

THE SHOPPING MALL SURVEY

AREA
Area
by Classification
Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Total	931	88	103	90	97	103	98	100	100	102	50	369	558	139	152	237	151	105	136
		9%	11%	10%	10%	11%	11%	11%	11%	11%	5%	40%	60%	15%	16%	25%	16%	11%	15%
Antrim	88	88	0	0	0	0	0	0	0	0	0	34	54	11	20	20	12	16	9
	9%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	10%	8%	13%	8%	8%	15%	7%
		100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	39%	61%	13%	23%	23%	14%	18%	10%
Belfast	103	0	103	0	0	0	0	0	0	0	0	51	52	20	8	31	20	3	21
	11%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	14%	9%	14%	5%	13%	13%	3%	15%
		0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	50%	50%	19%	8%	30%	19%	3%	20%
Carrickmoss/Monaghan/ Castleblayney	90	0	0	90	0	0	0	0	0	0	0	34	55	8	17	26	11	12	15
	10%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	9%	10%	6%	11%	11%	7%	11%	11%
		0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	38%	61%	9%	19%	29%	12%	13%	17%
Drogheda	97	0	0	0	97	0	0	0	0	0	0	38	59	6	24	33	7	11	14
	10%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	10%	11%	4%	16%	14%	5%	10%	10%
		0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	39%	61%	6%	25%	34%	7%	11%	14%
Dundalk	103	0	0	0	0	103	0	0	0	0	0	35	65	7	10	31	14	15	21
	11%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	9%	12%	5%	7%	13%	9%	14%	15%
		0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	34%	63%	7%	10%	30%	14%	15%	20%
Lisburn	98	0	0	0	0	0	98	0	0	0	0	41	57	14	19	14	25	13	13
	11%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	11%	10%	10%	13%	6%	17%	12%	10%
		0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	42%	58%	14%	19%	14%	26%	13%	13%
Newry	100	0	0	0	0	0	0	100	0	0	0	25	75	21	14	28	10	12	15
	11%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	7%	13%	15%	9%	12%	7%	11%	11%
		0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	25%	75%	21%	14%	28%	10%	12%	15%
Newtownards/ Newtonabbey/Bangor	100	0	0	0	0	0	0	0	100	0	0	45	55	22	19	18	27	8	5
	11%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	12%	10%	16%	13%	8%	18%	8%	4%
		0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	45%	55%	22%	19%	18%	27%	8%	5%
Omagh	102	0	0	0	0	0	0	0	0	102	0	46	56	22	12	28	13	10	17
	11%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	12%	10%	16%	8%	12%	9%	10%	13%
		0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	45%	55%	22%	12%	27%	13%	10%	17%
Portadown	50	0	0	0	0	0	0	0	0	0	50	20	30	8	9	8	12	5	6
	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	5%	5%	6%	6%	3%	8%	5%	4%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	40%	60%	16%	18%	16%	24%	10%	12%

THE SHOPPING MALL SURVEY

Q 1
Age
by Classification
Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Total	920	88	103	89	95	98	98	100	99	102	48	368	549	139	152	237	151	105	136
		10%	11%	10%	10%	11%	11%	11%	11%	11%	5%	40%	60%	15%	17%	26%	16%	11%	15%
18-24 years	139	11	20	8	6	7	14	21	22	22	8	63	75	139	0	0	0	0	0
	15%	13%	19%	9%	6%	7%	14%	21%	22%	22%	17%	17%	14%	100%	0%	0%	0%	0%	0%
		8%	14%	6%	4%	5%	10%	15%	16%	16%	6%	45%	54%	100%	0%	0%	0%	0%	0%
25-34 years	152	20	8	17	24	10	19	14	19	12	9	58	94	0	152	0	0	0	0
	17%	23%	8%	19%	25%	10%	19%	14%	19%	12%	19%	16%	17%	0%	100%	0%	0%	0%	0%
		13%	5%	11%	16%	7%	13%	9%	13%	8%	6%	38%	62%	0%	100%	0%	0%	0%	0%
35-44 years	237	20	31	26	33	31	14	28	18	28	8	87	150	0	0	237	0	0	0
	26%	23%	30%	29%	35%	32%	14%	28%	18%	27%	17%	24%	27%	0%	0%	100%	0%	0%	0%
		8%	13%	11%	14%	13%	6%	12%	8%	12%	3%	37%	63%	0%	0%	100%	0%	0%	0%
45-54 years	151	12	20	11	7	14	25	10	27	13	12	59	92	0	0	0	151	0	0
	16%	14%	19%	12%	7%	14%	26%	10%	27%	13%	25%	16%	17%	0%	0%	0%	100%	0%	0%
		8%	13%	7%	5%	9%	17%	7%	18%	9%	8%	39%	61%	0%	0%	0%	100%	0%	0%
55-64 years	105	16	3	12	11	15	13	12	8	10	5	39	64	0	0	0	0	105	0
	11%	18%	3%	13%	12%	15%	13%	12%	8%	10%	10%	11%	12%	0%	0%	0%	0%	100%	0%
		15%	3%	11%	10%	14%	12%	11%	8%	10%	5%	37%	61%	0%	0%	0%	0%	100%	0%
65+ years	136	9	21	15	14	21	13	15	5	17	6	62	74	0	0	0	0	0	136
	15%	10%	20%	17%	15%	21%	13%	15%	5%	17%	13%	17%	13%	0%	0%	0%	0%	0%	100%
		7%	15%	11%	10%	15%	10%	11%	4%	13%	4%	46%	54%	0%	0%	0%	0%	0%	100%

THE SHOPPING MALL SURVEY

Q 2
 Gender
 by Classification
 Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Total	927	88	103	89	97	100	98	100	100	102	50	369	558	138	152	237	151	103	136
		9%	11%	10%	10%	11%	11%	11%	11%	11%	5%	40%	60%	15%	16%	26%	16%	11%	15%
Male	369	34	51	34	38	35	41	25	45	46	20	369	0	63	58	87	59	39	62
	40%	39%	50%	38%	39%	35%	42%	25%	45%	45%	40%	100%	0%	46%	38%	37%	39%	38%	46%
		9%	14%	9%	10%	9%	11%	7%	12%	12%	5%	100%	0%	17%	16%	24%	16%	11%	17%
Female	558	54	52	55	59	65	57	75	55	56	30	0	558	75	94	150	92	64	74
	60%	61%	50%	62%	61%	65%	58%	75%	55%	55%	60%	0%	100%	54%	62%	63%	61%	62%	54%
		10%	9%	10%	11%	12%	10%	13%	10%	10%	5%	0%	100%	13%	17%	27%	16%	11%	13%

THE SHOPPING MALL SURVEY

Q 3
 How many people live in your household?
 by Classification
 Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Total	908	88	103	77	94	97	98	100	100	101	50	363	541	137	148	233	147	102	131
		10%	11%	8%	10%	11%	11%	11%	11%	11%	6%	40%	60%	15%	16%	26%	16%	11%	14%
Just me	116	8	26	6	10	8	16	6	14	18	4	68	48	5	7	17	13	11	63
	13%	9%	25%	8%	11%	8%	16%	6%	14%	18%	8%	19%	9%	4%	5%	7%	9%	11%	48%
		7%	22%	5%	9%	7%	14%	5%	12%	16%	3%	59%	41%	4%	6%	15%	11%	9%	54%
Two	230	27	30	19	21	23	30	19	27	18	16	101	128	19	36	41	36	45	47
	25%	31%	29%	25%	22%	24%	31%	19%	27%	18%	32%	28%	24%	14%	24%	18%	24%	44%	36%
		12%	13%	8%	9%	10%	13%	8%	12%	8%	7%	44%	56%	8%	16%	18%	16%	20%	20%
Three	186	23	11	21	27	20	18	16	22	16	12	70	115	30	42	43	32	26	11
	20%	26%	11%	27%	29%	21%	18%	16%	22%	16%	24%	19%	21%	22%	28%	18%	22%	25%	8%
		12%	6%	11%	15%	11%	10%	9%	12%	9%	6%	38%	62%	16%	23%	23%	17%	14%	6%
Four	211	21	17	19	20	26	21	28	26	23	10	74	136	33	40	84	36	11	5
	23%	24%	17%	25%	21%	27%	21%	28%	26%	23%	20%	20%	25%	24%	27%	36%	24%	11%	4%
		10%	8%	9%	9%	12%	10%	13%	12%	11%	5%	35%	64%	16%	19%	40%	17%	5%	2%
Five	95	6	6	7	12	11	12	10	8	17	6	29	65	30	11	30	17	4	3
	10%	7%	6%	9%	13%	11%	12%	10%	8%	17%	12%	8%	12%	22%	7%	13%	12%	4%	2%
		6%	6%	7%	13%	12%	13%	11%	8%	18%	6%	31%	68%	32%	12%	32%	18%	4%	3%
More than 5	70	3	13	5	4	9	1	21	3	9	2	21	49	20	12	18	13	5	2
	8%	3%	13%	6%	4%	9%	1%	21%	3%	9%	4%	6%	9%	15%	8%	8%	9%	5%	2%
		4%	19%	7%	6%	13%	1%	30%	4%	13%	3%	30%	70%	29%	17%	26%	19%	7%	3%

THE SHOPPING MALL SURVEY

Q 4

Do you have any children of school age living with you?

by Classification

Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Total	899	88	102	75	93	94	98	98	100	102	49	360	536	135	147	230	146	100	131
		10%	11%	8%	10%	10%	11%	11%	11%	11%	5%	40%	60%	15%	16%	26%	16%	11%	15%
Yes	343	28	30	33	38	42	32	53	28	42	17	115	227	47	63	155	56	13	7
	38%	32%	29%	44%	41%	45%	33%	54%	28%	41%	35%	32%	42%	35%	43%	67%	38%	13%	5%
		8%	9%	10%	11%	12%	9%	15%	8%	12%	5%	34%	66%	14%	18%	45%	16%	4%	2%
No	556	60	72	42	55	52	66	45	72	60	32	245	309	88	84	75	90	87	124
	62%	68%	71%	56%	59%	55%	67%	46%	72%	59%	65%	68%	58%	65%	57%	33%	62%	87%	95%
		11%	13%	8%	10%	9%	12%	8%	13%	11%	6%	44%	56%	16%	15%	13%	16%	16%	22%

THE SHOPPING MALL SURVEY

Q 5
Which of these best describes you?
by Classification
Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Total	910	88	103	79	95	97	97	100	100	101	50	362	544	136	148	234	146	102	134
		10%	11%	9%	10%	11%	11%	11%	11%	11%	5%	40%	60%	15%	16%	26%	16%	11%	15%
Working full-time	409	53	39	32	46	37	38	37	63	32	32	231	176	54	97	131	82	31	7
	45%	60%	38%	41%	48%	38%	39%	37%	63%	32%	64%	64%	32%	40%	66%	56%	56%	30%	5%
		13%	10%	8%	11%	9%	9%	9%	15%	8%	8%	56%	43%	13%	24%	32%	20%	8%	2%
Working part-time	145	10	14	12	12	22	16	32	13	9	5	16	128	15	30	54	23	18	4
	16%	11%	14%	15%	13%	23%	16%	32%	13%	9%	10%	4%	24%	11%	20%	23%	16%	18%	3%
		7%	10%	8%	8%	15%	11%	22%	9%	6%	3%	11%	88%	10%	21%	37%	16%	12%	3%
Retired	141	14	19	18	13	15	19	15	5	17	6	68	73	0	0	0	5	25	111
	15%	16%	18%	23%	14%	15%	20%	15%	5%	17%	12%	19%	13%	0%	0%	0%	3%	25%	83%
		10%	13%	13%	9%	11%	13%	11%	4%	12%	4%	48%	52%	0%	0%	0%	4%	18%	79%
Housewife	128	8	13	12	17	19	13	12	8	21	5	1	127	6	15	45	27	23	11
	14%	9%	13%	15%	18%	20%	13%	12%	8%	21%	10%	0%	23%	4%	10%	19%	18%	23%	8%
		6%	10%	9%	13%	15%	10%	9%	6%	16%	4%	1%	99%	5%	12%	35%	21%	18%	9%
Full-time student	58	2	12	5	4	2	6	1	7	17	2	30	27	52	4	0	1	0	0
	6%	2%	12%	6%	4%	2%	6%	1%	7%	17%	4%	8%	5%	38%	3%	0%	1%	0%	0%
		3%	21%	9%	7%	3%	10%	2%	12%	29%	3%	52%	47%	90%	7%	0%	2%	0%	0%
Unemployed	29	1	6	0	3	2	5	3	4	5	0	16	13	9	2	4	8	5	1
	3%	1%	6%	0%	3%	2%	5%	3%	4%	5%	0%	4%	2%	7%	1%	2%	5%	5%	1%
		3%	21%	0%	10%	7%	17%	10%	14%	17%	0%	55%	45%	31%	7%	14%	28%	17%	3%

THE SHOPPING MALL SURVEY

Q 7

How often do you go non-food shopping for items such as clothing, homewares, health and beauty, CDs and/or books?

by Classification

Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Total	929	87	103	90	97	102	98	100	100	102	50	367	558	139	152	236	151	105	135
		9%	11%	10%	10%	11%	11%	11%	11%	11%	5%	40%	60%	15%	16%	25%	16%	11%	15%
Every day	9	0	2	2	0	0	0	2	3	0	0	3	6	0	1	2	3	2	0
(200)	1%	0%	2%	2%	0%	0%	0%	2%	3%	0%	0%	1%	1%	0%	1%	1%	2%	2%	0%
		0%	22%	22%	0%	0%	0%	22%	33%	0%	0%	33%	67%	0%	11%	22%	33%	22%	0%
2-3 times a week	70	7	11	11	12	7	2	8	7	1	4	29	41	17	15	17	7	5	7
(120)	8%	8%	11%	12%	12%	7%	2%	8%	7%	1%	8%	8%	7%	12%	10%	7%	5%	5%	5%
		10%	16%	16%	17%	10%	3%	11%	10%	1%	6%	41%	59%	24%	21%	24%	10%	7%	10%
Once a week	201	26	20	12	22	20	15	34	31	12	9	53	146	41	34	61	34	19	9
(50)	22%	30%	19%	13%	23%	20%	15%	34%	31%	12%	18%	14%	26%	29%	22%	26%	23%	18%	7%
		13%	10%	6%	11%	10%	7%	17%	15%	6%	4%	26%	73%	20%	17%	30%	17%	9%	4%
2-3 times a month	224	9	33	27	19	32	28	36	12	19	9	85	139	47	43	61	40	15	16
(25)	24%	10%	32%	30%	20%	31%	29%	36%	12%	19%	18%	23%	25%	34%	28%	26%	26%	14%	12%
		4%	15%	12%	8%	14%	13%	16%	5%	8%	4%	38%	62%	21%	19%	27%	18%	7%	7%
Once a month	207	30	8	14	25	21	32	12	30	19	16	76	130	22	44	58	32	32	18
(12)	22%	34%	8%	16%	26%	21%	33%	12%	30%	19%	32%	21%	23%	16%	29%	25%	21%	30%	13%
		14%	4%	7%	12%	10%	15%	6%	14%	9%	8%	37%	63%	11%	21%	28%	15%	15%	9%
Once every 2 months	65	7	1	9	5	5	11	2	5	18	2	34	31	6	6	17	12	12	11
(6)	7%	8%	1%	10%	5%	5%	11%	2%	5%	18%	4%	9%	6%	4%	4%	7%	8%	11%	8%
		11%	2%	14%	8%	8%	17%	3%	8%	28%	3%	52%	48%	9%	9%	26%	18%	18%	17%
Less often	153	8	28	15	14	17	10	6	12	33	10	87	65	6	9	20	23	20	74
(3)	16%	9%	27%	17%	14%	17%	10%	6%	12%	32%	20%	24%	12%	4%	6%	8%	15%	19%	55%
		5%	18%	10%	9%	11%	7%	4%	8%	22%	7%	57%	42%	4%	6%	13%	15%	13%	48%
Mean score	31.4	32.1	36.2	36.2	34.9	29.1	22.1	41.3	37.2	16.0	27.8	27.9	33.8	40.2	35.3	33.4	30.9	27.1	16.3

THE SHOPPING MALL SURVEY

Q 8

Where do you normally do most of your non-food shopping?

by Classification

Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Total	903	87	101	82	95	99	97	100	100	93	49	356	543	137	149	227	148	104	129
		10%	11%	9%	11%	11%	11%	11%	11%	10%	5%	39%	60%	15%	17%	25%	16%	12%	14%
Belfast/City Centre/ High St/Town	166	15	94	0	0	4	5	0	35	7	6	87	79	34	25	44	32	10	20
	18%	17%	93%	0%	0%	4%	5%	0%	35%	8%	12%	24%	15%	25%	17%	19%	22%	10%	16%
		9%	57%	0%	0%	2%	3%	0%	21%	4%	4%	52%	48%	20%	15%	27%	19%	6%	12%
Town	114	8	0	24	14	11	0	0	22	17	18	42	72	15	19	32	19	9	15
	13%	9%	0%	29%	15%	11%	0%	0%	22%	18%	37%	12%	13%	11%	13%	14%	13%	9%	12%
		7%	0%	21%	12%	10%	0%	0%	19%	15%	16%	37%	63%	13%	17%	28%	17%	8%	13%
Lisburn	95	4	0	0	0	0	90	0	0	0	1	40	55	14	19	12	23	14	13
	11%	5%	0%	0%	0%	0%	93%	0%	0%	0%	2%	11%	10%	10%	13%	5%	16%	13%	10%
		4%	0%	0%	0%	0%	95%	0%	0%	0%	1%	42%	58%	15%	20%	13%	24%	15%	14%
Dundalk	77	0	0	17	0	60	0	0	0	0	0	28	46	4	8	20	9	15	20
	9%	0%	0%	21%	0%	61%	0%	0%	0%	0%	0%	8%	8%	3%	5%	9%	6%	14%	16%
		0%	0%	22%	0%	78%	0%	0%	0%	0%	0%	36%	60%	5%	10%	26%	12%	19%	26%
Shopping Centre	65	0	0	20	26	14	0	0	2	1	2	23	42	7	13	18	13	6	6
	7%	0%	0%	24%	27%	14%	0%	0%	2%	1%	4%	6%	8%	5%	9%	8%	9%	6%	5%
		0%	0%	31%	40%	22%	0%	0%	3%	2%	3%	35%	65%	11%	20%	28%	20%	9%	9%
Newry	53	0	0	4	1	11	0	37	0	0	0	14	39	5	12	15	5	9	6
	6%	0%	0%	5%	1%	11%	0%	37%	0%	0%	0%	4%	7%	4%	8%	7%	3%	9%	5%
		0%	0%	8%	2%	21%	0%	70%	0%	0%	0%	26%	74%	9%	23%	28%	9%	17%	11%
The Quays	51	0	0	1	0	0	0	50	0	0	0	14	37	14	4	16	3	3	11
	6%	0%	0%	1%	0%	0%	0%	50%	0%	0%	0%	4%	7%	10%	3%	7%	2%	3%	9%
		0%	0%	2%	0%	0%	0%	98%	0%	0%	0%	27%	73%	27%	8%	31%	6%	6%	22%
Drogheda	47	0	0	0	41	6	0	0	0	0	0	17	30	0	13	21	4	4	5
	5%	0%	0%	0%	43%	6%	0%	0%	0%	0%	0%	5%	6%	0%	9%	9%	3%	4%	4%
		0%	0%	0%	87%	13%	0%	0%	0%	0%	0%	36%	64%	0%	28%	45%	9%	9%	11%
Bangor	44	0	0	0	0	0	0	0	44	0	0	18	26	8	8	7	15	4	2
	5%	0%	0%	0%	0%	0%	0%	0%	44%	0%	0%	5%	5%	6%	5%	3%	10%	4%	2%
		0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	41%	59%	18%	18%	16%	34%	9%	5%
Dublin	40	1	0	6	8	20	0	0	0	5	0	21	19	5	11	8	4	4	8
	4%	1%	0%	7%	8%	20%	0%	0%	0%	5%	0%	6%	3%	4%	7%	4%	3%	4%	6%
		3%	0%	15%	20%	50%	0%	0%	0%	13%	0%	53%	48%	13%	28%	20%	10%	10%	20%

THE SHOPPING MALL SURVEY

Q 8 (continuation)

Where do you normally do most of your non-food shopping?

by Classification

Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Ballymena	35	35	0	0	0	0	0	0	0	0	0	9	26	4	9	9	4	6	3
	4%	40%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	5%	3%	6%	4%	3%	6%	2%
		100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	26%	74%	11%	26%	26%	11%	17%	9%
Local town/shops/ mall	29	0	0	1	6	2	0	1	0	8	11	9	20	3	5	7	5	2	7
	3%	0%	0%	1%	6%	2%	0%	1%	0%	9%	22%	3%	4%	2%	3%	3%	3%	2%	5%
		0%	0%	3%	21%	7%	0%	3%	0%	28%	38%	31%	69%	10%	17%	24%	17%	7%	24%
Buttercrane	26	0	0	0	0	0	0	26	0	0	0	4	22	6	5	5	4	4	2
	3%	0%	0%	0%	0%	0%	0%	26%	0%	0%	0%	1%	4%	4%	3%	2%	3%	4%	2%
		0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	15%	85%	23%	19%	19%	15%	15%	8%
Omagh Town/High St	25	0	0	0	0	0	0	0	0	25	0	10	15	6	3	7	3	5	1
	3%	0%	0%	0%	0%	0%	0%	0%	0%	27%	0%	3%	3%	4%	2%	3%	2%	5%	1%
		0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	40%	60%	24%	12%	28%	12%	20%	4%
Newtownards	22	0	0	0	0	0	0	0	22	0	0	11	11	7	2	6	5	0	1
	2%	0%	0%	0%	0%	0%	0%	0%	22%	0%	0%	3%	2%	5%	1%	3%	3%	0%	1%
		0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	50%	50%	32%	9%	27%	23%	0%	5%
Antrim/town centre	21	19	0	0	0	0	0	0	0	2	0	9	12	4	1	3	2	6	5
	2%	22%	0%	0%	0%	0%	0%	0%	0%	2%	0%	3%	2%	3%	1%	1%	1%	6%	4%
		90%	0%	0%	0%	0%	0%	0%	0%	10%	0%	43%	57%	19%	5%	14%	10%	29%	24%
Market Place/Street/ Old Market Place Omagh	19	0	0	0	0	0	0	0	0	19	0	10	9	0	2	4	2	2	9
	2%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	3%	2%	0%	1%	2%	1%	2%	7%
		0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	53%	47%	0%	11%	21%	11%	11%	47%
Junction 1	18	14	1	0	0	0	0	0	1	0	2	8	10	3	6	4	3	2	0
	2%	16%	1%	0%	0%	0%	0%	0%	1%	0%	4%	2%	2%	2%	4%	2%	2%	2%	0%
		78%	6%	0%	0%	0%	0%	0%	6%	0%	11%	44%	56%	17%	33%	22%	17%	11%	0%
On-line/Internet	17	1	0	2	1	7	0	3	3	0	0	10	7	4	4	6	1	1	1
	2%	1%	0%	2%	1%	7%	0%	3%	3%	0%	0%	3%	1%	3%	3%	3%	1%	1%	1%
		6%	0%	12%	6%	41%	0%	18%	18%	0%	0%	59%	41%	24%	24%	35%	6%	6%	6%
Scotch Hall	11	0	0	0	11	0	0	0	0	0	0	5	6	2	4	4	0	1	0
	1%	0%	0%	0%	12%	0%	0%	0%	0%	0%	0%	1%	1%	1%	3%	2%	0%	1%	0%
		0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	45%	55%	18%	36%	36%	0%	9%	0%

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Where do you normally do most of your non-food shopping?

by Classification

Base: All respondents

	Total	AREAS										GENDER		AGE					
		Town 1	Town 2	Town 3	Town 4	Town 5	Town 6	Town 7	Town 8	Town 9	Town 10	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Cragavon	10	0	0	0	0	0	0	0	0	0	10	2	8	2	1	2	1	3	1
	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	1%	1%	1%	1%	1%	1%	3%	1%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	20%	80%	20%	10%	20%	10%	30%	10%
Monaghan	10	0	0	10	0	0	0	0	0	0	0	2	8	2	0	5	0	2	1
	1%	0%	0%	12%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	2%	0%	2%	1%
		0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	20%	80%	20%	0%	50%	0%	20%	10%
Rushmere	9	0	0	0	0	0	0	0	0	1	8	5	4	3	2	1	2	0	0
	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	16%	1%	1%	2%	1%	0%	1%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	11%	89%	56%	44%	33%	22%	11%	22%	0%	0%
Bloomfield/Shopping Centre	8	0	0	0	0	0	0	0	7	0	1	0	8	1	0	1	3	1	2
	1%	0%	0%	0%	0%	0%	0%	0%	7%	0%	2%	0%	1%	1%	0%	0%	2%	1%	2%
		0%	0%	0%	0%	0%	0%	0%	88%	0%	13%	0%	100%	13%	0%	13%	38%	13%	25%
Sprucefield	8	0	0	0	0	4	0	0	0	0	4	2	6	0	0	2	2	2	1
	1%	0%	0%	0%	0%	4%	0%	0%	0%	0%	8%	1%	1%	0%	0%	1%	1%	2%	1%
		0%	0%	0%	0%	50%	0%	0%	0%	0%	50%	25%	75%	0%	0%	25%	25%	25%	13%
Banbridge	6	0	0	0	0	0	3	0	0	0	3	2	4	1	1	1	2	1	0
	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%	6%	1%	1%	1%	1%	0%	1%	1%	0%
		0%	0%	0%	0%	0%	50%	0%	0%	0%	50%	33%	67%	17%	17%	17%	33%	17%	0%
Castleblayney	6	0	0	6	0	0	0	0	0	0	0	3	3	0	2	0	0	1	3
	1%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	2%
		0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	50%	50%	0%	33%	0%	0%	17%	50%
Bridge Street Omagh	5	0	0	0	0	0	0	0	0	5	0	1	4	0	0	1	2	0	2
	1%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	1%	0%	0%	0%	1%	0%	2%
		0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	20%	80%	0%	0%	20%	40%	0%	40%
Forestside	5	0	5	0	0	0	0	0	0	0	0	2	3	1	0	3	0	0	1
	1%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%
		0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	40%	60%	20%	0%	60%	0%	0%	20%
Tesco	5	3	0	0	1	0	0	0	0	0	1	2	3	0	0	1	0	3	1
	1%	3%	0%	0%	1%	0%	0%	0%	0%	0%	2%	1%	1%	0%	0%	0%	0%	3%	1%
		60%	0%	0%	0%	20%	0%	0%	0%	0%	20%	40%	60%	0%	0%	20%	0%	60%	20%

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