors
  - b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
  - c. Excludes 'don't know/varies', markets and internet sales

Table 15: Toys and Recreational Goods shopping patterns

Destination	Total (Z1-5) Recreation (%)	Zone 1 Recreation (%)	Zone 2 Recreation (%)	Zone 3 Recreation (%)	Zone 4 Recreation (%)	Zone 5 Recreation (%)		Zone 6 Recreation (%)
<i>Study Area</i>								
<b>Zone 1</b>								
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.8%	0.0%	0.0%	2.5%	3.0%	0.0%		0.0%
Newtownstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Omagh	32.2%	62.9%	50.5%	0.0%	8.6%	2.0%		0.0%
Showgrounds Retail Park, Omagh	6.4%	16.1%	0.0%	0.0%	0.0%	0.0%		0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	39.4%	79.0%	50.5%	2.5%	11.7%	2.0%		0.0%
<b>Zone 2</b>								
Dromore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Irvinestown	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%		0.8%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%		0.8%
<b>Zone 3</b>								
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisnaskea	0.4%	0.0%	0.0%	2.3%	0.0%	0.0%		0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownbutler	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%		0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	0.7%	0.0%	0.0%	4.8%	0.0%	0.0%		0.0%
<b>Zone 4</b>								
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Enniskillen	41.3%	0.0%	31.6%	66.3%	74.3%	86.4%		19.1%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.4%	0.0%	0.0%	2.3%	0.0%	0.0%		4.1%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	41.7%	0.0%	31.6%	68.6%	74.3%	86.4%		23.2%
<b>Zone 5</b>								
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belleek	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%		0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%		0.0%
Sub Total   Fermanagh & Omagh District	82.4%	79.0%	83.9%	75.9%	85.9%	90.6%		23.9%

Destination	Total Recreation (%)	Zone 1 Recreation (%)	Zone 2 Recreation (%)	Zone 3 Recreation (%)	Zone 4 Recreation (%)	Zone 5 Recreation (%)		Zone 6 Recreation (%)
<i>Outside District</i>								
Zone 6								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		8.3%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.9%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%		9.4%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		9.1%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.5%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		13.2%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.8%
<b>Sub-total</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>0.0%</b>	<b>0.0%</b>		<b>48.1%</b>
<i>Others</i>								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belfast	7.5%	7.2%	6.5%	12.6%	9.9%	3.3%		0.0%
Bristol, England	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%		0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	1.4%	0.0%	0.0%	7.0%	2.1%	0.0%		0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.8%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	2.0%	3.9%	4.3%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		27.3%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%
Londonderry	1.5%	3.3%	1.9%	0.0%	0.0%	0.0%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newcastle, County Down	0.3%	0.0%	0.0%	2.1%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Perth, Scotland	0.3%	0.0%	0.0%	0.0%	2.0%	0.0%		0.0%
Portstewart	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Strabane	2.8%	6.6%	1.6%	0.0%	0.0%	0.0%		0.0%
Abroad	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%
<b>Sub Total outside District</b>	<b>17.6%</b>	<b>21.0%</b>	<b>16.1%</b>	<b>24.1%</b>	<b>14.1%</b>	<b>9.4%</b>		<b>76.1%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		<b>100.0%</b>

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 16: Toys and Recreational Goods expenditure

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 2 Recreation (£m)	Zone 3 Recreation (£m)	Zone 4 Recreation (£m)	Zone 5 Recreation (£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.4	0.0	0.0	0.2	0.2	0.0
Newtownstewart	0.0	0.0	0.0	0.0	0.0	0.0
Omagh	14.2	11.0	2.5	0.0	0.5	0.2
Showgrounds Retail Park, Omagh	2.8	2.8	0.0	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	17.4	13.8	2.5	0.2	0.7	0.2
Zone 2						
Dromore	0.0	0.0	0.0	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.1	0.0	0.1	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.1	0.0	0.0	0.0
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea	0.2	0.0	0.0	0.2	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.2	0.0	0.0	0.2	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.3	0.0	0.0	0.3	0.0	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	18.3	0.0	1.6	4.4	4.7	7.6
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.2	0.0	0.0	0.2	0.0	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	18.4	0.0	1.6	4.6	4.7	7.6
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.2	0.0	0.0	0.0	0.0	0.2
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	0.0	0.0	0.0	0.0	0.2
Sub Total   Fermanagh & Omagh District	36.4	13.8	4.2	5.0	5.4	7.9

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Recreation	Recreation	Recreation	Recreation	Recreation	Recreation
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
<i>Outside District</i>						
<i>Zone 6</i>						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.2	0.0	0.0	0.2	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>
<i>Others</i>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	3.3	1.3	0.3	0.8	0.6	0.3
Bristol, England	0.2	0.0	0.0	0.0	0.0	0.2
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.6	0.0	0.0	0.5	0.1	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.9	0.7	0.2	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.2	0.0	0.0	0.0	0.0	0.2
Londonderry	0.7	0.6	0.1	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.1	0.0	0.0	0.1	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.1	0.0	0.0	0.0	0.1	0.0
Portstewart	0.1	0.0	0.1	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	1.2	1.2	0.1	0.0	0.0	0.0
Abroad	0.2	0.0	0.0	0.0	0.0	0.2
<b>Sub Total outside District</b>	<b>7.8</b>	<b>3.7</b>	<b>0.8</b>	<b>1.6</b>	<b>0.9</b>	<b>0.8</b>
<b>Total (rounded)</b>	<b>44.2</b>	<b>17.5</b>	<b>5.0</b>	<b>6.7</b>	<b>6.3</b>	<b>8.8</b>

**Notes:**

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

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

Table 17: Chemist Goods shopping patterns

Destination	Total (Z1-5) Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)		Zone 6 Chemist (%)
Study Area								
Zone 1								
Beragh	0.6%	1.0%	1.3%	0.0%	0.0%	0.0%		0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dromore Road Retail Park, Omagh	0.5%	1.1%	0.0%	0.0%	0.0%	0.0%		0.0%
Fintona	2.1%	4.8%	1.0%	0.0%	0.0%	0.0%		0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownstewart	1.3%	3.1%	0.0%	0.0%	0.0%	0.0%		0.0%
Omagh	38.7%	86.5%	21.6%	1.0%	0.9%	0.0%		0.0%
Showgrounds Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	43.1%	96.5%	23.8%	1.0%	0.9%	0.0%		0.0%
Zone 2								
Dromore	1.9%	0.0%	18.0%	0.0%	0.0%	0.0%		0.0%
Ederney	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%		0.0%
Irvinestown	2.5%	0.0%	20.2%	0.0%	2.0%	0.0%		0.0%
Kesh	0.6%	0.0%	5.2%	0.0%	0.0%	0.0%		0.0%
Trillick	0.7%	0.0%	6.5%	0.0%	0.0%	0.0%		0.0%
Sub-total	5.8%	0.0%	50.9%	0.0%	2.0%	0.0%		0.0%
Zone 3								
Brookeborough	0.6%	0.0%	0.0%	4.1%	0.0%	0.0%		0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fivemiletown	2.6%	1.2%	0.0%	15.1%	0.0%	0.0%		0.0%
Lisnaskea	2.5%	0.0%	0.0%	15.7%	1.8%	0.0%		0.0%
Maguiresbridge	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%		0.0%
Newtownbutler	1.0%	0.0%	0.0%	7.2%	0.0%	0.0%		0.0%
Rosslea	0.4%	0.0%	0.0%	3.1%	0.0%	0.0%		0.0%
Sub-total	7.7%	1.2%	0.0%	49.0%	1.8%	0.0%		0.0%
Zone 4								
Ballinamallard	0.4%	0.0%	0.0%	0.0%	2.6%	0.0%		0.0%
Enniskillen	36.9%	0.0%	24.3%	47.7%	86.2%	79.8%		5.3%
Lisbellaw	0.6%	0.0%	0.0%	0.0%	4.3%	0.0%		0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		1.5%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	37.9%	0.0%	24.3%	47.7%	93.0%	79.8%		6.8%
Zone 5								
Belcoo	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%		0.0%
Belleek	0.9%	0.0%	0.0%	0.0%	0.0%	5.0%		0.0%
Derrygonnelly	0.6%	0.0%	0.0%	0.0%	0.0%	3.1%		0.0%
Derrylin	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%		0.0%
Garrison	1.5%	0.0%	0.0%	0.0%	0.0%	8.2%		0.0%
Sub-total	3.6%	0.0%	0.0%	0.0%	0.0%	19.1%		0.0%
Sub Total   Fermanagh & Omagh District								
	98.1%	97.7%	99.1%	97.7%	97.8%	98.9%		6.8%

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)		Zone 6 Chemist (%)
<i>Outside District</i>								
Zone 6								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		20.7%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		17.4%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		3.5%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.6%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		14.6%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		23.2%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>		<b>79.9%</b>
<i>Others</i>								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.1%	0.0%	0.0%	0.0%	0.9%	0.0%		0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belfast	0.4%	0.0%	0.0%	1.4%	1.3%	0.0%		0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Draperstown	0.5%	1.1%	0.0%	0.0%	0.0%	0.0%		0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dungannon	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		13.3%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisburn	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Londonderry	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Strabane	0.5%	1.2%	0.0%	0.0%	0.0%	0.0%		0.0%
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub Total outside District</b>	<b>1.9%</b>	<b>2.3%</b>	<b>0.9%</b>	<b>2.3%</b>	<b>2.2%</b>	<b>1.1%</b>		<b>93.2%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		<b>100.0%</b>

**Notes:**

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales



Table 18: Chemist Goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)
Study Area						
Zone 1						
Beragh	0.1	0.1	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.1	0.1	0.0	0.0	0.0	0.0
Fintona	0.3	0.2	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.2	0.2	0.0	0.0	0.0	0.0
Omagh	4.8	4.5	0.3	0.0	0.0	0.0
Showgrounds Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	5.3	5.0	0.3	0.0	0.0	0.0
Zone 2						
Dromore	0.2	0.0	0.2	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.3	0.0	0.3	0.0	0.0	0.0
Kesh	0.1	0.0	0.1	0.0	0.0	0.0
Trillick	0.1	0.0	0.1	0.0	0.0	0.0
Sub-total	0.7	0.0	0.7	0.0	0.0	0.0
Zone 3						
Brookeborough	0.1	0.0	0.0	0.1	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.3	0.1	0.0	0.3	0.0	0.0
Lisnaskea	0.3	0.0	0.0	0.3	0.0	0.0
Maguiresbridge	0.1	0.0	0.0	0.1	0.0	0.0
Newtownbutler	0.1	0.0	0.0	0.1	0.0	0.0
Rosslea	0.1	0.0	0.0	0.1	0.0	0.0
Sub-total	1.0	0.1	0.0	0.9	0.0	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	4.6	0.0	0.3	0.8	1.6	1.9
Lisbellaw	0.1	0.0	0.0	0.0	0.1	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0	0.0	0.0	0.0	0.0	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	4.7	0.0	0.3	0.8	1.7	1.9
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.1	0.0	0.0	0.0	0.0	0.1
Derrygonnelly	0.1	0.0	0.0	0.0	0.0	0.1
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.2	0.0	0.0	0.0	0.0	0.2
Sub-total	0.4	0.0	0.0	0.0	0.0	0.4
Sub Total   Fermanagh & Omagh District	12.2	5.1	1.3	1.7	1.8	2.3

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)
<i>Outside District</i>						
<u>Zone 6</u>						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.0	0.0	0.0	0.0	0.0	0.0
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.1	0.1	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.1	0.1	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total outside District</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Total (rounded)</b>	<b>12.4</b>	<b>5.2</b>	<b>1.3</b>	<b>1.8</b>	<b>1.8</b>	<b>2.3</b>

**Notes:**

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

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

Table 19: Electrical Goods shopping patterns

Destination	Total (Zone 1-5) Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)		Zone 6 Electrical (%)
<i>Study Area</i>								
<b>Zone 1</b>								
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortrush Industrial Estate, Omagh	1.2%	2.7%	1.2%	0.0%	0.0%	0.0%		0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Omagh	35.3%	76.2%	38.1%	0.0%	1.6%	0.0%		0.0%
Showgrounds Retail Park, Omagh	4.4%	10.0%	3.0%	0.0%	0.0%	0.0%		0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>40.9%</b>	<b>88.9%</b>	<b>42.3%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>		<b>0.0%</b>
<b>Zone 2</b>								
Dromore	0.3%	0.0%	2.2%	0.0%	0.0%	0.0%		0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Irvinestown	0.3%	0.0%	2.5%	0.0%	0.0%	0.0%		0.7%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>0.5%</b>	<b>0.0%</b>	<b>4.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>		<b>0.7%</b>
<b>Zone 3</b>								
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Clabby	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%		0.0%
Fivemiletown	0.3%	0.0%	0.0%	2.1%	0.0%	0.0%		0.0%
Lisnaskea	2.8%	0.0%	1.2%	14.0%	3.7%	0.0%		0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>3.3%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>17.3%</b>	<b>3.7%</b>	<b>0.0%</b>		<b>0.0%</b>
<b>Zone 4</b>								
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Enniskillen	37.7%	3.5%	28.5%	64.9%	69.3%	70.6%		14.1%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	13.2%	3.1%	20.3%	12.2%	22.8%	23.8%		5.5%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub-total</b>	<b>50.8%</b>	<b>6.7%</b>	<b>48.8%</b>	<b>77.1%</b>	<b>92.1%</b>	<b>94.4%</b>		<b>19.6%</b>
<b>Zone 5</b>								
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belleek	0.6%	0.0%	0.0%	0.0%	0.0%	3.2%		0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Garrison	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%		0.0%
<b>Sub-total</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.4%</b>		<b>0.0%</b>
<b>Sub Total   Fermanagh &amp; Omagh District</b>	<b>96.4%</b>	<b>95.5%</b>	<b>96.9%</b>	<b>94.4%</b>	<b>97.3%</b>	<b>98.8%</b>		<b>20.3%</b>

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)		Zone 6 Electrical (%)
<i>Outside District</i>								
<i>Zone 6</i>								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		9.8%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		4.1%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		5.0%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		5.2%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		1.1%
Donegal (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%		6.4%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%		0.8%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		9.2%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		7.8%
<b>Sub-total</b>	<b>0.8%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>		<b>49.4%</b>
<i>Others</i>								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belfast	0.3%	0.0%	1.3%	1.2%	0.0%	0.0%		0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Castlederg	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dublin (ROI)	0.2%	0.0%	0.0%	0.0%	1.6%	0.0%		1.8%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dungannon	0.3%	0.0%	0.0%	2.2%	0.0%	0.0%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		28.5%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Londonderry	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Monaghan (ROI)	0.5%	0.0%	0.0%	2.2%	1.1%	0.0%		0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Strabane	0.6%	1.6%	0.0%	0.0%	0.0%	0.0%		0.0%
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub Total outside District</b>	<b>3.6%</b>	<b>4.5%</b>	<b>3.1%</b>	<b>5.6%</b>	<b>2.7%</b>	<b>1.2%</b>		<b>79.7%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		<b>100.0%</b>

**Notes:**

- Zones based on post code sectors
- Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- Excludes 'don't know/varies', markets and internet sales

Table 20: Electrical Goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.4	0.3	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.0	0.0	0.0	0.0	0.0	0.0
Omagh	11.0	9.5	1.4	0.0	0.1	0.0
Showgrounds Retail Park, Omagh	1.4	1.3	0.1	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	12.7	11.1	1.5	0.0	0.1	0.0
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.1	0.0	0.1	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	0.0	0.2	0.0	0.0	0.0
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.1	0.0	0.0	0.1	0.0	0.0
Fivemiletown	0.1	0.0	0.0	0.1	0.0	0.0
Linsaskea	0.9	0.0	0.0	0.7	0.2	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.0	0.0	0.0	0.8	0.2	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	11.7	0.4	1.0	3.1	3.0	4.1
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	4.1	0.4	0.7	0.6	1.0	1.4
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	15.9	0.8	1.8	3.7	4.0	5.5
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.2	0.0	0.0	0.0	0.0	0.2
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.1	0.0	0.0	0.0	0.0	0.1
Sub-total	0.3	0.0	0.0	0.0	0.0	0.3
Sub Total   Fermanagh & Omagh District	30.1	12.0	3.5	4.5	4.3	5.8

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
<i>Outside District</i>						
<u>Zone 6</u>						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.1	0.0	0.0	0.0	0.0	0.1
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.2	0.2	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.3</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.1	0.0	0.0	0.1	0.0	0.0
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.2	0.2	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.1	0.0	0.0	0.0	0.1	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.1	0.0	0.0	0.1	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.1	0.0	0.1	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.2	0.0	0.0	0.1	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.2	0.2	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total outside District</b>	<b>1.1</b>	<b>0.6</b>	<b>0.1</b>	<b>0.3</b>	<b>0.1</b>	<b>0.1</b>
<b>Total (rounded)</b>	<b>31.2</b>	<b>12.5</b>	<b>3.6</b>	<b>4.8</b>	<b>4.4</b>	<b>5.8</b>

**Notes:**

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

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

Table 21: DIY Goods shopping patterns

Destination	Total (Z1-5) DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)		Zone 6 DIY (%)
<i>Study Area</i>								
<b>Zone 1</b>								
Beragh	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrickmore	1.4%	3.5%	0.0%	0.0%	0.0%	0.0%		0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortin	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	6.7%	14.8%	3.7%	1.4%	0.0%	0.0%		0.0%
Newtownstewart	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%		0.0%
Omagh	37.8%	68.3%	47.9%	6.8%	7.8%	11.7%		0.0%
Showgrounds Retail Park, Omagh	3.6%	3.3%	7.4%	5.8%	3.8%	0.0%		0.0%
Sixmilecross	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	51.8%	95.4%	59.0%	14.0%	11.6%	11.7%		0.0%
<b>Zone 2</b>								
Dromore	0.4%	0.0%	3.5%	0.0%	0.0%	0.0%		0.0%
Ederney	0.3%	0.0%	2.6%	0.0%	0.0%	0.0%		0.0%
Irvinestown	1.2%	0.0%	8.6%	0.0%	1.6%	0.0%		0.7%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	1.9%	0.0%	14.7%	0.0%	1.6%	0.0%		0.7%
<b>Zone 3</b>								
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fivemiletown	3.0%	0.0%	0.0%	19.2%	1.0%	0.0%		0.0%
Lisnaskea	4.3%	0.0%	0.0%	27.5%	1.2%	0.0%		0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownbutler	1.5%	0.0%	0.0%	7.5%	0.0%	2.0%		0.0%
Rosslea	0.2%	0.0%	0.0%	1.2%	0.0%	0.0%		0.0%
Sub-total	8.9%	0.0%	0.0%	55.4%	2.2%	2.0%		0.0%
<b>Zone 4</b>								
Ballinamallard	0.3%	0.0%	0.0%	0.0%	2.2%	0.0%		0.0%
Enniskillen	30.8%	1.5%	20.8%	26.1%	78.7%	69.3%		5.9%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.3%	0.0%	3.0%	0.0%	3.7%	7.5%		2.7%
Trory	0.2%	0.0%	1.3%	0.0%	0.0%	0.0%		0.0%
Sub-total	33.5%	1.5%	25.1%	26.1%	84.6%	76.8%		8.6%
<b>Zone 5</b>								
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belleek	0.5%	0.0%	0.0%	0.0%	0.0%	2.6%		0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	0.5%	0.0%	0.0%	0.0%	0.0%	2.6%		0.0%
Sub Total   Fermanagh & Omagh District	96.6%	96.9%	98.8%	95.5%	100.0%	93.0%		9.3%

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)		Zone 6 DIY (%)
<i>Outside District</i>								
Zone 6								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		26.6%
Ballyshannon (ROI)	0.5%	0.0%	0.0%	0.0%	0.0%	2.5%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		8.1%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.2%	0.0%	0.0%	1.4%	0.0%	0.0%		6.6%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		1.7%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		6.8%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		9.4%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.0%
<b>Sub-total</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.4%</b>	<b>0.0%</b>	<b>2.5%</b>		<b>61.2%</b>
<i>Others</i>								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belfast	1.3%	1.5%	0.0%	1.9%	0.0%	2.0%		0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		27.5%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisburn	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Monaghan (ROI)	0.2%	0.0%	0.0%	1.2%	0.0%	0.0%		0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%		0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Strabane	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%		0.0%
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
<b>Sub Total outside District</b>	<b>3.4%</b>	<b>3.1%</b>	<b>1.2%</b>	<b>4.5%</b>	<b>0.0%</b>	<b>7.0%</b>		<b>90.7%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		<b>100.0%</b>

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

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



Table 22: DIY Goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)
Study Area						
Zone 1						
Beragh	0.1	0.1	0.0	0.0	0.0	0.0
Carrickmore	0.3	0.3	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.1	0.1	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	1.3	1.2	0.1	0.0	0.0	0.0
Newtownstewart	0.1	0.1	0.0	0.0	0.0	0.0
Omagh	7.3	5.4	1.1	0.2	0.2	0.4
Showgrounds Retail Park, Omagh	0.7	0.3	0.2	0.2	0.1	0.0
Sixmilecross	0.1	0.1	0.0	0.0	0.0	0.0
Sub-total	10.0	7.6	1.3	0.4	0.3	0.4
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.1	0.0	0.1	0.0	0.0	0.0
Irvinestown	0.2	0.0	0.2	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.4	0.0	0.3	0.0	0.0	0.0
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.6	0.0	0.0	0.6	0.0	0.0
Linnaskea	0.8	0.0	0.0	0.8	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.3	0.0	0.0	0.2	0.0	0.1
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.7	0.0	0.0	1.6	0.1	0.1
Zone 4						
Ballinamallard	0.1	0.0	0.0	0.0	0.1	0.0
Enniskillen	6.0	0.1	0.5	0.8	2.1	2.5
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.4	0.0	0.1	0.0	0.1	0.3
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	6.5	0.1	0.6	0.8	2.3	2.8
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.1	0.0	0.0	0.0	0.0	0.1
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.0	0.0	0.1
Sub Total   Fermanagh & Omagh District	18.7	7.7	2.2	2.7	2.7	3.4

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)
<i>Outside District</i>						
<i>Zone 6</i>						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.1	0.0	0.0	0.0	0.0	0.1
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>
<i>Others</i>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.2	0.1	0.0	0.1	0.0	0.1
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.1	0.0	0.0	0.0	0.0	0.1
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.1	0.1	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total outside District</b>	<b>0.7</b>	<b>0.2</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.3</b>
<b>Total (rounded)</b>	<b>19.3</b>	<b>7.9</b>	<b>2.2</b>	<b>2.9</b>	<b>2.7</b>	<b>3.6</b>

- Notes:**
- a. Zones based on post code sectors
  - b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
  - c. Excludes 'don't know/varies', markets and internet sales

Table 23: Furniture Goods shopping patterns

Destination	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5		Zone 6
	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture		Furniture
	(%)	(%)	(%)	(%)	(%)	(%)		(%)
Study Area								
Zone 1								
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Fintona	1.2%	1.6%	5.2%	0.0%	0.0%	0.0%		0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownstewart	4.3%	10.8%	0.0%	0.0%	0.0%	0.0%		0.0%
Omagh	30.5%	66.1%	25.5%	5.2%	1.0%	0.0%		0.0%
Showgrounds Retail Park, Omagh	2.7%	5.4%	1.9%	1.9%	0.0%	0.0%		0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	38.8%	83.9%	32.6%	7.1%	1.0%	0.0%		0.0%
Zone 2								
Dromore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Irvinestown	5.8%	0.0%	33.4%	0.0%	4.4%	6.8%		0.0%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	5.8%	0.0%	33.4%	0.0%	4.4%	6.8%		0.0%
Zone 3								
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Clabby	0.4%	0.0%	0.0%	0.0%	2.7%	0.0%		0.0%
Fivemiletown	0.9%	0.0%	0.0%	5.7%	0.0%	0.0%		0.0%
Lisnaskea	4.4%	0.0%	0.0%	29.4%	0.0%	0.0%		0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newtownbutler	1.4%	1.6%	0.0%	1.9%	0.0%	2.2%		0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	7.0%	1.6%	0.0%	37.0%	2.7%	2.2%		0.0%
Zone 4								
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Enniskillen	31.7%	0.0%	18.5%	32.7%	73.5%	75.1%		11.9%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	3.0%	0.0%	4.5%	1.3%	12.7%	2.8%		3.4%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sub-total	34.7%	0.0%	23.0%	34.1%	86.3%	78.0%		15.3%
Zone 5								
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belleek	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Garrison	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%		0.0%
Sub-total	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%		0.0%
Sub Total   Fermanagh & Omagh District	86.6%	85.5%	89.0%	78.2%	94.4%	88.5%		15.3%

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)		Zone 6 Furniture (%)
<i>Outside District</i>								
Zone 6								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		10.1%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		5.6%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%		7.9%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3%	0.0%	0.0%	1.9%	0.0%	0.0%		4.0%
Cleveragh Retail Park (ROI), Sligo	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%		0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		6.6%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		12.8%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		1.3%
<b>Sub-total</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.2%</b>	<b>0.0%</b>	<b>1.5%</b>		<b>48.3%</b>
<i>Others</i>								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belfast	7.6%	6.3%	7.8%	12.7%	4.5%	8.5%		0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cookstown	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%		0.0%
Craigavon	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		4.2%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dungannon	1.1%	1.9%	0.0%	0.0%	0.0%	1.6%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		32.2%
Limavady	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%		0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Londonderry	1.4%	2.7%	0.0%	1.9%	0.0%	0.0%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Monaghan (ROI)	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%		0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Strabane	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%		0.0%
Abroad	0.2%	0.0%	0.0%	0.0%	1.1%	0.0%		0.0%
<b>Sub Total outside District</b>	<b>13.4%</b>	<b>14.5%</b>	<b>11.0%</b>	<b>21.8%</b>	<b>5.6%</b>	<b>11.5%</b>		<b>84.7%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>		<b>100.0%</b>

**Notes:**

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

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

Table 24: Furniture Goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.5	0.3	0.2	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	1.8	1.8	0.0	0.0	0.0	0.0
Omagh	12.5	10.9	1.2	0.3	0.1	0.0
Showgrounds Retail Park, Omagh	1.1	0.9	0.1	0.1	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	15.9	13.9	1.6	0.4	0.1	0.0
Zone 2						
Dromore	0.0	0.0	0.0	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	2.4	0.0	1.6	0.0	0.2	0.5
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	2.4	0.0	1.6	0.0	0.2	0.5
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.2	0.0	0.0	0.0	0.2	0.0
Fivemiletown	0.3	0.0	0.0	0.3	0.0	0.0
Lisnaskea	1.8	0.0	0.0	1.8	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.6	0.3	0.0	0.1	0.0	0.2
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	2.9	0.3	0.0	2.3	0.2	0.2
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	13.0	0.0	0.9	2.0	4.1	6.0
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.2	0.0	0.2	0.1	0.7	0.2
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	14.2	0.0	1.1	2.1	4.9	6.2
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.0	0.0	0.0	0.0	0.0	0.0
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.1	0.0	0.0	0.0	0.0	0.1
Sub-total	0.1	0.0	0.0	0.0	0.0	0.1
Sub Total   Fermanagh & Omagh District	35.5	14.1	4.2	4.8	5.3	7.0

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)
<i>Outside District</i>						
<u>Zone 6</u>						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.1	0.0	0.0	0.1	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.1	0.0	0.0	0.1	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.1	0.0	0.0	0.0	0.0	0.1
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.1</b>
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.1	0.0	0.1	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	3.1	1.0	0.4	0.8	0.3	0.7
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.1	0.0	0.0	0.1	0.0	0.0
Craigavon	0.1	0.0	0.1	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.4	0.3	0.0	0.0	0.0	0.1
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.1	0.0	0.0	0.1	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.6	0.4	0.0	0.1	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.3	0.3	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.1	0.0	0.0	0.1	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.3	0.3	0.0	0.0	0.0	0.0
Abroad	0.1	0.0	0.0	0.0	0.1	0.0
<b>Sub Total outside District</b>	<b>5.5</b>	<b>2.4</b>	<b>0.5</b>	<b>1.3</b>	<b>0.3</b>	<b>0.9</b>
<b>Total (rounded)</b>	<b>41.0</b>	<b>16.5</b>	<b>4.8</b>	<b>6.2</b>	<b>5.6</b>	<b>7.9</b>

**Notes:**

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

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

Table 25: Total Comparison Goods expenditure

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Inflow Comparison (£m)
Study Area								
Zone 1								
Beragh	0.2	0.0%	0.2	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.3	0.1%	0.3	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0
Fintona	0.8	0.2%	0.5	0.3	0.0	0.0	0.0	0.0
Gortin	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.4	0.1%	0.3	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	1.6	0.5%	1.2	0.1	0.2	0.2	0.0	0.0
Newtownstewart	4.6	1.3%	4.6	0.0	0.0	0.0	0.0	0.0
Omagh	126.1	35.2%	102.4	16.3	3.6	1.8	1.9	0.0
Showgrounds Retail Park, Omagh	16.9	4.7%	15.4	1.1	0.3	0.1	0.0	0.0
Sixmilecross	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0
Sub-total	151.2	42.2%	125.2	17.9	4.1	2.1	1.9	0.0
Zone 2								
Dromore	0.6	0.2%	0.0	0.6	0.0	0.0	0.0	0.0
Ederney	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0
Irvinestown	5.9	1.6%	0.0	4.2	0.0	0.9	0.8	0.1
Kesh	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0
Trillick	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0
Sub-total	6.7	1.9%	0.0	5.0	0.0	0.9	0.8	0.1
Zone 3								
Brookeborough	0.2	0.0%	0.0	0.0	0.2	0.0	0.0	0.0
Clabby	0.2	0.1%	0.0	0.0	0.1	0.2	0.0	0.0
Fivemiletown	1.9	0.5%	0.1	0.2	1.6	0.0	0.0	0.0
Linsaskea	6.8	1.9%	0.5	0.0	5.9	0.3	0.0	0.0
Maguiresbridge	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0
Newtownbutler	1.1	0.3%	0.3	0.0	0.6	0.0	0.2	0.0
Rosslea	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0
Sub-total	10.3	2.9%	0.9	0.2	8.5	0.5	0.2	0.0
Zone 4								
Ballinamallard	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0
Enniskillen	141.7	39.6%	1.5	13.4	30.9	41.5	54.5	14.2
Lisbellaw	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	7.8	2.2%	0.4	1.2	1.8	2.6	1.9	0.4
Trory	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	149.7	41.8%	1.9	14.6	32.7	44.2	56.3	14.6
Zone 5								
Belcoo	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	2.2	0.6%	0.0	0.0	0.0	0.0	2.2	0.0
Derrygonnelly	0.1	0.0%	0.0	0.0	0.0	0.0	0.1	0.0
Derrylin	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.4	0.1%	0.0	0.0	0.0	0.0	0.4	0.0
Sub-total	2.7	0.8%	0.0	0.0	0.0	0.0	2.7	0.0
Sub Total   Fermanagh & Omagh District								
	320.6	89.5%	127.9	37.6	45.4	47.8	62.0	14.7

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)
<i>Outside District</i>							
<i>Zone 6</i>							
Ballinamore (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
Belturbet (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.4	0.1%	0.0	0.0	0.4	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3	0.1%	0.0	0.0	0.3	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
Donegal (ROI)	0.3	0.1%	0.0	0.0	0.0	0.0	0.3
Grange village (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.2	0.1%	0.2	0.0	0.0	0.0	0.0
Sligo (ROI)	0.3	0.1%	0.0	0.0	0.0	0.0	0.3
Sligo Retail Park (ROI), Carraroe, Sligo	0.1	0.0%	0.0	0.1	0.0	0.0	0.0
<b>Sub-total</b>	<b>1.9</b>	<b>0.5%</b>	<b>0.2</b>	<b>0.1</b>	<b>0.7</b>	<b>0.0</b>	<b>0.9</b>
<i>Others</i>							
Aughnacloy	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballygally	0.1	0.0%	0.0	0.1	0.0	0.0	0.0
Ballymena	0.5	0.1%	0.5	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Banbridge	0.2	0.1%	0.0	0.0	0.2	0.0	0.0
Belfast	13.8	3.9%	3.9	0.9	3.1	2.2	3.7
Bristol, England	0.2	0.1%	0.0	0.0	0.0	0.0	0.2
Cardiff, Wales	0.6	0.2%	0.6	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Castlederg	0.2	0.1%	0.2	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.3	0.1%	0.0	0.0	0.0	0.0	0.3
Coleraine	0.2	0.1%	0.0	0.0	0.0	0.0	0.2
Cookstown	0.4	0.1%	0.0	0.0	0.4	0.0	0.0
Craigavon	0.6	0.2%	0.0	0.1	0.3	0.0	0.2
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.6	0.2%	0.0	0.0	0.5	0.1	0.0
Draperstown	0.6	0.2%	0.6	0.0	0.0	0.0	0.0
Dublin (ROI)	0.5	0.1%	0.0	0.0	0.1	0.1	0.3
Dundee, Scotland	0.3	0.1%	0.0	0.0	0.0	0.0	0.3
Dungannon	2.4	0.7%	1.9	0.0	0.1	0.0	0.4
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.9	0.2%	0.7	0.2	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Limavady	0.1	0.0%	0.0	0.0	0.1	0.0	0.0
Lisburn	0.7	0.2%	0.0	0.3	0.2	0.0	0.3
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.2	0.0%	0.0	0.0	0.0	0.0	0.2
Londonderry	3.4	0.9%	1.8	0.7	0.4	0.2	0.3
Maghera	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Magherafelt	1.4	0.4%	1.4	0.0	0.0	0.0	0.0
Manchester, England	0.2	0.1%	0.0	0.0	0.0	0.2	0.0
Monaghan (ROI)	1.2	0.3%	0.0	0.0	1.1	0.2	0.0
Newcastle, County Down	0.1	0.0%	0.0	0.0	0.1	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.4	0.1%	0.4	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
Perth, Scotland	0.1	0.0%	0.0	0.0	0.0	0.1	0.0
Portstewart	0.2	0.1%	0.0	0.2	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Strabane	4.3	1.2%	4.2	0.1	0.0	0.0	0.0
Abroad	0.8	0.2%	0.0	0.1	0.3	0.1	0.2
<b>Sub Total outside District</b>	<b>37.4</b>	<b>10.5%</b>	<b>16.4</b>	<b>2.9</b>	<b>7.6</b>	<b>3.3</b>	<b>7.3</b>
<b>Total (rounded)</b>	<b>358.1</b>	<b>100.0%</b>	<b>144.3</b>	<b>40.5</b>	<b>52.9</b>	<b>51.1</b>	<b>69.3</b>

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales
- d. Inflow assessment based on market shares derived from Zone 6 (ROI) and professional judgment



Table 26a: Estimated 'capacity' for new comparison goods facilities in Fermanagh & Omagh District

Year	Total Survey Turnover (£m) <sup>1</sup>	District Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2016	335.3	320.6	14.7	0.0
2020	359.8	347.0	15.9	3.2
2025	401.9	408.3	18.7	25.1
2030	448.1	483.9	22.2	57.9
District Market Share (%)	89.5			

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by Fermanagh & Omagh District facilities at 89.5% from Study Area

2015 Prices

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2016	0.0	0	0
2020	3.2	500	800
2025	25.1	3,800	6,000
2030	57.9	7,900	12,400

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 Prices

Table 26c: Extant comparison goods commitments in Fermanagh & Omagh District

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen	L/2012/0452/F	Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park.	1,530	4,500	6.9	Extant until November 2018. Assumed that overall net sales area (3,060 sq m) is divided equally between convenience and comparison goods sales.
Hollyhill Link Road, Enniskillen	L/2012/0341	Retail Development consisting of 3no. two storey units (non-food) with Unit 1 increased by 280m2 and service access road in the undercroft of Unit 3. The proposal also includes site boundary fencing, retaining walls, car parking and stopping up of existing road on South East boundary and reclassification of existing road to car park.	403	4,500	1.8	Extant until November 2018.
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No non-food retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	2,415	4,500	10.9	Comparison goods units total 3,450 sq m gross. It is assumed that these will have a 70% gross to net ratio (2,415 sq m net).
Total			4,348		19.6	

1. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.  
2015 prices

Table 26d: Net quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2016	0.0	19.6	-19.6	-3,600	-5,600
2020	3.2	21.0	-17.8	-3,000	-4,700
2025	25.1	23.0	2.1	300	500
2030	57.9	25.6	32.3	4,400	6,900

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District  
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)  
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 prices

Table 26e: Estimated 'capacity' for new comparison goods facilities in Enniskillen

Year	Total Survey Turnover (£m) <sup>1</sup>	Enniskillen Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2016	164.1	149.5	14.6	0.0
2020	176.0	161.8	15.8	1.6
2025	196.6	190.4	18.5	12.3
2030	219.2	225.6	22.0	28.3
Enniskillen Market Share (%)	41.7			

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by Enniskillen facilities at 41.7% from Study Area

2015 Prices

Table 26f: Gross quantitative capacity for additional comparison goods floorspace in Enniskillen

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2016	0.0	0	0
2020	1.6	300	400
2025	12.3	1,900	2,900
2030	28.3	3,900	6,100

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 Prices

Table 26g: Extant comparison goods commitments in Enniskillen

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen	L/2012/0452/F	Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park.	1,530	4,500	6.9	Extant until November 2018. Assumed that overall net sales area (3,060 sq m) is divided equally between convenience and comparison goods sales.
Hollyhill Link Road, Enniskillen	L/2012/0341	Retail Development consisting of 3no. two storey units (non-food) with Unit 1 increased by 280m2 and service access road in the undercroft of Unit 3. The proposal also includes site boundary fencing, retaining walls, car parking and stopping up of existing road on South East boundary and reclassification of existing road to car park.	403	4,500	1.8	Extant until November 2018.
Total			1,933		8.7	

1. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.  
2015 prices

Table 26h: Net quantitative capacity for additional comparison goods floorspace in Enniskillen

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2016	0.0	8.7	-8.7	-1,600	-2,500
2020	1.6	9.3	-7.8	-1,300	-2,100
2025	12.3	10.2	2.1	300	500
2030	28.3	11.4	17.0	2,300	3,600

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District  
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)  
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 prices

Table 26i: Estimated 'capacity' for new comparison goods facilities in Omagh

Year	Total Survey Turnover (£m) <sup>1</sup>	Omagh Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2016	143.0	143.0	0.0	0.0
2020	153.5	154.8	0.0	1.4
2025	171.4	182.1	0.0	10.7
2030	191.2	215.9	0.0	24.7
Omagh Market Share (%)	39.9			

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by Omagh facilities at 39.9% from Study Area

2015 Prices

Table 26j: Gross quantitative capacity for additional comparison goods floorspace in Omagh

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2016	0.0	0	0
2020	1.4	200	400
2025	10.7	1,600	2,600
2030	24.7	3,400	5,300

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 Prices

Table 26k: Extant comparison goods commitments in Omagh

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No non-food retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	2,415	4,500	10.9	Comparison goods units total 3,450 sq m gross. It is assumed that these will have a 70% gross to net ratio (2,415 sq m net).
Total			2,415		10.9	

1. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.  
2015 prices

Table 26l: Net quantitative capacity for additional comparison goods floorspace in Omagh

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2016	0.0	10.9	-10.9	-2,000	-3,100
2020	1.4	11.7	-10.3	-1,700	-2,700
2025	10.7	12.8	-2.1	-300	-500
2030	24.7	14.2	10.5	1,400	2,200

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District  
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)  
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 prices

Table 26m: Estimated 'capacity' for new comparison goods facilities in the rest of the District

Year	Total Survey Turnover (£m) <sup>1</sup>	District Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2016	28.2	28.1	0.1	0.0
2020	30.3	30.4	0.2	0.3
2025	33.8	35.8	0.2	2.1
2030	37.7	42.4	0.2	4.9
Rest of the District Market Share (%)		7.8		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)  
2. Assumes constant market share claimed by the rest of the District facilities at 7.8% from Study Area

2015 Prices

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in the rest of the District

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2016	0.0	0	0
2020	0.3	0	100
2025	2.1	300	500
2030	4.9	700	1,000

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 Prices

Table 26o: Extant comparison goods commitments in the rest of the District

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
None						
Total			-		0.0	

1. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2015 prices

Table 26p: Net quantitative capacity for additional comparison goods floorspace in the rest of the District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2016	0.0	0.0	0.0	0	0
2020	0.3	0.0	0.3	0	100
2025	2.1	0.0	2.1	300	500
2030	4.9	0.0	4.9	700	1,000

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District  
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)  
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)

2015 prices