Appendices

Appendix A – Tendring Household Survey Results

Appendix B - Map of Study Area and Zones

Appendix C – Goad Plans

Appendix D – Quantitative Capacity Assessment



Appendix A – Tendring	Household	Survey	Results
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	Total	l	Zone	1	Zone 2	2	Zone 3	3	Zone 4	ļ	Zone 5		Zone	6	Zone 7	
Q01 Where did you last g	go to und	dertak	e your	main 1	food and	d gro	cery sho	pping	j ?							
Aldi, Girling Street, Sudbury Aldi, London Road, Lexden,	0.4% 3.4%	4 34	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 7.3%	4 34	0.0% 0.9%	0
Colchester Aldi, Magdalen Street, Colchester	2.8%	28	0.0%	0	0.0%	0	0.0%	0	2.5%	3	16.6%	4	4.6%	21	0.0%	0
Aldi, Pier Avenue, Clacton Asda, Main Road,	2.6% 1.3%	26 13	3.5% 0.0%	2 0	8.6% 0.0%	19 0	0.8% 13.5%	1 11	3.9% 1.4%	4 2	0.8% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Dovercourt, Harwich Asda, Stoke Park Drive,	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	5.7%	2
Ipswich Asda, Turner Rise, Colchester	7.2%	73	0.0%	0	0.7%	1	0.5%	0	4.1%	4	2.5%	1	14.2%	65	0.7%	0
Budgens, The Street, East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Co-op, 4 Acacia Court, Blenheim Close, Brantham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 Frinton Road, Holland On sea	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 74 High Street, Walton on the Naze	0.2%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, Abbots Road, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Co-op, Bull Hill Road, Clacton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Connaught Avenue, Frinton	0.3%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fiverways Retail Park, Colchester Co. on High Street Dadham	0.0%	16	0.6%	0	0.4%	0	0.0%	0	2.0%	0	0.0%	0	2.7% 0.0%	12	0.7%	0
Co-op, High Street, Dedham		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Co-op, High Street, Hadleigh Co-op, Regent Street,	0.0% 0.2%	2	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.7%	0
Rowhedge, Colchester	0.270	2	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.570	2	0.070	U
Co-op, Riverside Avenue, Manningtree	0.9%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	8	0.0%	0	0.0%	0	2.8%	1
Co-op, Samson Road, Brightlingsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, The Avenue, Wivenhoe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	3	0.0%	0	0.0%	0
Co-op, The Centre, Greenstead Estate, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Co-op, The Commons, Prettygate, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Co-op, The Street, Capel St Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0
Co-op, The Street, Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Co-op, The Triangle, Frinton	1.0%	10	15.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Valleybridge Road, Clacton-on-Sea Iceland, 246/250 High Street,	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovercourt Iceland, St. Johns's Walk	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Shopping Centre, Colchester	0.270	2	0.070	Ü	0.070	Ü	0.070	U	2.170	2	0.070	Ü	0.070	O	0.070	Ü
Iceland, Triangle Shopping Centre, Frinton on Sea	0.2%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Turner Rise Retail Park, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5	0.0%	0
Iceland, Waterglade Retail Park, Clacton	0.4%	4	0.0%	0	1.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.6%	1
Lidl, Hening Avenue, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lidl, Old Road/Castle road, Clacton	0.7%	7	0.0%	0	2.8%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkestone Road, Harwich Lidl, St. Osyth Road, Claston	1.0%	10	0.6%	0	0.0%	0	8.4%	7	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, St Osyth Road, Clacton Marks & Spencer, High Street, Colchester	0.3% 0.1%	3	1.7% 0.0%	1	0.4% 0.0%	1 0	0.0% 0.0%	0	1.0% 0.0%	1	0.0% 0.6%	0	0.0% 0.2%	0	0.0% 0.0%	0
Marks & Spencer, Pier	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

weighted:						1	01 11	10									10
	Tota	ıl	Zone 1	1	Zone	2	Zone	3	Zone	4	Zone 5	;	Zone	6	Zone	7	
Avenue, Clacton	0.50	Ē	0.00/	0	0.00/	0	0.00/	0	2.60/	2	0.00/	0	0.00/	0	4.00/	2	
Morrisons, Calais Street, Hadleigh Morrisons, Centenary Way,	0.5% 7.4%	5 74	0.0%	9	0.0% 27.5%	60	0.0% 2.0%	0	2.6%	2	0.0%	0	0.0%	0	4.0% 0.0%	0	
Clacton Morrisons, Iconfield Park,	5.4%	54	1.5%	1		0	55.3%	47	6.4%	7	0.0%	0	0.5%	0	0.0%	0	
Garland Road, Harwich																	
Morrisons, Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	
Morrisons, Station Road, Dereham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Waterglade Retail Park, Clacton	5.5%	55	2.6%	2	21.8%	47	4.4%	4	1.1%	1	0.0%	0	0.2%	1	0.0%	0	
Sainsbury's Local, Woodbridge Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Sainsbury's, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	
Sainsbury's, Culver Street/Priory Walk, Colchester	1.7%	17	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.6%	0	3.3%	15	0.7%	0	
Sainsbury's, Felixstowe Road, Warren Heath, Martlesham	0.5%	5	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	7.8%	3	
Sainsbury's, Hadleigh Road, Ipswich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4	
Sainsbury's, High Street, Clacton on Sea	1.1%	11	0.6%	0	3.9%	8	1.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Tollgate Road,	12.7%	127	0.0%	0	2.0%	4	0.0%	0	3.9%	4	9.7%	3	25.2%	116	0.0%	0	
Colchester Sainsbury's, Western Approach, Stanway, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	
Tesco Express, Frinton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Holland on Sea Tesco Express, High Street,	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Walton on the Naze Tesco Express, London House, Plough Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	0	0.0%	0	0.0%	0	
Great Bentley Tesco Express, St Christophers Road, St.	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	
John, Colchester Tesco Express, St Osyth Road, Clacton	0.3%	3	1.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Victoria Road, Brightlingsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Copdock	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	27.0%	12	
Interchange, Ipswich Tesco Extra, Highwoods,	13.3%	134	0.0%	0	0.0%	0	0.0%	0	18.3%	20	3.9%	1	23.6%	109	9.1%	4	
Colchester Tesco Superstore, Brook	6.7%	67	20.3%	13	24.1%	52	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
Retail Park, Clacton Tesco Superstore, The Hythe, Colchester	3.6%	37	0.0%	0	0.0%	0	0.5%	0	6.5%	7	38.4%	10	4.1%	19	0.7%	0	
Waitrose, Futura Park, Crane Boulevard, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	
Waitrose, St Andrews	3.8%	38	3.3%	2	0.6%	1	2.0%	2	2.4%	3	7.8%	2	6.0%	27	1.3%	1	
Avenue, Colchester Waitrose, Station Road, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	
Waitrose, The Podium, Northgate Street, Bath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0	
Harwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	
Manningtree Town Centre Station Road, Alresford	0.1% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.9% 0.4%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	
(local centre) Internet (Don't know / can't	5.4% 0.0%	54 0	18.6% 0.0%	12 0	2.4% 0.0%	5 0	7.9% 0.0%	7 0	10.2% 0.0%	11 0	4.8% 0.0%	1 0	2.7% 0.0%	12 0	13.8% 0.7%	6 0	
remember) Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
oumpie.		1002		100		103		100		171		100		210		102	

By Zone

Tendring Household Survey for WYG

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Weighted:						f	or W	YG	l T								May 2015
	Total	l	Zone 1	1	Zone 2	ļ	Zone 3	3	Zone 4	4	Zone 5		Zone 6		Zone 7		
	tiller do you purchase your main food internet / home delivery shopping from?																
Asda	13.1%	7	29.0%	3	0.0%	0	55.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland	0.7%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons	1.4%	1	0.0%	0	14.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ocado	11.2%	6	8.0%	1	27.5%	1	0.0%	0	0.0%	0	11.8%	0	12.7%	2	33.0%	2	
Sainsbury's	22.1%	12	18.3%	2	0.0%	0	24.9%	2	3.7%	0	44.1%	1	54.3%	7	9.5%	1	
Tesco	49.1%	27	41.2%	5	58.0%	3	9.6%	1	90.9%	10	44.1%	1	33.0%	4	57.5%	3	
Waitrose	2.3%	1	0.0%	0	0.0%	0	9.6%	1	5.4%	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	0.0%	0	
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:		54		12		5		7		11		1		12		6	
Sample:		58		12		6		5		10		5		7		13	

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q03 What is the main rea	ason yo	u cho	ose (ST	ORE I	MENTIO	NED .	AT Q01)	to do	your m	ain fo	od and	groce	ery sho _l	pping	?	
Accessibility by public	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
transport																
Car parking prices	0.2%	2	0.0%	0	0.4%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.5%	15	0.0%	0	2.4%	5	1.1%	1	3.2%	3	0.6%	0	1.2%	6	0.0%	0
Choice of food goods	5.1%	51	6.3%	4	4.3%	9	6.5%	5	6.2%	7	2.0%	1	5.4%	25	0.7%	0
available Choice of shops nearby	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
selling non-food goods Choice of shops selling food goods	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.2%	2	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Delivery service	1.5%	15	9.3%	6	0.8%	2	0.0%	0	1.0%	1	0.6%	0	1.3%	6	0.7%	0
Easy to get to by car	1.4%	14	1.6%	1	0.4%	1	1.7%	1	3.8%	4	1.4%	0	1.0%	5	4.2%	2
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.9%	9	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	6	1.6%	1
Good service / friendly staff	0.3%	3	0.6%	0	0.2%	1	0.0%	0	0.4%	0	0.0%	0	0.2%	1	0.7%	0
Habit / always use it / preference for retailer	3.8%	38	5.4%	3	3.1%	7	4.1%	3	4.9%	5	6.8%	2	3.0%	14	8.3%	4
Internet shopping is convenient	2.5%	25	6.3%	4	1.3%	3	0.8%	1	7.9%	9	2.1%	1	0.9%	4	11.0%	5
Lower prices	14.8%	148	7.8%	5	13.0%	28	17.8%	15	16.9%	18	12.9%	3	16.3%	75	7.3%	3
Loyalty card / points scheme	1.2%	12	2.1%	1	1.7%	4	0.0%	0	0.9%	1	0.0%	0	1.1%	5	2.8%	1
Near to home	38.7%	388	28.7%	18	31.8%	69	28.2%	24	28.1%	30	46.1%	12	47.1%	217	39.9%	18
Near to work	2.8%	28	0.9%	1	6.3%	14	0.0%	0	3.7%	4	1.3%	0	1.6%	7	3.7%	2
Nice shopping environment	0.6%	6	2.1%	1	0.5%	1	1.1%	1	0.0%	0	1.1%	0	0.4%	2	0.7%	0
Only one in the area / no other choice	1.5%	15	1.7%	1	1.0%	2	2.0%	2	1.4%	2	0.6%	0	1.8%	8	0.7%	0
Preference for retailer	4.3%	43	4.8%	3	5.5%	12	6.7%	6	1.8%	2	1.3%	0	4.0%	18	4.4%	2
Provision of leisure facilities nearby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.3%	2	0.7%	0
Provision of services nearby, such as banks and other financial services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	5.9%	59	4.9%	3	6.4%	14	6.5%	5	2.6%	3	7.5%	2	6.5%	30	3.6%	2
Quality of shops selling food goods	0.2%	2	0.0%	0	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Staff discount / work there	1.7%	17	2.7%	2	4.4%	10	0.8%	1	0.9%	1	2.1%	1	0.6%	3	1.3%	1
Value for money	3.1%	31	1.7%	1	7.4%	16	6.1%	5	0.0%	0	1.6%	0	1.7%	8	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	0.6%	6	0.0%	0	0.7%	1	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Near to family	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.4%	0	0.0%	0	0.2%	1	0.0%	0
The range of products	0.4%	4	0.6%	0	0.7%	2	2.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Small quiet store	0.4%	4	0.0%	0	0.0%	0	1.2%	1	1.0%	1	2.6%	1	0.2%	1	0.0%	0
Convenient	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.2%	1	0.0%	0
Has a petrol station	0.2%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Near to school	0.3%	3	0.0%	0	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supporting local business	0.2%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Price match offer	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vouchers for the store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Self service checkouts	0.1%	1 1	0.0% 0.0%	0	0.4% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.3%	0	0.0% 0.2%	0	0.0% 0.0%	0
I get a lift there Convenient opening hours	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Ethical	0.1% 0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0
For a change	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Good location	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Can leave food in donation	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
boxes in store Internet - online availability	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
is good Internet - dislike local store	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - dislike supermarkets	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	2.5%	25	5.4%	3	1.9%	4	2.3%	2	3.1%	3	6.1%	2	1.7%	8	5.6%	2
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102

By Zone

Tendring Household Survey for WYG Page 5 Weighted: May 2015

> Total Zone 3 Zone 4 Zone 5 Zone 1 Zone 2 Zone 6 Zone 7

> > Column % ges.

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

Q04 What if anything is t	the one	thing	you mos	st dis	like abo	out yo	ur main	food	shoppir	ıq des	stination	ı (STC	RE ME	NTION	NED AT	Q01) ?
Nothing	69.8%	700	67.7%	43	75.3%	163	75.1%	63	65.6%	71	56.8%	15	67.6%	311	75.4%	33
Change layout too often	0.7%	700	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.8%	4	0.0%	0
Difficult / expensive parking	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	0	0.8%	4	0.0%	0
Difficult to get to	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.2%	1	0.0%	0
Expensive	4.6%	46	7.3%	5	3.6%	8	1.7%	1	6.2%	7	4.5%	1	5.0%	23	2.7%	1
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	0.0%	0
Lack of parking	1.1%	11	2.4%	2	0.5%	1	0.0%	0	1.8%	2	3.0%	1	1.2%	6	0.0%	0
Lack of public transport Limited range of goods	0.0% 10.0%	0 100	0.0% 7.9%	0 5	0.0% 8.1%	0 18	0.0% 8.8%	0 7	0.0% 9.7%	0 11	0.0% 12.4%	0	0.0% 11.7%	0 54	0.0% 4.7%	0 2
No petrol station	0.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Poor internal layout	0.1%	2	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.2%	1	0.7%	0
Poor quality	2.1%	21	0.0%	0	2.1%	5	1.3%	1	1.8%	2	5.3%	1	2.5%	12	0.7%	0
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.4%	4	0.0%	0	0.4%	1	0.5%	0	0.8%	1	0.0%	0	0.2%	1	2.0%	1
Too busy	1.6%	16	0.6%	0	1.4%	3	1.5%	1	3.5%	4	2.9%	1	1.2%	5	2.2%	1
Too far away	1.0%	10	6.3%	4	0.7%	1	0.0%	0	2.1%	2	0.0%	0	0.5%	2	0.0%	0
Too small	1.3%	13	1.3%	1	1.4%	3	5.6%	5	0.0%	0	1.1%	0	0.8%	4	2.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Access in and out is hard	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.2%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.2% 0.0%	1	0.0% 0.0%	0
Car park is unclean Disabled toilets are dirty	0.1%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Doesn't have a cafe	0.1%	1	0.0%	0	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.2%	0	0.0%	0
Doesn't have self-service	0.1%	1	0.0%	0	0.2%	0	0.5%	0	0.4%	0	0.8%	0	0.0%	0	0.0%	0
checkouts Don't have enough checkout	0.6%	6	0.6%	0	0.7%	2	1.1%	1	0.9%	1	0.0%	0	0.2%	1	2.2%	1
staff Don't like the people who	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
wash the cars Misleading offers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Music is too loud	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Old fashioned	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping - items are not always fresh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping - items are sometimes damaged	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping - they send incorrect products	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping - you can't choose the items yourself	0.1%	1	0.6%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access to petrol station	0.1%	1 2	0.0% 0.0%	0	0.0%	0	0.0%	0	0.5%	1 0	0.0%	0	0.0%	0 2	0.0%	0
Rundown / untidy Shelves are too high	0.2% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.6% 0.0%	0	0.3% 0.0%	0	0.0% 0.7%	0
Short opening hours	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short use-by dates on products	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5	0.0%	0
The Post Office is inside the store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
The area it's located in The coffee shop is	0.1% 0.0%	1 0	0.0% 0.6%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.0% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.7% 0.0%	0
depressing The company has poor ethics	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The self-service checkouts	0.1%	1	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The type of people who shop there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
The way they treat their suppliers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
They bag your items too fast	0.2%	2	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They control the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
They don't deliver	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They don't do their own branded food	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They don't have any trolleys They keep changing their products / discontinuing items	0.2% 0.2%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.2%	0	0.0% 0.0%	0	0.0% 0.6%	0	0.5% 0.2%	2	0.0% 0.0%	0
Too big	1.3%	13	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.6%	12	0.0%	0
Too many special offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Too much variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tourists	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Trolleys are always in the way when they're	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighten.						_	OI (, 10	•								Way 201.
	Tota	al	Zone	e 1	Zone	e 2	Zon	e 3	Zone	e 4	Zon	e 5	Zone	e 6	Zone	e 7	
restocking shelves Unclean / smells (Don't know)	0.1% 0.5%	1 5	0.0% 0.9%	0	0.0% 0.6%	0 1	0.0% 0.0%	0 0	0.5% 0.0%	1 0	0.0% 1.3%	0 0	0.0% 0.3%	0 2	1.5% 2.8%	1 1	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
Mean score: [£]																	
Q05 How much on aver	rage doe	s your	house	hold n	ormally	y spen	d on m	ain fo	od sho _l	pping	in a we	ek?					
£1 - £10	0.2%	1	0.6%	0	0.2%	1	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0	
£11 - £20	2.4%	24	1.9%	1	1.0%	2	2.1%	2	1.5%	2	1.1%	0	3.6%	16	2.2%	1	
£21 - £30	5.4%	54	10.8%	7	4.2%	9	7.6%	6	3.4%	4	3.9%	1	4.8%	22	12.2%	5	
£31 - £40	9.3%	93	10.4%	7	5.7%	12	7.4%	6	8.0%	9	11.6%	3	11.7%	54	5.7%	3	
£41 - £50	11.6%	116	6.6%	4	13.3%	29	8.4%	7	15.8%	17	11.7%	3	11.5%	53	6.2%	3	
£51 - £60	8.1%	81	5.0%	3	10.8%	23	6.5%	5	12.9%	14	7.7%	2	6.4%	29	8.0%	4	
£61 - £70	7.8%	79	5.9%	4	7.7%	17	8.9%	8	6.1%	7	5.2%	1	8.4%	39	8.8%	4	
£71 - £80	12.5%	126	17.9%	11	19.1%	41	6.4%	5	5.8%	6	4.5%	1	11.9%	55	12.6%	6	
£81 - £90	4.7%	47	2.4%	2	5.3%	11	5.5%	5	2.9%	3	9.2%	2	4.6%	21	6.0%	3	
£91 - £100	12.5%	125	20.9%	13	13.5%	29 3	9.8%	8	15.3%	17	16.3%	4	10.2%	47 7	15.8%	7 0	
£101 - £110 £111 - £120	1.1% 4.0%	11 41	0.0% 1.7%	0	1.3% 4.6%	10	0.8% 9.2%	1 8	0.0% 4.5%	0 5	0.8% 2.7%	1	1.4% 3.3%	15	0.9% 2.0%	1	
£121 - £130	1.4%	14	0.9%	1	0.7%	2	3.4%	3	0.9%	1	1.4%	0	1.6%	7	0.0%	0	
£131 - £140	1.6%	16	0.0%	0	0.0%	0	0.8%	1	2.9%	3	1.3%	0	2.5%	11	0.0%	0	
£141 - £150	3.0%	30	1.7%	1	2.6%	6	2.7%	2	3.8%	4	6.4%	2	3.1%	14	2.2%	1	
£151 - £175	1.2%	12	0.6%	0	0.7%	1	5.2%	4	2.0%	2	0.0%	0	0.9%	4	0.0%	0	
£176 - £200	1.0%	10	0.0%	0	2.4%	5	0.8%	1	0.4%	0	6.3%	2	0.3%	2	2.5%	1	
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£226 - £250	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£276 - £300	0.3%	3	0.0%	0	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.0%	0	1.6%	1	
(Don't know / varies)	9.9%	99 20	11.8%	7 0	6.8% 0.2%	15 1	11.2%	9	10.7%	12 1	8.2%	2	10.9%	50 13	8.2%	4 2	
(Refused) Mean:	2.0%	76.73	0.6%	70.72	0.2%	78.20	2.6%	84.95	1.1%	80.21	1.1%	84.18	2.9%	73.40	3.6%	83.21	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
Mean score: [Num	ber of vis	sits pe	r week]	l													
Q06 How often do you	normally	do yo	ur maiı	n food	shopp	ing at	(STOR	E MEN	TIONE	D AT C	201?)						
Doily	2.10/	21	7 70/	_	1.00/	2	1 60/	1	2 00/	1	2.50/	1	1.50/	7	2.20/	1	
Daily At least two times a week	2.1% 10.4%	104	7.7% 16.2%	5 10	1.0% 8.1%	2 18	1.6% 7.1%	1 6	3.8% 10.2%	4 11	2.5% 16.0%	1	1.5% 11.3%	7 52	2.2% 7.2%	1 3	
At least two times a week At least once a week	65.4%		56.7%	36	71.0%	154	81.8%	69	59.8%	65	60.4%	16		289	62.4%	28	
At least once a fortnight	12.0%	120		8	9.1%	20	3.1%		10.9%	12	13.1%	3		69	12.6%	6	
At least once a month	7.7%	78	2.9%	2	9.0%	20	2.5%		10.3%	11	5.2%	1	7.9%	36	12.1%	5	
At least every two months	0.2%	2	0.6%	0	0.0%	0	0.0%		1.1%	1	1.1%		0.0%	0	0.0%	0	
Less often	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	
Have only visited once	0.3%	3	0.6%	0	0.0%	0	0.0%	0	0.4%	0	1.7%	0	0.3%	2	0.0%	0	
(Don't know / varies)	1.7%	17	1.5%	1	1.8%	4	3.9%	3	3.5%	4	0.0%	0	0.8%	4	3.5%	2	
Mean:		1.11		1.53		1.03		1.14		1.19		1.18		1.06		1.06	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
1																	

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q07 How do you norma			TORE N	/ENTI	ONED A	AT Q01	I)?									
Not those that said 'Int	ernet' at (201														
Car / van (as driver)	74.9%	710	54.4%	28	71.5%	151	72.0%	56	80.2%	78	67.7%	17	78.4%	351	77.7%	30
Car / van (as passenger)	12.0%	114	14.0%	7	13.7%	29	15.7%	12	9.7%	9	10.1%	2	10.8%	48	14.2%	5
Bus, minibus or coach	2.9%	28	3.8%	2	3.6%	8	2.1%	2	5.0%	5	7.1%	2	2.2%	10	0.8%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Walk	6.8%	64	17.0%	9	7.7%	16	6.6%	5	4.2%	4	10.8%	3	5.6%	25	7.3%	3
Гахі	1.0%	9	1.6%	1	2.0%	4	1.1%	1	0.0%	0	0.0%	0	0.7%	3	0.0%	0
Гrain	0.0%	0	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	0.0%	0
Bicycle	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.5%	5	2.6%	1	0.3%	1	1.9%	1	0.4%	0	0.6%	0	0.2%	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	0.0%	0
Don't travel - goods delivered	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	15	6.7%	3	0.3%	1	0.6%	0	0.4%	0	1.8%	0	2.1%	9	0.0%	0
Weighted base:		948		51		212		78		97		25		448		38
Sample:		944		88		177		95		131		95		269		89
Mean score: [Numb Q08 How long did your Not those that said 'Int	last jour	ney to		E MEI	NTIONE	D AT	Q01) tal	ke?								
Q08 How long did your Not those that said 'Int	last jour 'ernet' at (ney to 201	(STOR				·		29.0%	28	51.8%	13	76.9%	344	47.0%	18
Q08 How long did your Not those that said 'Int 1 - 10 mins	last jour ternet' at Q	ney to 201 654	(STOR	17	80.4%	170	82.5%	64	29.0% 50.6%	28 49	51.8% 39.5%	13 10		344 79	47.0% 45.6%	18 17
Q08 How long did your Not those that said 'Int	last jour 'ernet' at (ney to 201	33.4% 40.1%				·		29.0% 50.6% 14.3%	28 49 14	51.8% 39.5% 3.6%	13 10 1	76.9% 17.7% 3.7%	344 79 17	47.0% 45.6% 7.4%	18 17 3
Q08 How long did your Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins	69.0% 21.9% 5.5%	ney to 201 654 208	33.4% 40.1% 9.5%	17 21	80.4% 12.3%	170 26	82.5% 7.4%	64 6	50.6% 14.3%	49	39.5%	10	17.7%	79	45.6%	17
Q08 How long did your Not those that said 'Int 1 - 10 mins 11 - 20 mins	last jour ternet' at (69.0% 21.9%	ney to 201 654 208 52	33.4% 40.1%	17 21 5	80.4% 12.3% 3.1%	170 26 7	82.5% 7.4% 8.6%	64 6 7	50.6%	49 14	39.5% 3.6%	10 1	17.7% 3.7%	79 17	45.6% 7.4%	17 3
Q08 How long did your Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins	69.0% 21.9% 5.5% 0.8%	ney to 201 654 208 52 8	33.4% 40.1% 9.5% 2.1%	17 21 5 1	80.4% 12.3% 3.1% 0.7%	170 26 7 1	82.5% 7.4% 8.6% 0.6%	64 6 7 0	50.6% 14.3% 3.5%	49 14 3	39.5% 3.6% 1.4%	10 1 0	17.7% 3.7% 0.2%	79 17 1	45.6% 7.4% 0.0%	17 3 0
Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins	69.0% 21.9% 5.5% 0.8% 0.8%	ney to 201 654 208 52 8 7	33.4% 40.1% 9.5% 2.1% 6.0%	17 21 5 1 3	80.4% 12.3% 3.1% 0.7% 1.5%	170 26 7 1 3	82.5% 7.4% 8.6% 0.6% 1.0%	64 6 7 0 1	50.6% 14.3% 3.5% 0.0%	49 14 3 0	39.5% 3.6% 1.4% 0.6%	10 1 0 0	17.7% 3.7% 0.2% 0.0%	79 17 1 0 0	45.6% 7.4% 0.0% 0.0%	17 3 0 0 0
Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 21 - 35 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours	69.0% 21.9% 5.5% 0.8% 0.4%	ney to 201 654 208 52 8 7 4	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6%	17 21 5 1 3 1 0	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.0%	170 26 7 1 3 3	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0%	64 6 7 0 1 0 0	50.6% 14.3% 3.5% 0.0% 0.0% 0.4% 0.0%	49 14 3 0 0 0	39.5% 3.6% 1.4% 0.6% 0.0%	10 1 0 0 0 0 0	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 0.0%	79 17 1 0 0 0	45.6% 7.4% 0.0% 0.0% 0.0%	17 3 0 0 0 0 0
Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't remember)	69.0% 21.9% 5.5% 0.8% 0.4% 0.1% 0.1%	ney to 201 654 208 52 8 7 4 1 1	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0%	17 21 5 1 3 1 0	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.0%	170 26 7 1 3 3 0 0	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0%	64 6 7 0 1 0 0 0	50.6% 14.3% 3.5% 0.0% 0.0% 0.4% 0.0% 2.3%	49 14 3 0 0 0 0 2	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 0.0% 2.4%	10 1 0 0 0 0 0 0	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 0.0% 1.5%	79 17 1 0 0 0 0 7	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0%	177 3 0 0 0 0 0 0 0
Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours Don't know / can't remember) Refused)	69.0% 21.9% 5.5% 0.8% 0.4% 0.1%	ney to 201 654 208 52 8 7 4 1 11	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6%	17 21 5 1 3 1 0 1 0	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.0%	170 26 7 1 3 3 0 0 1	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0%	64 6 7 0 1 0 0 0 0	50.6% 14.3% 3.5% 0.0% 0.0% 0.4% 0.0%	49 14 3 0 0 0 0 2	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 0.0%	10 1 0 0 0 0 0 0 1	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 0.0%	79 17 1 0 0 0 0 7	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0%	177 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't	69.0% 21.9% 5.5% 0.8% 0.4% 0.1% 0.1%	ney to 201 654 208 52 8 7 4 1 11 2	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0%	17 21 5 1 3 1 0 1 0 2 23.94	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.0%	170 26 7 1 3 3 0 0 1	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0%	64 6 7 0 1 0 0 0 0 0	50.6% 14.3% 3.5% 0.0% 0.0% 0.4% 0.0% 2.3%	49 14 3 0 0 0 0 2 0 17.44	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 0.0% 2.4%	10 1 0 0 0 0 0 0	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 0.0% 1.5%	79 17 1 0 0 0 0 7	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0%	17 3 0 0 0 0 0 0 0 0 0 13.76
Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't remember) (Refused)	69.0% 21.9% 5.5% 0.8% 0.4% 0.1% 0.1%	ney to 201 654 208 52 8 7 4 1 11 2 11.49 948	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0%	17 21 5 1 3 1 0 1 0 2 23.94 51	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.0%	170 26 7 1 3 3 0 0 1 0 10.44 212	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0%	64 6 7 0 1 0 0 0 0 0 9.21 78	50.6% 14.3% 3.5% 0.0% 0.0% 0.4% 0.0% 2.3%	49 14 3 0 0 0 2 0 17.44 97	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 0.0% 2.4%	10 1 0 0 0 0 0 1 0 1 3.10 25	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 0.0% 1.5%	79 17 1 0 0 0 7 0 9.42 448	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0%	177 3 0 0 0 0 0 0 0 0 0 0 0 0 0 13.76 38
Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't remember) Refused) Mean: Weighted base:	69.0% 21.9% 5.5% 0.8% 0.4% 0.1% 0.1%	ney to 201 654 208 52 8 7 4 1 11 2	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0%	17 21 5 1 3 1 0 1 0 2 23.94	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.0%	170 26 7 1 3 3 0 0 1	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0%	64 6 7 0 1 0 0 0 0 0	50.6% 14.3% 3.5% 0.0% 0.0% 0.4% 0.0% 2.3%	49 14 3 0 0 0 0 2 0 17.44	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 0.0% 2.4%	10 1 0 0 0 0 0 1 1 0	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 0.0% 1.5%	79 17 1 0 0 0 7 0 9.42	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0%	17 3 0 0 0 0 0 0 0 0 0 13.76
Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't remember) (Refused)	69.0% 21.9% 5.5% 0.8% 0.4% 0.1% 1.1%	ney to 201 654 208 52 8 7 4 1 1 11 2 11.49 948 944	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0%	17 21 5 1 3 1 0 1 0 2 23.94 51 88	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.6% 0.0%	170 26 7 1 3 3 0 0 1 0 10.44 212	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0%	64 6 7 0 1 0 0 0 0 0 9.21 78	50.6% 14.3% 3.5% 0.0% 0.0% 0.4% 0.0% 2.3%	49 14 3 0 0 0 2 0 17.44 97	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 0.0% 2.4%	10 1 0 0 0 0 0 1 0 1 3.10 25	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 0.0% 1.5%	79 17 1 0 0 0 7 0 9.42 448	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0%	177 3 0 0 0 0 0 0 0 0 0 0 0 0 0 13.76 38
Q08 How long did your Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't remember) (Refused) Mean: Weighted base: Sample: Q09 When do you norm Weekdays during the day	18st jour 1900 (1900)	ney to 201 654 208 52 8 7 4 1 1 1 1 2 11.49 948 944 7our m	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0% 3.3%	17 21 5 1 3 1 0 1 0 2 23.94 51 88 d sho	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.6% 0.0%	170 26 7 1 3 3 0 0 1 0 10.44 212 177	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0% 0.0%	64 6 7 0 1 0 0 0 0 0 0 9.21 78 95	50.6% 14.3% 3.5% 0.0% 0.4% 0.0% 2.3% 0.0%	49 14 3 0 0 0 2 0 17.44 97 131	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 2.4% 0.6%	10 1 0 0 0 0 0 1 0 13.10 25 95	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 1.5% 0.0%	79 17 1 0 0 0 7 0 9.42 448 269	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0% 49.8%	177 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Q08 How long did your Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't remember) (Refused) Mean: Weighted base: Sample: Q09 When do you norm	69.0% 21.9% 5.5% 0.8% 0.4% 0.1% 0.1% 0.2%	ney to 201 654 208 52 8 7 4 1 1 1 1 2 11.49 948 944 vour m	33.4% 40.1% 9.5% 2.1% 6.0% 2.16 0.8% 2.6% 0.0%	17 21 5 1 3 1 0 1 0 2 23.94 51 88 d sho	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.6% 0.0%	170 26 7 1 3 3 0 0 1 0 10.44 212 177	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0%	64 6 7 0 1 0 0 0 0 0 0 0 9.21 78 95	50.6% 14.3% 3.5% 0.0% 0.0% 0.4% 0.0% 2.3%	49 14 3 0 0 0 2 0 17.44 97 131	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 2.4% 0.6%	10 1 0 0 0 0 0 1 0 13.10 25 95	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 0.0% 1.5%	79 17 1 0 0 0 7 0 9.42 448 269	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	177 3 0 0 0 0 0 0 0 0 0 0 0 0 0 13.76 38
Q08 How long did your Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't remember) (Refused) Mean: Weighted base: Sample: Q09 When do you norm Weekdays during the day Weekdays during the evening	18st jour 1900 (1900)	ney to 201 654 208 52 8 7 4 1 1 1 1 2 11.49 948 944 7our m	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0% 3.3%	17 21 5 1 3 1 0 1 0 2 23.94 51 88 d sho	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.6% 0.0%	170 26 7 1 3 3 0 0 1 0 10.44 212 177	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0% 0.0%	64 6 7 0 1 0 0 0 0 0 0 9.21 78 95	50.6% 14.3% 3.5% 0.0% 0.4% 0.0% 2.3% 0.0%	49 14 3 0 0 0 2 0 17.44 97 131	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 2.4% 0.6%	10 1 0 0 0 0 0 1 0 13.10 25 95	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 1.5% 0.0%	79 17 1 0 0 0 7 0 9.42 448 269	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0% 49.8%	17 3 0 0 0 0 0 0 0 0 13.76 38 89
Not those that said 'Internal I - 10 mins 1 - 20 mins 1 - 20 mins 1 - 30 mins 1 - 45 mins 1 - 90 mins 1 - 90 mins 1 - 120 mins More than 2 hours Don't know / can't remember) Refused) Mean: Weighted base: Sample: Q09 When do you norm Weekdays during the day Weekdays during the evening Saturday Sunday	69.0% 21.9% 5.5% 0.8% 0.4% 0.1% 0.1% 0.2% ally do y	ney to 201 654 208 52 8 7 4 1 1 1 2 11.49 948 944 your m 520 93	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0% 3.3% 4ain foo 60.2% 9.1% 7.1% 1.3%	17 21 5 1 3 1 0 1 0 2 23.94 51 88 d sho	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.6% 0.0%	170 26 7 1 3 3 0 0 1 0 10.44 212 177	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0% 49.0% 4.2%	64 66 7 0 1 0 0 0 0 0 0 9.21 78 95	50.6% 14.3% 3.5% 0.0% 0.4% 0.0% 2.3% 0.0%	49 14 3 0 0 0 2 0 17.44 97 131	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 2.4% 0.6%	10 1 0 0 0 0 0 1 0 13.10 25 95	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 1.5% 0.0%	79 17 1 0 0 0 7 0 9.42 448 269	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0% 49.8% 15.5%	17 3 0 0 0 0 0 0 0 0 0 0 0 13.76 38 89
Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't remember) (Refused) Mean: Weighted base: Sample: Q09 When do you norm Weekdays during the day Weekdays during the	69.0% 21.9% 5.5% 0.8% 0.4% 0.1% 0.1% 0.2% ally do y	ney to 201 654 208 52 8 7 4 1 11 2 11.49 948 944 your m 520 93 131	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0% 3.3% 4ain foo 60.2% 9.1% 7.1% 1.3%	17 21 5 13 1 0 1 0 2 23.94 51 88 d sho	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.6% 0.0%	170 26 7 1 3 3 0 0 1 0 10.44 212 177	82.5% 7.4% 8.6% 0.6% 0.0% 0.0% 0.0% 0.0% 49.0% 4.2% 9.5%	64 6 7 0 1 0 0 0 0 0 0 9.21 78 95	50.6% 14.3% 3.5% 0.0% 0.4% 0.0% 2.3% 0.0%	49 14 3 0 0 0 2 0 17.44 97 131	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 2.4% 0.6% 60.9% 3.2%	10 1 0 0 0 0 0 1 0 13.10 25 95	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 1.5% 0.0%	79 17 1 0 0 0 7 0 9.42 448 269 232 35	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0% 49.8% 15.5%	177 3 0 0 0 0 0 0 0 0 0 0 0 0 13.766 38 89
Q08 How long did your Not those that said 'Int 1 - 10 mins 11 - 20 mins 21 - 30 mins 31 - 45 mins 46 - 60 mins 51 - 90 mins 91 - 120 mins More than 2 hours (Don't know / can't remember) (Refused) Mean: Weighted base: Sample: Q09 When do you norm Weekdays during the day Weekdays during the evening Saturday Sunday	13.5 (a)	ney to 201 654 208 52 8 7 4 1 11 2 11.49 948 944 70ur m 520 93 131 28	33.4% 40.1% 9.5% 2.1% 6.0% 2.1% 0.8% 2.6% 0.0% 3.3% 4ain foo 60.2% 9.1% 7.1% 1.3%	17 21 5 13 1 0 1 0 2 23.94 51 88 d sho	80.4% 12.3% 3.1% 0.7% 1.5% 1.4% 0.0% 0.6% 0.0%	170 26 7 1 3 3 0 0 1 0 10.44 212 177	82.5% 7.4% 8.6% 0.6% 1.0% 0.0% 0.0% 0.0% 49.0% 42% 9.5% 5.1%	64 6 7 0 1 0 0 0 0 0 0 9.21 78 95	50.6% 14.3% 3.5% 0.0% 0.4% 0.0% 2.3% 0.0% 55.6% 15.2% 7.9% 3.7%	49 14 3 0 0 0 2 0 17.44 97 131	39.5% 3.6% 1.4% 0.6% 0.0% 0.0% 2.4% 0.6% 60.9% 3.2% 14.6% 0.6%	10 1 0 0 0 0 0 1 0 13.10 25 95	17.7% 3.7% 0.2% 0.0% 0.0% 0.0% 1.5% 0.0%	79 17 1 0 0 0 7 0 9.42 448 269 232 35 63 3	45.6% 7.4% 0.0% 0.0% 0.0% 0.0% 0.0% 49.8% 15.5% 14.2% 1.5%	177 3 0 0 0 0 0 0 0 0 0 0 0 13.766 38 89

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	Tota	l	Zone	1	Zone	2	Zone 3		Zone	4	Zone 5		Zone	6	Zone 7	
Q10 When you go main f Not those that said 'Inte			j is your	trip	linked w	ith ar	y other a	ctiv	ity?							
Yes – non-food shopping	6.2%	59	9.8%	5	8.9%	19	6.3%	5	0.4%	0	6.6%	2	5.8%	26	5.1%	2
Yes – other food shopping	3.2%	31	3.4%	2	3.4%	7	3.4%	3	1.3%	1	3.1%	1	3.5%	16	3.3%	1
Yes – visiting services such as banks and other financial institutions	1.2%	12	0.0%	0	1.1%	2	1.3%	1	1.3%	1	2.0%	0	1.2%	5	3.3%	1
Yes – leisure activity	4.3%	41	6.4%	3	4.0%	8	3.8%	3	3.8%	4	4.3%	1	4.4%	20	5.1%	2
Yes – travelling to/from	5.1%	49	3.3%	2	4.4%	9	5.6%	4	8.8%	9	2.3%	1	4.5%	20	10.7%	4
work																
Yes – travelling to/from school/college/university	0.9%	9	0.0%	0	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0
Yes – getting petrol	2.5%	24	4.1%	2	0.4%	1	0.0%	0	7.1%	7	0.9%	0	2.9%	13	3.0%	1
Yes – visiting café / pub / restaurant	2.3%	21	3.9%	2	0.9%	2	2.3%	2	1.7%	2	0.6%	0	2.8%	13	4.0%	2
Yes – visiting family/friends	1.0%	9	0.0%	0	0.7%	1	1.4%	1	2.2%	2	1.4%	0	0.7%	3	2.3%	1
Yes – visiting health service such as doctor, dentist, hospital	0.3%	3	0.0%	0	0.4%	1	0.6%	0	0.4%	0	0.0%	0	0.3%	2	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	2.2%	21	1.6%	1	4.9%	10	3.1%	2	3.1%	3	0.6%	0	0.8%	4	0.8%	0
Yes – getting petrol	0.8%	8	0.8%	0	0.9%	2	0.0%	0	2.2%	2	0.9%	0	0.6%	3	1.1%	0
Yes – visiting family / friends	1.9%	18	0.8%	0	1.3%	3	0.0%	0	1.8%	2	1.2%	0	2.9%	13	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	64.8%	615	61.5%	32	64.5%	137	72.2%	56	61.4%	60	74.5%	18	64.7%	290	60.0%	23
(Don't know / varies)	3.1%	30	4.5%	2	1.6%	3	0.0%	0	4.6%	4	1.7%	0	4.1%	18	1.3%	1
Weighted base:		948		51		212		78		97		25		448		38
0.5		944		88		177		95		131		95		269		89

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	Tota	l	Zone	1	Zone	2	Zone 3	}	Zone 4	ļ	Zone	5	Zone	6	Zone	7
Q11 Where do you do th	nis linked	l trip?	,													
Those who said 'non-fo	ood', 'other	r food'	or 'finan	cial ins	stitutions'	at Q1	0									
B&Q Warehouse, Lightship Way, Colchester	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Tesco Extra, Highwoods, Colchester	0.4%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Clacton	5.2%	5	0.0%	0	18.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Factory Outlet, Clacton	0.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	15.0%	1
Colne View Retail Park, Colchester	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Harwich Gateway Retail Park, Harwich	0.4%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stanway Retail Park, Colchester	1.2%	1	0.0%	0	0.0%	0	14.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Follgate Retail Park, Colchester	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.0%	0
Furner Rise Retail park, Colchester	1.5%	2	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Waterglade Retail Park, Clacton	2.7%	3	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsea Ashe	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Clacton on Sea	23.4%	24	26.5%	2	67.2%	19	11.9%	1	0.0%	0	7.4%	0	3.3%	2	0.0%	0
Colchester	28.7%	29	0.0%	0	0.0%	0	0.0%	0	42.9%	1	65.3%	2	53.6%	25	13.0%	1
Dovercourt	3.8%	4	13.7%	1	0.0%	0	28.9%	2	14.3%	0	0.0%	0	0.0%	0	0.0%	0
Elmstead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0
Frinton on Sea	3.6%	4		4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Horkesley	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Hadleigh	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	0
Harwich	3.4%	3	6.0%	0	0.0%	0	34.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highwoods, Colchester	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Holland-on-Sea	0.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
pswich	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2
Manningtree	1.1%	1	0.0%	0	0.0%	0	0.0%	0	28.6%	1	0.0%	0	0.0%	0	6.5%	0
Sudbury	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Vivenhoe	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	0	0.0%	0	0.0%	0
Don't know / can't remember)	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	6.5%	0
(Don't buy these goods)	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Weighted base:		101		7		28		9		3		3		47		4
Sample:		119		12		30		12		7		13		34		11
Q12 Do you make 'top u	ıp' shopp	oing t	rips for s	staple	goods,	such	as bread	d and	d milk, in	betv	veen yo	ur ma	in food	shop	ping trip	
Yes No	71.6% 28.4%	718 285	66.1% 33.9%	42 21	74.4% 25.6%	161 55	77.6% 22.4%	65 19	67.3% 32.7%	73 35	58.5% 41.5%	15 11	71.5% 28.5%	329 131	73.4% 26.6%	32 12
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102

weighted:						T,	OI VV	IG								
	Total		Zone 1	1	Zone 2	2	Zone 3	3	Zone 4	ı	Zone	5	Zone	6	Zone 7	7
Q13 Where did you last g			e this 't	op up	' shopp	ing?										
Aldi, Girling Street, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Aldi, London Road, Lexden, Colchester	3.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	24	0.0%	0
Aldi, Magdalen Street, Colchester	1.3%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.4%	8	0.0%	0
Aldi, Pier Avenue, Clacton	1.8%	13	1.0%	0	6.2%	10	0.0%	0	2.1%	2	2.0%	0	0.0%	0	2.4%	1
Asda, Main Road, Dovercourt, Harwich	2.7%	20	0.0%	0	0.0%	0	28.2%	18	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Asda, Turner Rise, Colchester	2.7%	19	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	5.6%	18	0.0%	0
Budgens, Clacton Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Elmstead Market Budgens, Drury Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Colchester Budgens, The Street, East	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Bergholt Co-op, 162-164 Old Road,	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Co-op, 4 Acacia Court,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0	0.0%	0	1.3%	0
Blenheim Close, Brantham Co-op, 53 Frinton Road,	0.2%	1	1.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland On sea Co-op, 74 High Street,	0.3%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.3%	0
Walton on the Naze																
Co-op, Abbots Road, Colchester	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5	0.0%	0
Co-op, Bull Hill Road, Clacton	0.2%	1	2.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chapel Road, West Bergholt	2.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	20	0.0%	0
Co-op, Connaught Avenue, Frinton	0.6%	4	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Co-op, Coopers Lane, Clacton	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dysart Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Grantham Co-op, Fiverways Retail	2.3%	16	1.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	4.2%	14	0.9%	0
Park, Colchester Co-op, Fronks Road, Upper	0.5%	4	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovercourt Co-op, Harwich Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Colchester Co-op, High Street, Dedham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	2	5.6%	2
Co-op, High Street, Dovercourt	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mersea Road, Colchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0
Co-op, Nayland Road, Mile	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5	0.0%	0
End Co-op, Old Heath Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Colchester Co-op, Riverside Avenue,	1.2%	9	0.0%	0	0.0%	0	0.0%	0	9.7%	7	0.0%	0	0.0%	0	5.4%	2
Manningtree Co-op, Samson Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Brightlingsea Co-op, Shrub End Road,	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0
Colchester Co-op, Station Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Brightlingsea																
Co-op, The Avenue, Wivenhoe	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.6%	0		10	0.5%	2	0.0%	0
Co-op, The Centre, Greenstead Estate, Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Co-op, The Commons, Prettygate, Colchester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0
Co-op, The Street, Capel St	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	5
Mary Co-op, The Street, Holbrook	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	8

Weighted:						I	or w	IJ									
	Total		Zone 1		Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6	6	Zone 7	,	
Co-op, The Triangle, Frinton Iceland, 246/250 High Street,	1.2% 0.6%	9 5	21.0% 0.0%	9	0.0% 0.0%	0	0.0% 7.0%	0 5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	
Dovercourt Iceland, Triangle Shopping Centre, Frinton on Sea	1.2%	9	21.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Turner Rise Retail Park, Colchester	0.8%	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5	0.0%	0	
Iceland, Waterglade Retail	0.4%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park, Clacton Lidl, Handford Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	
Ipswich Lidl, Hening Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	
Ipswich Lidl, Old Road/Castle road,	0.5%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clacton Lidl, Parkestone Road,	0.5%	3	0.0%	0	0.0%	0	3.9%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
Harwich Lidl, St Osyth Road, Clacton Marks & Spencer, Colchester Connect BP, Colchester Bypass, Colchester	0.3% 0.6%	2 4	0.0% 0.0%	0	0.8% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.4%	0 4	1.6% 0.0%	1	
Marks & Spencer, High Street, Colchester	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.4%	1	3.5%	11	0.0%	0	
Marks & Spencer, Pier Avenue, Clacton	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Simply Food, London Bridge Station, London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	
Marks & Spencer, Westgate Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	
Morrisons, Centenary Way, Clacton	3.1%	23	4.2%	2	11.5%	19	0.0%	0	0.8%	1	1.0%	0	0.5%	2	0.0%	0	
Morrisons, Iconfield Park, Garland Road, Harwich	2.9%	21	1.0%	0	0.0%	0	23.9%	16	2.4%	2	0.0%	0	0.9%	3	0.0%	0	
Morrisons, Waterglade Retail Park, Clacton	2.7%	19	0.0%	0	11.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
One Stop, Cambridge Drive, Ipswich	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
One Stop, Frinton Road, Kirby Cross	0.3%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
One Stop, Ramsey Road, Harwich	0.6%	4	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
One Stop, Saint John's Road, Clacton-on-Sea	0.6%	4	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
One Stop, Vine Parade, Wivenhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	
Premier, Gravel Hill Way, Dovercourt	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Premier, Main Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	
Alresford Sainsbury's Local, Layer Road, Colchester	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	7	0.0%	0	
Sainsbury's, Cornard Road,	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	
Sudbury Sainsbury's, Culver Street/Priory Walk, Colchester	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.3%	11	0.0%	0	
Sainsbury's, High Street, Clacton on Sea	2.9%	21	0.0%	0	11.9%	19	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Tollgate Road, Colchester	3.5%	25	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	24	0.0%	0	
Sainsbury's, Upper Brook Street, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Bromley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.1%	4	0.0%	0	
Road, Colchester Tesco Express, Crouch	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	15	0.0%	0	
Street, Colchester Tesco Express, Frinton	1.9%	14	0.0%	0	8.1%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Holland on Sea Tesco Express, High Street, Manningtree	1.1%	8	0.0%	0	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, High Street, Walton on the Naze	0.3%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, London	1.4%	10	0.0%	0	0.9%	1	0.0%	0	8.5%	6	0.0%	0	0.7%	2	0.0%	0	

Weighted:						f	or WY	'G			•						M
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Zone 7		
House, Plough Road, Great Bentley																	
Tesco Express, Magdalen Street, Colchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	
Tesco Express, St Christophers Road, St.	1.5%	11	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	11	0.0%	0	
John, Colchester Tesco Express, St Osyth	1.1%	8	0.0%	0	5.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Clacton Tesco Express, Thrope Le	0.8%	5	2.6%	1	1.4%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Soken Tesco Express, Victoria	0.8%	5	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0	
Road, Brightlingsea Tesco Extra, Copdock Interchange, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	
Tesco Extra, Highwoods, Colchester	5.5%	39	0.0%	0	0.0%	0	0.0%	0	7.7%	6	1.0%	0	10.1%	33	1.3%	0	
Tesco Superstore, Brook Retail Park, Clacton	5.3%	38	6.4%	3	20.8%	34	2.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Cedars Link Road, Stowmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	
Tesco Superstore, The Hythe, Colchester	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.1%	1	1.7%	6	0.0%	0	
Waitrose, Futura Park, Crane Boulevard, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
Waitrose, St Andrews Avenue, Colchester	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.8%	1	3.9%	13	0.0%	0	
Alresford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.3%	1	0.0%	0	
Beaumont	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bradfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	
Brightlingsea Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.0%	0	0.0%	0	0.0%	0	
Broadway, Jaywick (local centre)	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Capel St. Mary Clacton and Spring Roads, St Osyth (local centre)	0.4% 0.2%	3	0.0% 0.0%	0	0.0% 0.8%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.3% 0.0%	1	5.9% 0.0%	2 0	
Clacton Road, Elmstead Market (local centre)	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clacton Town Centre	1.0%	7	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	
Colchester	1.7%	12	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0	3.3%	11	0.0%	0	
Dedham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	
Dovercourt Town Centre	0.5%	4	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
East Bergholt	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	
Eight Ash Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	
Fordham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	
Frinton on Sea Town Centre	0.5% 0.1%	3 1	8.4% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Great Bentley Great Clacton (district	0.1%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
centre)	0.170	1	0.070	U	0.570	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Harwich Town Centre	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Holland on sea (district	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
centre)																	
Jaywick	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kirby-le-Soken Langham	0.1% 0.3%	0 2	1.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0 2	0.0% 0.0%	0	
Little Clacton	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Manningtree Town Centre	0.1%	3	0.0%	0	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	
Mistley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
Nayland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	
Newtown, Kent	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	
Parkeston	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ramsey	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Station Road, Alresford (local centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	
Sudbury The Street Little Claster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	
The Street, Little Clacton (local centre)	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%		0.0%		0.0%	0	0.0%		
The Triangle, Friton (district centre)	0.1%	0	1.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thorrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
Thurston Welton on the Neze Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	
Walton-on-the-Naze Town Centre	0.2%	2	4.2%	2	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		
West Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	

Tendring Household Survey Page 14

DJ Zone						8					J						I uge I i
Weighted:						f	or W	YG	ı F								May 2015
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Wivenhoe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	
Internet (Don't know / can't remember)	0.4% 3.7%	3 27	0.0% 0.0%	0	0.7% 0.5%	1 1	0.0% 0.0%	0	0.8% 1.4%	1	0.0% 0.0%	0	0.3% 6.9%	1 23	0.9% 7.0%	0 2	
Weighted base: Sample:		718 680		42 66		161 133		65 73		73 89		15 59		329 186		32 74	
Mean score: [Num	ber of vis	its pe	r week]														
Q14 How often do you a			shoppin	g trip	s to (ST	ORE I	MENTIO	NED .	AT Q13)?							
Daily	5.3%	38	11.8%	5	3.7%	6	9.8%	6	6.3%	5	5.8%	1	4.1%	14	4.4%	1	
At least two times a week	36.5%	262	43.2%	18	35.7%	58	36.9%	24	38.1%	28	51.3%	8	34.5%	114	39.5%	13	
At least once a week	37.1%	266	39.3%	16	34.3%	55	27.4%	18	30.1%	22	27.1%	4	42.2%	139	35.1%	11	
At least once a fortnight	10.5%	76	1.0%	0	13.1%	21	9.3%	6	15.4%	11	7.9%	1	9.6%	32	12.2%	4	
At least once a month	3.0%	22	2.4%	1	1.7%	3	1.7%	1	1.4%	1	2.9%	0	4.3%	14	3.6%	1	
At least every two months	0.7%	5	0.0%	0	2.8%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Less often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	6.8%	49	2.4%	1	8.7%	14	15.0%	10	6.6%	5	4.1%	1	5.1%	17	5.3%	2	
Mean:		1.64		2.15		1.53		2.06		1.70		1.82		1.54		1.60	
Weighted base:		718		42		161		65		73		15		329		32	
Sample:		680		66		133		73		89		59		186		74	
Mean score: [£]																	
Q15 How much on aver Those who do top-up			housel	nold n	ormally	spen	d on top	up s	hoppin	g in a	week?						
£1 - £10	42.1%	302			41.2%	67	33.9%	22	40.1%	29	27.6%	4		150	44.8%	15	
£11 - £20	31.4%	226	33.7%		39.3%	63	29.7%	19	31.9%	23	38.3%	6	28.0%	92	24.0%	8	
£21 - £30	6.9%	49	2.4%	1	6.7%	11	6.6%	4	9.8%	7	4.6%	1	7.3%	24	4.0%	1	
£31 - £40	2.7%	20	4.7%	2	3.2%	5	2.0%	1	0.0%	0		2	2.0%	7	7.3%	2	
£41 - £50	3.0%	22	5.1%	2	1.2%	2	10.7%	7	5.1%	4	2.7%	0	1.6%	5	3.3%	1	
£51 - £60	0.8%	6	3.2%	1	2.1%	3	0.0%	0	1.3%	1	1.0%	0	0.0%	0	0.0%	0	
£61 - £70	0.7%	5	1.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.9%	0	
£71 - £80	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£01 £100	0.50/	- 1	1 /10/	1	0.50/	1	1 90/	1	0.90/	1	Ω Ω 0/-	0	Ω Ω 0/-	Ω	1 20/	Λ	

Those who do top u	p snopping a	u Q12														
£1 - £10	42.1%	302	37.9%	16	41.2%	67	33.9%	22	40.1%	29	27.6%	4	45.5%	150	44.8%	15
£11 - £20	31.4%	226	33.7%	14	39.3%	63	29.7%	19	31.9%	23	38.3%	6	28.0%	92	24.0%	8
£21 - £30	6.9%	49	2.4%	1	6.7%	11	6.6%	4	9.8%	7	4.6%	1	7.3%	24	4.0%	1
£31 - £40	2.7%	20	4.7%	2	3.2%	5	2.0%	1	0.0%	0	14.3%	2	2.0%	7	7.3%	2
£41 - £50	3.0%	22	5.1%	2	1.2%	2	10.7%	7	5.1%	4	2.7%	0	1.6%	5	3.3%	1
£51 - £60	0.8%	6	3.2%	1	2.1%	3	0.0%	0	1.3%	1	1.0%	0	0.0%	0	0.0%	0
£61 - £70	0.7%	5	1.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.9%	0
£71 - £80	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.5%	4	1.4%	1	0.5%	1	1.8%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.9%	71	9.6%	4	5.3%	9	12.4%	8	9.8%	7	11.6%	2	11.3%	37	12.9%	4
(Refused)	1.4%	10	1.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0	2.1%	7	1.6%	1
Mean:		17.10		19.49		16.43		21.91		17.36		19.81		15.99		17.41
Weighted base:		718		42		161		65		73		15		329		32
Sample:		680		66		133		73		89		59		186		74

Weighted.						•	01	• •								
	Tota	l	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone '	7
Q16 Where did you last o	go to bu	y clot	hing or	footw	ear goo	ds?										
Asda, Main Road, Harwich Asda, Stoke Park Drive,	0.1% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.3% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.7%	0 0
Ipswich Asda, Turner Rise,	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Asda, Whitehouse Industrial Estate, Goddard Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Ipswich Sainsbury's, Felixstowe Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, Western Approach, Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.2%	1	0.0%	0
Tesco Extra, Highwoods, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Tesco Superstore, Greenstead Road, Colchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.6%	0	0.5%	2	0.0%	0
Wyevale Garden Centre, London Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Brook Retail Park, Clacton Clacton Factory Outlet,	0.5% 2.5%	5 25	0.6% 2.1%	0 1	2.2% 7.9%	5 17	0.0% 3.2%	0	0.0% 1.6%	0 2	0.0% 0.0%	0	0.0% 0.5%	0 2	0.0% 0.0%	0
Clacton Clacton Colchester Retail Park,	1.7%	17	0.0%	0	0.0%	0	1.4%	1	2.5%	3	0.0%	0	2.9%	13	0.0%	0
Colchester Colne View Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Colchester	0.40/	4	0.00/	0	2.10/	4	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Fairacres Retail Park, Oxford Freeport Outlet Shopping Village, Braintree	0.4% 1.3%	4 13	0.0% 0.6%	0	2.1% 0.9%	4 2	0.0% 1.4%	0	0.0% 1.8%	0 2	0.0% 1.9%	0	0.0% 1.4%	0 7	0.0% 0.0%	0
Harwich Gateway Retail Park, Harwich	0.6%	6	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Interchange Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Junction 32 Retail Park, Glasshoughton, Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Lakeside Retail Park, West Thurrock	0.8%	8	1.9%	1	1.7%	4	0.5%	0	1.6%	2	0.0%	0	0.2%	1	0.0%	0
Orwell Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sheephen Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Suffolk Retail Park, Ipswich The Stanway Retail Park, Colchester	0.0% 1.0%	0 10	0.0% 0.0%	0	0.0% 0.7%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.0%	0 9	0.9% 0.0%	0
The Tollgate Centre, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	5	0.0%	0
Tollgate Retail Park, Colchester	2.1%	21	0.0%	0	0.4%	1	6.9%	6	0.9%	1	0.0%	0	2.8%	13	0.0%	0
Turner Rise Retail park, Colchester	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Waterglade Retail Park, Clacton	0.5%	5	2.4%	2	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Shopping Centre, Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.7%	0
White Cliffs Park, Whitfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.2%	1 0	0.0%	0
Basildon Braintree	0.1% 0.4%	1 4	0.0% 0.6%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.5% 0.0%	1	0.0%	0	0.0% 0.9%	4	0.0% 0.0%	0
Brightlingsea	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.9%	0	0.0%	0
Bury St Edmunds	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0
Cambridge	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5	1.8%	1
Central London Chelmsford	0.7% 0.7%	7 7	0.0% 2.4%	0 2	1.1% 0.7%	2	1.4% 1.5%	1 1	0.4% 0.0%	0	3.1% 2.0%	1 1	0.2% 0.5%	1 2	1.6% 0.9%	1 0
Chester	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.9%	0
Clacton on Sea	7.1%	71	11.1%	7	23.4%	51	10.3%	9	4.0%	4	1.1%	0	0.0%	0	0.0%	0
Colchester	41.4%	415	23.1%	15	21.5%	47	30.5%	26	48.3%	52	60.2%	16	55.4%	255	12.4%	5
Dedham Dovercourt	0.0% 0.5%	0 5	0.0% 0.6%	0	0.0% 0.0%	0	0.0% 2.8%	0 2	0.0% 2.2%	0 2	0.0% 0.6%	0	0.0% 0.0%	0	0.7% 0.0%	0
Eastbourne	0.5%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetwood	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton on Sea	1.0%	10	14.1%	9	0.4%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich	0.7%	7	4.1%	3	0.7%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Tendring Household Survey for WYG

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	· 7
	0.20/		0.004		0.004		0.004		0.004		0.004		0.50/		0.004	
Highwoods, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Holbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
pswich	4.0%	40	3.3%	2	0.9%	2	3.2%	3	5.6%	6	1.1%	0	1.8%	9	42.7%	19
Keswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Letchworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
ong Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Norwich	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	1	1.2%	6	0.7%	0
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Prettygate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Romford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford	0.1%	1	0.6%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0
Thurrock	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valton on the Naze	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Velshpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Voodbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	7	1.7%	1	2.1%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.2%	1
nternet / delivery	16.5%	165	14.2%	9	18.7%	41	17.4%	15	14.0%	15	20.3%	5	15.6%	72	19.6%	9
Don't know / can't	2.6%	26	3.2%	2	4.4%	10	3.4%	3	2.8%	3	1.0%	0	1.1%	5	6.5%	3
remember)																
Don't buy these goods)	4.6%	46	10.3%	7	4.5%	10	4.6%	4	5.6%	6	3.4%	1	3.9%	18	3.5%	2
•				(2)				0.4		100						
Veighted base: ample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102
Q16AHow often do you n Not those who said 'Int																
noi mose wno said ini	ernei / ae	uvery	or Abroc	ia or (Don i kn	OW/CL	ın ı remei	mver) (ווטע) ונ	vuy m	ese gooa	s) ai Q	10			
										-						
Daily	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
•	0.1% 0.5%	1 4	1.6% 0.9%	1 0	0.0% 0.0%	0	0.0% 0.0%	0		-		0	0.0% 0.6%	0 2	0.0% 0.0%	0
At least two times a week								0	0.0%	0	0.0%					
At least two times a week At least once a week	0.5%	4	0.9%	0	0.0%	0	0.0%	0	0.0% 1.7%	0	0.0% 0.0%	0	0.6%	2	0.0%	0
At least two times a week At least once a week At least once a fortnight	0.5% 3.9%	4 29	0.9% 0.9%	0	0.0% 5.8%	0 9	0.0% 3.6%	0 0 2	0.0% 1.7% 6.1%	0 1 5	0.0% 0.0% 4.0%	0 1	0.6% 3.2%	2 12	0.0% 0.9%	$0 \\ 0$
At least two times a week At least once a week At least once a fortnight At least once a month	0.5% 3.9% 8.2%	4 29 62	0.9% 0.9% 1.6%	0 0 1	0.0% 5.8% 9.6%	0 9 15	0.0% 3.6% 11.9%	0 0 2 7	0.0% 1.7% 6.1% 9.0%	0 1 5 8	0.0% 0.0% 4.0% 8.9%	0 1 2	0.6% 3.2% 7.2%	2 12 26	0.0% 0.9% 12.9%	0 0 4
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months	0.5% 3.9% 8.2% 22.4% 14.3%	4 29 62 170 108	0.9% 0.9% 1.6% 18.2%	0 0 1 8	0.0% 5.8% 9.6% 26.6%	0 9 15 41	0.0% 3.6% 11.9% 31.2%	0 0 2 7 20	0.0% 1.7% 6.1% 9.0% 25.7%	0 1 5 8 21	0.0% 0.0% 4.0% 8.9% 15.2%	0 1 2 3	0.6% 3.2% 7.2% 19.0%	2 12 26 69	0.0% 0.9% 12.9% 25.5%	0 0 4 8
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months	0.5% 3.9% 8.2% 22.4% 14.3% 16.3%	4 29 62 170 108 124	0.9% 0.9% 1.6% 18.2% 15.3% 11.8%	0 0 1 8 7 5	0.0% 5.8% 9.6% 26.6% 17.6% 12.8%	0 9 15 41 27 20	0.0% 3.6% 11.9% 31.2% 6.9% 18.9%	0 0 2 7 20 4 12	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9%	0 1 5 8 21 7 19	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6%	0 1 2 3 6 2	0.6% 3.2% 7.2% 19.0% 14.2% 17.2%	2 12 26 69 52 63	0.0% 0.9% 12.9% 25.5% 19.3% 11.2%	0 0 4 8 6 3
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months	0.5% 3.9% 8.2% 22.4% 14.3%	4 29 62 170 108	0.9% 0.9% 1.6% 18.2% 15.3% 11.8%	0 0 1 8 7	0.0% 5.8% 9.6% 26.6% 17.6%	0 9 15 41 27	0.0% 3.6% 11.9% 31.2% 6.9%	0 0 2 7 20 4	0.0% 1.7% 6.1% 9.0% 25.7% 8.0%	0 1 5 8 21 7	0.0% 0.0% 4.0% 8.9% 15.2% 30.3%	0 1 2 3 6	0.6% 3.2% 7.2% 19.0% 14.2%	2 12 26 69 52	0.0% 0.9% 12.9% 25.5% 19.3%	0 0 4 8 6
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months Less often than once every 6 months	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 13.3%	4 29 62 170 108 124 101	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3%	0 0 1 8 7 5	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0%	0 9 15 41 27 20 12	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8%	0 0 2 7 20 4 12 3	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5%	0 1 5 8 21 7 19 5	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5%	0 1 2 3 6 2 2	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 17.9%	2 12 26 69 52 63 65	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8%	0 0 4 8 6 3 3
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 7.6%	4 29 62 170 108 124 101 58	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8%	0 0 1 8 7 5 10 5	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8%	0 9 15 41 27 20 12 13	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8%	0 0 2 7 20 4 12 3 5	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2%	0 1 5 8 21 7 19 5 11	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3%	0 1 2 3 6 2 2 2	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 17.9% 5.2%	2 12 26 69 52 63 65 19	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5%	0 0 4 8 6 3 3 3
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months At least every 8 months	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 7.6%	4 29 62 170 108 124 101 58 24 78	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8%	0 0 1 8 7 5 10 5	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8%	0 9 15 41 27 20 12 13	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8%	0 0 2 7 20 4 12 3 5	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2%	0 1 5 8 21 7 19 5 11	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3%	0 1 2 3 6 2 2 2 2 2	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 17.9% 5.2%	2 12 26 69 52 63 65 19	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5%	0 0 4 8 6 3 3 3 1 2
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 6 months	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 7.6%	4 29 62 170 108 124 101 58	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8%	0 0 1 8 7 5 10 5	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8%	0 9 15 41 27 20 12 13	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8%	0 0 2 7 20 4 12 3 5	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2%	0 1 5 8 21 7 19 5 11	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3%	0 1 2 3 6 2 2 2 2	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 17.9% 5.2%	2 12 26 69 52 63 65 19	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5%	0 0 4 8 6 3 3 3
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months At least every 8 months At least once a week At least once a month At least every 10 months At least every 20 months At least every 6 months	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 7.6%	4 29 62 170 108 124 101 58 24 78 0.86	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8%	0 0 1 8 7 5 10 5 0 6	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8%	0 9 15 41 27 20 12 13 7 9	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8%	0 0 2 7 20 4 12 3 5	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2%	0 1 5 8 21 7 19 5 11 0 6	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3%	0 1 2 3 6 2 2 2 2 0 2	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 17.9% 5.2%	2 12 26 69 52 63 65 19 13 44 0.76	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5%	0 0 4 8 6 3 3 3 1 2
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 6 months At least every 8 months At least once a week At least once a month At least every 10 months At least every 20 months At least every 6 months At le	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 7.6%	4 29 62 170 108 124 101 58 24 78	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8%	0 0 1 8 7 5 10 5	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8%	0 9 15 41 27 20 12 13	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8%	0 0 2 7 20 4 12 3 5	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2%	0 1 5 8 21 7 19 5 11	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3%	0 1 2 3 6 2 2 2 2 2	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 17.9% 5.2%	2 12 26 69 52 63 65 19	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5%	0 0 4 8 6 3 3 3 1 2
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months At least every 3 months At least every 3 months At least every 3 months At least once a months At least once a month at least every 6 months At least once a week At least once a month At least every 4 months At least every 5 months At least every 6 month	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 7.6% 3.1% 10.3%	4 29 62 170 108 124 101 58 24 78 0.86 759 750	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8% 0.9% 13.8%	0 0 1 8 7 5 10 5 0 6 1.13 45 68	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8% 4.9% 5.9%	0 9 15 41 27 20 12 13 7 9 0.89 152 134	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8% 0.7% 14.2%	0 0 2 7 20 4 12 3 5 0 9 0.94 63 78	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2% 0.5% 7.3%	0 1 5 8 21 7 19 5 11 0 6 1.03	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3% 1.8% 9.4%	0 1 2 3 6 2 2 2 2 0 2 0.78 20 75	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 5.2% 3.6% 12.0%	2 12 26 69 52 63 65 19 13 44 0.76 365	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5%	0 0 4 8 6 3 3 3 1 2 0.76
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months At least every 8 months At least every 8 months At least every 9 months At least every 3 months At least every 4 months At least once a month At least once a week At least once a worth At least every 5 months At least every 3 months At least every 6 months At lea	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 7.6% 3.1% 10.3%	4 29 62 170 108 124 101 58 24 78 0.86 759 750	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8% 0.9% 13.8%	0 0 1 8 7 5 10 5 0 6 1.13 45 68	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8% 4.9% 5.9%	0 9 15 41 27 20 12 13 7 9 0.89 152 134 ED AT	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8% 0.7% 14.2%	0 0 2 7 20 4 12 3 5 0 9 0.94 63 78	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 5.5% 13.2% 0.5% 7.3%	0 1 5 8 21 7 19 5 11 0 6 1.03 83 103	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3% 1.8% 9.4%	0 1 2 3 6 2 2 2 2 0 2 0.78 20 75	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 5.2% 3.6% 12.0%	2 12 26 69 52 63 65 19 13 44 0.76 365 224	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5% 4.9% 6.9%	0 0 4 8 6 3 3 3 1 2 0.76 31 68
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At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months At least every 3 months At least every 3 months At least every 4 months At least once a month At least once a week At least once a worth At least every 5 months At least every 6 months At lea	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 7.6% 3.1% 10.3%	4 29 62 170 108 124 101 58 24 78 0.86 759 750 to (Lelivery' 456 70	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8% 0.9% 13.8%	0 0 1 8 7 5 10 5 0 6 1.13 45 68 N ME ad' or (0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8% 4.9% 5.9% NTIONE Don't kn 68.9% 11.8%	0 9 15 41 27 20 12 13 7 9 0.89 152 134 ED AT ow/cc	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8% 0.7% 14.2% Q16)? w't remeand	0 0 2 7 20 4 12 3 5 0 9 0.94 63 78	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2% 0.5% 7.3%	0 1 5 8 21 7 19 5 11 0 6 6 1.03 83 103	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3% 1.8% 9.4%	0 1 2 3 6 2 2 2 2 0.78 20 75	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 5.2% 3.6% 12.0%	2 12 26 69 52 63 65 19 13 44 0.76 365 224	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5% 4.9% 6.9%	0 0 4 8 6 3 3 3 1 2 0.76 31 68
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months At least every 10 months At least once a month At least once a week At least once a worth At least every 5 months At least every 6 months	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 13.3% 7.6% 3.1% 10.3%	4 29 62 170 108 124 101 58 24 78 0.86 759 750 to (Livery' 456 70 123	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8% 0.9% 13.8%	0 0 1 8 7 5 10 5 0 6 1.13 45 68 N ME ad' or (0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8% 4.9% 5.9% NTIONE Don't kn 68.9% 11.8% 5.5%	0 9 15 41 27 20 12 13 7 9 0.89 152 134 ED AT ow/cc	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8% 0.7% 14.2% Q16)? un't remease 62.0% 24.0% 5.8%	0 0 2 7 20 4 12 3 5 0 9 0.94 63 78	0.0% 1.7% 6.1% 9.0% 8.0% 22.9% 5.5% 13.2% 0.5% 7.3% pr (Don't 75.3% 4.8% 12.8%	0 1 1 5 5 8 21 7 7 19 5 11 0 6 6 1.03 83 103 buy th	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3% 1.8% 9.4% 49.4% 3.0% 31.6%	0 1 2 3 6 2 2 2 2 0.78 20 75	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 5.2% 3.6% 12.0%	2 12 26 69 52 63 65 19 13 44 0.76 365 224	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5% 4.9% 6.9%	0 0 4 8 6 3 3 3 1 2 0.76 31 68
At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 3 months At least every 6 months At least every 10	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 7.6% 3.1% 10.3%	4 29 62 170 108 124 101 58 24 78 0.86 759 750 to (Lelivery' 456 70	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8% 0.9% 13.8%	0 0 1 8 7 5 10 5 0 6 1.13 45 68 N ME ad' or (0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8% 4.9% 5.9% NTIONE Don't kn 68.9% 11.8%	0 9 15 41 27 20 12 13 7 9 0.89 152 134 ED AT ow/cc	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8% 0.7% 14.2% Q16)? w't remeand	0 0 2 7 20 4 12 3 5 0 9 0.94 63 78	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2% 0.5% 7.3%	0 1 5 8 21 7 19 5 11 0 6 6 1.03 83 103	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3% 1.8% 9.4%	0 1 2 3 6 2 2 2 2 0.78 20 75	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 5.2% 3.6% 12.0%	2 12 26 69 52 63 65 19 13 44 0.76 365 224	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5% 4.9% 6.9%	0 0 4 8 6 3 3 3 1 2 0.76 31 68
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at least two times a week at least once a week at least once a fortnight at least once a month at least every two months at least every 5 months at least every 6 months at least once a month at least once a month at least once a fortnight at least once a week at least once a week at least once a fortnight a	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 13.3% 3.1% 10.3%	4 29 62 170 108 124 101 58 24 78 0.86 759 750 to (Livery' 456 70 123 1 64	0.9% 0.9% 1.6% 18.2% 15.3% 23.3% 11.8% 0.9% 13.8% 0.9% 13.8% 59.2% 15.8% 13.2% 0.0%	0 0 1 8 7 5 10 5 0 6 1.13 45 68 N ME ad' or (0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 5.9% NTIONE Don't kn 68.9% 11.8% 5.5% 0.0% 7.2%	0 9 15 41 27 20 12 13 7 9 0.89 152 134 ED AT ow/cc	0.0% 3.6% 11.9% 31.2% 6.9% 4.8% 4.8% 0.7% 14.2% Q16)? w't remea 62.0% 24.0% 5.8% 0.0%	0 0 2 7 20 4 12 3 5 0 9 0.94 63 78	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2% 0.5% 7.3% 0.5% 4.8% 12.8% 0.7% 1.6%	0 1 1 5 8 2 1 7 7 19 5 11 0 6 6 1.03 83 103 buy th 11 1 1	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3% 1.8% 9.4% 3.0% 31.6% 0.0%	0 1 2 3 6 2 2 2 0.78 20 75 (s) at Q	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 5.2% 3.6% 12.0%	2 12 26 69 52 63 65 19 13 44 0.76 365 224	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5% 4.9% 6.9%	0 0 4 8 6 3 3 3 1 2 0.76 31 68
at least two times a week at least once a week at least once a fortnight at least once a month at least every two months at least every 5 months at least every 6 months at least every 10 months at least every 6 months at least once a month at least once a fortnight at least once a week at least once a month at least	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 13.3% 7.6% 3.1% 10.3% Illy travel ernet / de 60.1% 9.2% 16.2% 0.1% 8.4% 0.6% 3.3%	4 29 62 170 108 124 101 58 24 78 0.86 759 750 123 1 64 4 25	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8% 0.9% 13.8% 0.9% 13.8% 0.00 59.2% 15.8% 13.2% 0.0% 7.2% 0.0% 4.6%	0 0 1 8 7 5 10 5 0 6 1.13 45 68 8N ME ad' or (26 7 6 0 3 0 2	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8% 4.9% 5.9% NTIONE Don't kn 68.9% 11.8% 5.5% 0.0% 7.2% 0.4% 5.3%	0 9 15 41 27 20 12 13 7 9 0.89 152 134 ED AT 0w/cc 105 18 8 0	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8% 0.7% 14.2% Q16)? w't reme: 62.0% 24.0% 5.8% 0.0% 1.0% 6.5%	0 0 0 2 7 20 4 12 3 5 0 9 0.94 63 78 mber) 6	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 25.5% 13.2% 0.5% 7.3% 0.5% 7.3% 12.8% 0.7% 1.6% 0.0% 4.8%	0 1 5 8 21 7 7 19 5 11 0 6 6 1.03 83 103 buy th	0.0% 0.0% 4.0% 8.9% 15.2% 9.6% 11.5% 9.3% 1.8% 9.4% 49.4% 3.0% 31.6% 0.0% 0.0%	0 1 2 3 6 2 2 2 0.78 20 75 (s) at Q 10 1 6 0	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 5.2% 3.6% 12.0%	2 12 26 69 52 63 65 19 13 44 0.76 365 224 192 21 84 0 48 3 4	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5% 4.9% 6.9% 67.9% 12.1% 13.0% 0.0% 0.0% 0.9% 3.3%	0 0 4 8 6 3 3 3 3 1 2 0.76 31 68
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at least two times a week at least once a week at least once a fortnight at least once a month at least every two months at least every 3 months at least every 6 months at least once a week at least once a worth at least once a month at l	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 13.3% 7.6% 3.1% 10.3% Illy travel ternet / de 60.1% 9.2% 0.1% 8.4% 0.6% 3.3% 0.0% 0.8%	4 29 62 170 108 124 101 58 24 78 0.86 759 750 123 1 64 4 25 0 6	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8% 0.9% 13.8% OCATIO or 'Abroa 59.2% 15.8% 13.2% 0.0% 7.2% 0.0% 4.6% 0.0% 0.0%	0 0 1 8 7 5 10 5 0 6 1.13 45 68 20 0 3 0 2 0 0	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8% 4.9% 5.9% NTIONE Don't kn 68.9% 11.8% 5.5% 0.0% 7.2% 0.4% 5.3% 0.0% 1.0%	0 9 15 41 27 20 12 13 7 9 0.89 152 134 ED AT 0w/cc 105 18 8 0	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8% 0.7% 14.2% Q16)? un't reme. 62.0% 24.0% 5.8% 0.0% 1.0% 6.5% 0.0% 0.0%	0 0 0 2 7 20 4 12 3 5 0 9 0.94 63 78 39 15 4 0 10 10 10 10 10 10 10 10 10 10 10 10 1	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2% 0.5% 7.3% 0.5% 7.3% 1.6% 0.0% 4.8% 0.0% 0.0%	0 1 5 8 21 7 7 19 5 11 0 6 6 1.03 83 103 bbuy th	0.0% 0.0% 4.0% 8.9% 15.2% 9.6% 11.5% 9.3% 1.8% 9.4% 49.4% 3.0% 31.6% 0.0% 0.0% 0.8% 13.4% 0.0% 1.8%	0 1 2 3 6 2 2 2 0.78 20 75 10 1 6 0 0 3 0 0	0.6% 3.2% 7.2% 19.0% 14.2% 17.29 17.29 3.6% 12.0% 216 52.6% 5.9% 23.0% 0.0% 13.0% 0.9% 1.1%	2 12 26 69 52 63 65 19 13 44 0.76 365 224 192 21 84 0 48 3 4 0 48 0 4	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5% 4.9% 6.9% 67.9% 12.1% 13.0% 0.0% 0.0% 0.0%	0 0 4 8 6 3 3 3 3 1 2 0.76 31 68
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At least two times a week At least once a week At least once a fortnight At least once a month At least every two months At least every 5 months At least every 6 months At least every 6 months Less often than once every 6 months Have only visited once Don't know / varies) Mean: Weighted base: Sample: 217 How do you norma Not those who said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Faxi Frain Metro Bicycle Mobility scooter / disability vehicle Other Park & Ride	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 13.3% 10.3% 10.3% 10.3% 10.3% 10.3% 10.3% 10.3% 10.3% 10.3% 10.3% 10.3%	4 29 62 170 108 124 101 58 24 78 0.86 759 750 123 1 64 4 25 0 6 1 1 0	0.9% 0.9% 1.6% 18.2% 1.5.3% 11.8% 23.3% 11.8% 0.9% 13.8% OCATIO or 'Abroo 59.2% 15.8% 13.2% 0.0% 7.2% 0.0% 4.6% 0.0% 0.0% 0.0% 0.0%	0 0 1 8 7 5 10 5 0 6 1.13 45 68 20 0 0 0 0	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8% 4.9% 5.9% NTIONE Don't kn 68.9% 11.8% 5.5% 0.0% 7.2% 0.4% 5.3% 0.0% 1.0% 0.0%	0 9 15 41 27 20 12 13 7 9 0.89 152 134 ED AT 0w/cc 105 18 8 0 11 1 8 0 0	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8% 0.7% 14.2% Q16)? m't rement 62.0% 24.0% 5.8% 0.0% 6.5% 0.0% 6.5% 0.0% 0.0% 0.0%	0 0 0 2 7 20 4 12 3 5 0 9 0.94 63 78 39 15 4 0 10 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2% 0.5% 7.3% 0.5% 7.3% 16% 0.0% 0.0% 0.0% 0.0%	0 1 1 5 8 21 7 7 19 5 11 0 6 6 1.03 83 103 bbuy th 1 1 1 0 4 4 0 0 0 0 0 0	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3% 1.8% 9.4% 0.0% 0.0% 0.0% 13.4% 0.0% 0.0%	0 1 2 3 6 2 2 2 0.78 20 75 10 1 6 0 0 0 0 0 0 0	0.6% 3.2% 7.2% 19.0% 14.2% 17.9% 5.2% 3.6% 12.0% 52.6% 5.9% 23.0% 0.0% 13.0% 0.9% 1.0% 0.3% 0.0%	2 12 26 69 52 63 65 19 13 44 0.76 365 224 192 21 84 0 48 3 4 0 4 1	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5% 4.9% 6.9% 67.9% 12.1% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 4 8 6 3 3 3 3 1 2 0.76 31 68 21 4 4 0 0 0 0 0 0 0
Have only visited once (Don't know / varies) Mean: Weighted base: Sample: Q17 How do you norma Not those who said 'Int Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Faxi Frain Metro Bicycle Mobility scooter / disability	0.5% 3.9% 8.2% 22.4% 14.3% 16.3% 13.3% 10.3% 8.19 10.3% 10.3% 10.3% 10.3% 10.3% 10.3% 10.3%	4 29 62 170 108 124 101 58 24 78 0.86 759 750 123 1 64 4 25 0 6 1 1 0 4	0.9% 0.9% 1.6% 18.2% 15.3% 11.8% 23.3% 11.8% 0.9% 13.8% 0.9% 13.8% 0.0% 59.2% 15.8% 13.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 1 8 7 5 10 5 0 6 1.13 45 68 20 7 6 0 0 0 0 0	0.0% 5.8% 9.6% 26.6% 17.6% 12.8% 8.0% 8.8% 4.9% 5.9% NTIONE Don't kn 68.9% 11.8% 5.5% 0.0% 7.2% 0.4% 5.3% 0.0% 0.0% 0.0% 0.0%	0 9 15 41 27 20 12 13 7 9 0.89 152 134 ED AT 0 105 18 8 0 11 1 8 0 0	0.0% 3.6% 11.9% 31.2% 6.9% 18.9% 4.8% 7.8% 0.7% 14.2% Q16)? w't reme 62.0% 24.0% 5.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 2 7 20 4 12 3 5 0 9 0.94 63 78 39 15 4 0 0 10 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 1.7% 6.1% 9.0% 25.7% 8.0% 22.9% 5.5% 13.2% 0.5% 7.3% 0.5% 7.3% 1.6% 0.0% 4.8% 0.0% 0.0% 0.0% 0.0%	0 1 1 5 8 21 7 7 19 5 11 0 6 6 1.03 83 103 buy th 11 1 0 4 4 0 0 0 0 0 0 0 0	0.0% 0.0% 4.0% 8.9% 15.2% 30.3% 9.6% 11.5% 9.3% 1.8% 9.4% 3.0% 31.6% 0.0% 0.0% 13.4% 0.0% 1.8% 0.0%	0 1 2 3 6 2 2 2 0.78 20 75 10 1 6 0 0 0 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.6% 3.2% 7.2% 19.0% 14.2% 17.2% 17.9% 5.2% 3.6% 12.0% 216 52.6% 5.9% 23.0% 0.0% 1.1% 0.3% 0.0% 0.7%	2 12 26 69 52 63 65 19 13 44 0.76 365 224 192 21 84 0 4 1 0 4 1 0 3	0.0% 0.9% 12.9% 25.5% 19.3% 11.2% 9.8% 8.5% 4.9% 6.9% 67.9% 12.1% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 4 8 6 3 3 3 1 2 0.76 31 68 21 4 4 0 0 0 0 0 0 0 0

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	Tota	1	Zone	1	Zone	2	Zone 3	i	Zone	4	Zone 5	5	Zone	6	Zone 7	
Q18 When you go shopp Not those who said 'Inte	_		_						n anothe	er acti	vity?					
Yes – food shopping	4.3%	34	7.6%	4	3.6%	6	7.8%	5	0.5%	0	4.2%	1	4.1%	15	8.7%	3
Yes – non-food shopping	6.6%	52	6.2%	3	6.9%	11	4.4%	3	2.9%	3	5.8%	1	7.6%	28	8.9%	3
Yes – visiting services such as banks and other financial institutions	2.7%	22	2.4%	1	1.6%	3	0.0%	0	2.6%	2	0.8%	0	3.6%	13	6.9%	2
Yes – leisure activity	6.8%	53	13.5%	6	9.3%	15	5.4%	4	2.7%	2	8.4%	2	6.2%	23	3.6%	1
Yes – travelling to/from work	2.7%	21	0.0%	0	0.5%	1	2.9%	2	1.2%	1	2.8%	1	4.4%	16	1.2%	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	0.0%	0
Yes – getting petrol	0.4%	4	2.0%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	15.8%	124	7.9%	4	16.4%	27	14.0%	9	10.5%	9	17.9%	4	17.6%	65	20.2%	7
Yes – visiting family/friends	4.1%	32	5.4%	3	2.2%	4	1.3%	1	9.1%	8	5.4%	1	4.2%	15	2.1%	1
Yes – visiting health service such as doctor, dentist, hospital	0.6%	4	0.9%	0	1.1%	2	0.7%	0	0.5%	0	0.0%	0	0.3%	1	0.9%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.9%	7	0.9%	0	0.8%	1	2.2%	1	0.0%	0	0.0%	0	1.0%	4	0.9%	0
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	1.5%	12	3.7%	2	0.0%	0	1.0%	1	2.9%	3	0.0%	0	1.5%	5	5.0%	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	0.0%	0
No	51.1%	401	44.7%	21	56.1%	91	57.8%	38	62.9%	54	51.9%	10	46.8%	174	38.7%	13
(Don't know / varies)	2.5%	20	4.7%	2	0.7%	1	2.3%	2	2.9%	3	2.8%	1	2.9%	11	2.9%	1
Weighted base:		784		47		162		66		86		20		371		33
weighted base:																

, , engineeri						_	-		•								11240
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Q19 Where did you last	go to bu	іу Вос	ks, CDs	s, DVE	os?												
Asda, Stoke Park Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Ipswich Asda, Whitehouse Industrial Estate, Goddard Road,	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ipswich Sainsbury's, Hadleigh Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	
Tesco Extra, Highwoods, Colchester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	8	0.0%	0	
Wyevale Garden Centre, London Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	
Brook Retail Park, Clacton	0.7%	7	2.4%	2	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clacton Factory Outlet, Clacton	0.1%	1	0.0%	0	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
The Interchange Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
The Stanway Retail Park, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	5	0.0%	0	
The Tollgate Centre, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0	
Tollgate Retail Park, Colchester	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.2%	10	0.0%	0	
Turner Rise Retail park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	
Waterglade Retail Park, Clacton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitehouse Industrial Estate, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Alresford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
Ardleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	
Banchory, Aberdeenshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Basildon	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brightlingsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	
Bristol Bury St Edmunds	0.2% 0.2%	2 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.4%	0	0.0% 0.0%	0	0.3% 0.3%	2 2	0.0% 0.9%	0	
Central London	0.2%	1	0.6%	0	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.5%	0	0.9%	0	
Chelmsford	0.6%	6	0.0%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clacton on Sea	4.8%	48	6.2%	4	18.8%	41	2.0%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	Ö	
Colchester	16.1%	162	2.1%	1	3.8%	8	9.4%	8	19.1%	21	21.0%	5	25.2%	116	5.6%	2	
Dovercourt	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Eastbourne	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Frinton on Sea	1.2%	12		10	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.2%	1	0.0%	0	
Hadleigh	0.0%	0 4	0.0% 0.0%	0	0.0%	0	0.0%	0 4	0.0%	0	0.0% 0.0%	0	0.0%	0	0.7%	0	
Harwich High Wycombe	0.4% 0.1%	1	0.0%	0	0.0% 0.2%	1	4.5% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Ipswich	1.8%	18	0.0%	0	0.6%	1	2.2%	2	3.6%	4	0.6%	0	0.5%	2	19.7%	9	
Loughborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	Ó	
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Southend-on-Sea	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	
Thorpe-le-Soken	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wivenhoe	0.3%	415	0.0%	0	0.0%	0	0.5%	0	0.4%	0	7.3%	2	0.0%	100	0.0%	0	
Internet / delivery	41.3%	415	42.3%	27	40.2%	87	43.8%	37	42.4%	46	53.4%	14	40.3%	186	41.8%	18	
(Don't know / can't remember)	2.0%	20	0.6%	0	1.2%	3	4.1%	3	2.7%	3	1.6%	0	1.8%	8	5.4%	2	
(Don't buy these goods)	25.2%	253	28.7%	18	27.1%	59	30.4%	26	21.2%	23	16.2%	4	24.9%	114	19.7%	9	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	

Tendring Household Survey Page 19 May 2015

Zone 5

Zone 6

Zone 7

Zone 4

for WYG

Zone 2

Zone 1

Mean score: [Number of visits per month]

Total

Q19AHow often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q19)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q19

Troi mose who said Thi	criter, ac	uvery	01 11010	uu 07 (Donna	.011 / 66	in i reme	moer, c	or (Don'	ouy in	ese good	.s) at Q	,1,			
Daily	0.0%	0	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	1.3%	4	2.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.3%	4	0.0%	0
At least once a week	6.6%	21	6.3%	1	16.5%	11	10.5%	2	3.1%	1	14.0%	1	2.8%	4	0.0%	0
At least once a fortnight	8.3%	26	0.0%	0	3.7%	3	2.4%	0	19.5%	7	18.2%	1	9.2%	14	4.6%	1
At least once a month	15.6%	49	26.0%	5	18.8%	13	19.2%	4	8.5%	3	22.2%	2	13.0%	20	23.0%	3
At least every two months	7.5%	24	6.8%	1	7.1%	5	12.6%	2	1.1%	0	7.7%	1	9.1%	14	2.9%	0
At least every 3 months	10.1%	32	10.7%	2	14.5%	10	0.0%	0	29.0%	11	6.5%	0	5.3%	8	6.8%	1
At least every 6 months	20.1%	63	2.3%	0	21.4%	15	22.0%	4	11.8%	4	6.5%	0	22.6%	34	35.2%	5
Less often than once every 6 months	15.6%	49	7.8%	1	6.6%	5	2.4%	0	15.4%	6	11.4%	1	22.6%	34	14.2%	2
Have only visited once	1.1%	3	0.0%	0	2.1%	1	0.0%	0	1.1%	0	0.0%	0	1.0%	2	0.0%	0
(Don't know / varies)	13.8%	44	38.0%	7	9.2%	6	30.9%	6	10.4%	4	11.4%	1	12.0%	18	13.4%	2
Mean:		0.94		1.24		1.16		1.11		0.82		1.57		0.85		0.51
Weighted base:		315		18		69		18		36		8		152		15
Sample:		307		29		55		22		42		34		94		31

Zone 3

	Total	l	Zone	1	Zone 2	2	Zone 3	3	Zone	4	Zone 5	5	Zone	6	Zone 7	7
Q20 Where did you last o	go to buy	y sma	all house	ehold	goods s	uch a	as home	furni	shings,	glass	and chi	ina ite	ems?			
Asda, Stoke Park Drive,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Ipswich Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Lightship Way, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.8%	4	0.0%	0
Lidl, Parkeston Road, Harwich	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Felixstowe Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, Highwoods, Colchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	0	0.8%	4	1.5%	1
Brook Retail Park, Clacton	0.5%	5	0.0%	0	1.6%	4	0.5%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clacton Factory Outlet, Clacton	0.6%	6	0.6%	0	1.9%	4	0.5%	0	0.4%	0	0.8%	0	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.8%	8	0.6%	0	1.0%	2	2.6%	2	2.5%	3	2.1%	1	0.0%	0	0.0%	0
Colne View Retail Park, Colchester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.9%	4	1.5%	1
Cowdray Trade Park, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Euro Retail Park, Ipswich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.8%	0	0.0%	0	3.1%	1
Freeport Outlet Shopping Village, Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Futura Retail Park, Ipswich	0.8%	8	1.5%	1	0.9%	2	0.5%	0	1.4%	2	0.0%	0	0.5%	2	2.2%	1
Harwich Gateway Retail	1.1%	11	0.0%	0	0.4%	1	11.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park, Harwich Interchange Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Ipswich Lakeside Retail Park, West	1.0%	10	0.0%	0	2.0%	4	1.4%	1	0.9%	1	3.7%	1	0.5%	2	0.9%	0
Thurrock Mayflower Retail Park,	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Orwell Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Peatree Road Retail Park, Colchester	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.7%	0
Severalls Industrial Park, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Suffolk Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0
The Interchange Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The Stanway Retail Park, Colchester	1.9%	19	0.0%	0	0.0%	0	2.9%	2	2.2%	2	1.0%	0	3.0%	14	0.9%	0
The Tollgate Centre, Colchester	0.7%	7	0.6%	0	0.7%	2	0.0%	0	0.0%	0	0.6%	0	1.1%	5	0.0%	0
Tollgate Retail Park, Colchester	4.1%	42	0.0%	0	0.0%	0	2.2%	2	1.3%	1	3.6%	1	7.9%	36	2.8%	1
Turner Rise Retail park, Colchester	1.7%	17	0.0%	0	0.9%	2	0.0%	0	0.9%	1	3.2%	1	3.0%	14	0.0%	0
Waterglade Retail Park, Clacton	1.7%	17	0.0%	0	8.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehouse Industrial Estate, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Alresford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Beccles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightlingsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Central London Clacton on Sea	0.0% 8.0%	0 80	0.0% 19.6%	0	0.0%	0 66	0.0% 1.3%	0 1	0.4% 0.9%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0
Colchester	8.0% 18.1%	80 181	19.6%	12 10	30.2% 10.8%	66 23	1.3%	11	21.2%	23	26.6%	7	23.0%	106	0.0% 2.0%	1
Copdock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	2.0% 0.0%	0
Dovercourt	0.2%	3	0.0%	0	0.0%	0	1.1%	1	2.3%	2	0.0%	0	0.5%	0	0.0%	0
Felixstowe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0
Frinton on Sea	0.6%	6	8.0%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Harwich	2.0%	20	0.0%	0	0.7%	1	19.1%	16	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Hythe	0.0%	0	0.0%	0	0.0%										0.0%	0

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Tendring Household Survey for WYG

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Ipswich	2.5%	25	1.5%	1	0.0%	0	5.6%	5	3.4%	4	1.1%	0	1.4%	6	20.5%	9
Lincoln	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Little Clacton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Parkeston	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Stratford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.7%	0
Walton on the Naze	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wivenhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Internet / delivery	11.7%	117	8.8%	6	16.6%	36	5.1%	4	11.3%	12	19.4%	5	10.8%	50	10.2%	5
(Don't know / can't remember)	11.4%	114	3.2%	2	4.8%	10	13.3%	11	14.9%	16	7.8%	2	14.2%	65	16.2%	7
(Don't buy these goods)	25.0%	250	33.7%	21	18.5%	40	16.4%	14	19.2%	21	24.2%	6	29.6%	136	26.7%	12
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

Mean score: [Number of visits per month]

Q20AHow often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q20

Daily	0.0%	0	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	0.3%	1	1.2%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
At least once a week	4.1%	21	0.0%	0	8.6%	11	5.2%	3	0.7%	0	0.0%	0	3.1%	7	1.4%	0	
At least once a fortnight	3.7%	19	0.0%	0	8.5%	11	11.2%	6	0.7%	0	2.4%	0	0.7%	2	0.0%	0	
At least once a month	11.6%	60	10.7%	4	15.0%	19	8.7%	5	20.5%	12	8.2%	1	7.6%	16	16.3%	3	
At least every two months	6.6%	34	7.1%	2	13.2%	17	4.2%	2	5.6%	3	1.2%	0	3.0%	6	13.4%	3	
At least every 3 months	13.2%	69	15.4%	5	10.9%	14	5.2%	3	20.8%	12	15.7%	2	14.8%	31	4.5%	1	
At least every 6 months	15.7%	82	11.9%	4	8.2%	11	13.8%	8	11.3%	7	29.3%	4	22.8%	47	7.4%	2	
Less often than once every 6 months	24.8%	129	32.5%	11	16.6%	22	24.9%	14	26.7%	16	25.8%	3	27.5%	57	30.1%	6	
Have only visited once	4.3%	22	2.7%	1	3.7%	5	8.4%	5	2.4%	1	1.2%	0	5.0%	10	0.0%	0	
(Don't know / varies)	15.8%	82	18.5%	6	14.8%	19	18.4%	10	11.3%	7	16.2%	2	15.5%	32	26.9%	6	
Mean:		0.60		0.42		1.00		0.75		0.44		0.32		0.41		0.47	
Weighted base:		521		34		130		55		59		12		209		21	
Sample:		508		54		100		57		72		50		128		47	

Weighted:

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q21 Where did you last	go to bı	ıy goo	ds such	n as to	ys, gan	nes, b	icycles	and re	ecreatio	nal g	oods?					
Tesco Extra, Highwoods,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%	0
Colchester Tesco Superstore, Greenstead Road, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Clacton Clacton Factory Outlet,	0.7% 0.2%	7 2	1.5% 0.0%	1 0	1.7% 0.0%	4 0	0.0% 0.8%	0 1	0.8% 0.9%	1 1	0.0% 0.0%	0	0.4% 0.0%	2 0	0.0% 0.0%	0
Clacton Colchester Retail Park, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Colne View Retail Park, Colchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.9%	4	0.0%	0
Euro Retail Park, Ipswich Freeport Outlet Shopping	0.1% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0	0.0% 0.0%	0	1.5% 0.0%	1 0
Village, Braintree	0.070	Ü	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
Harwich Gateway Retail Park, Harwich	0.4%	4	0.0%	0	0.4%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Ipswich	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.3%	3	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Orwell Retail Park, Ipswich Peartree Business Centre, Peartree Road, Stanway,	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.2%	0 1	1.5% 0.0%	1 0
Colchester Peatree Road Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Pipps Hill Retail Park, Basildon	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Severalls Industrial Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Suffolk Retail Park, Ipswich The Interchange Retail Park,	0.1% 3.4%	1 34	0.0% 1.3%	0 1	0.0% 6.4%	0 14	0.0% 2.2%	0 2	0.0% 6.4%	0 7	0.0% 2.6%	0 1	0.0% 1.8%	0 8	2.3% 4.1%	1 2
Ipswich The Stanway Retail Park, Colchester	1.3%	13	0.0%	0	0.2%	1	2.0%	2	3.7%	4	0.6%	0	1.4%	7	1.5%	1
The Tollgate Centre, Colchester	1.7%	17	0.9%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	16	0.0%	0
Tollgate Retail Park, Colchester	2.6%	26	0.0%	0	0.7%	1	4.4%	4	0.9%	1	2.7%	1	4.0%	18	1.3%	1
Turner Rise Retail park, Colchester	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Bildeston	0.1% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.4%	0	4.8% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0 0
Chelmsford	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Clacton on Sea	4.7%	47	9.3%	6	17.5%	38	2.0%	2	0.9%	1	0.6%	0	0.0%	0	0.0%	0
Colchester	12.9%	129	6.8%	4	10.9%	24	4.7%	4	14.8%	16	18.8%	5	16.4%	75	2.8%	1
Copdock Dovercourt	0.1% 0.2%	1 2	0.0% 0.0%	0	0.0% 0.2%	0 1	0.0% 0.0%	0	0.0% 1.4%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	1.5% 0.0%	1 0
Edinburgh	0.1%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Frinton on Sea	0.4%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bentley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Harwich	0.8%	8	0.0%	0	0.7%	1	7.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Langham	1.7% 0.0%	17 0	1.5% 0.0%	1	0.0% 0.0%	0	1.2% 0.0%	1	4.1% 0.0%	4	0.0% 0.0%	0	0.0% 0.0%	0	24.1% 0.7%	11 0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.7%	0
Norwich	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	Ö
Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Walton on the Naze	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	18.0%	180	20.0%	13 5	22.2% 2.0%	48 4	26.7%	23	19.7%	21 5	23.2%	6	14.3% 2.4%	66 11	9.1% 5.2%	4 2
(Don't know / can't remember) (Don't buy these goods)	3.1% 44.3%	31 444	7.2% 42.0%	27	2.0% 34.4%	75	3.5% 41.1%	35	4.5% 38.8%	42	3.9% 32.3%	1 8	51.8%	11 238	5.2% 44.5%	20
Weighted base:	. 1.5 /0	1003	.2.070	63	J 1. F/0	217	/0	84	23.070	108	22.370	26	21.070	460	/0	44
Sample:		1002		100		183		100		141		100		276		102

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Tendring Household Survey for WYG

for WYG May 2015

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

Mean score: [Number of visits per month]

Q21AHow often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q21)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q21

Daily	0.0%	0	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	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.6%	0	
At least once a week	3.2%	11	3.7%	1	6.6%	6	15.4%	4	1.0%	0	1.4%	0	0.0%	0	1.6%	0	
At least once a fortnight	1.5%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	1	5.3%	1	2.5%	4	0.0%	0	
At least once a month	12.8%	44	4.2%	1	21.2%	19	0.0%	0	21.2%	9	11.1%	1	8.3%	12	16.1%	3	
At least every two months	10.3%	36	14.3%	3	19.5%	17	15.6%	4	12.0%	5	10.3%	1	2.9%	4	9.6%	2	
At least every 3 months	18.2%	63	6.9%	1	21.6%	19	18.8%	5	18.1%	7	3.4%	0	19.3%	28	13.9%	3	
At least every 6 months	17.1%	59	12.2%	2	8.4%	8	21.6%	5	17.3%	7	24.3%	3	20.4%	30	28.7%	5	
Less often than once every 6 months	21.8%	76	29.0%	6	17.4%	16	4.2%	1	19.2%	8	34.1%	4	27.5%	40	12.3%	2	
Have only visited once	1.2%	4	11.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	0	1.3%	2	0.0%	0	
(Don't know / varies)	13.5%	47	18.5%	4	5.3%	5	24.4%	6	7.4%	3	7.9%	1	17.9%	26	16.2%	3	
Mean:		0.54		0.41		0.71		1.06		0.60		0.46		0.33		0.61	
Weighted base:		347		20		89		24		40		11		145		18	
Sample:		302		26		57		24		47		34		81		33	

weightea:						1,	01 44	10								
	Tota	l	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone s	5	Zone	6	Zone '	7
Q22 Where did you last	go to bu	y che	mist god	ods (iı	ncludin	g heal	Ith and b	eauty	y produ	cts)?						
Asda, Main Road, Harwich Asda, Stoke Park Drive,	0.1% 0.1%	1 1	0.0% 0.0%	0 0	0.0% 0.0%	0	0.8% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.3%	0 1
Ipswich Morrisons, Sproughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Road, Ipswich Sainsbury's, Felixstowe Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's, Western Approach, Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Tesco Extra, Copdock Interchange, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Extra, Highwoods, Colchester	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	15	0.0%	0
Tesco Superstore, Greenstead Road, Colchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	6	0.0%	0
Brook Retail Park, Clacton	0.8%	8	1.7%	1	3.1%	7	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Gateway Retail Park, Harwich	0.4%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Interchange Retail Park, Ipswich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
The Stanway Retail Park, Colchester	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.6%	12	0.0%	0
The Tollgate Centre, Colchester	2.2%	22	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0	4.6%	21	0.0%	0
Tollgate Retail Park, Colchester	2.5%	26	0.0%	0	0.7%	1	0.0%	0	0.4%	0	0.0%	0	5.2%	24	0.0%	0
Turner Rise Retail park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Ardleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Blackheath, Colchester Bockings Elm	0.2% 0.1%	2	0.0% 0.0%	0	0.0% 0.2%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.5% 0.0%	2	0.0% 0.0%	0
Brightlingsea	1.1%	11	0.0%	0	0.4%	1	0.0%	0	9.3%	10	0.0%	0	0.0%	0	0.0%	0
Capel St Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Central London	0.1%	170	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	0
Clacton on Sea Colchester	17.7% 33.9%	178 340	9.5% 2.1%	6 1	75.0% 2.6%	163 6	3.5% 9.1%	3 8	3.8% 35.9%	4 39	1.4% 33.9%	0	0.3% 59.9%	2 276	0.0% 4.1%	0 2
Copdock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Dedham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.8%	4	5.5%	2
Dovercourt	3.0%	30	0.0%	0	0.0%	0	31.4%	26	2.8%	3	0.0%	0	0.0%	0	0.7%	0
East Bergholt	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	9.7%	4
Felixstowe Frinton on Sea	0.0% 4.3%	0 43	0.0% 61.4%	0 39	0.0% 0.2%	0 1	0.0% 1.7%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.5%	0 2	0.7% 0.0%	0
Great Bentley	0.5%	5	0.0%	0	1.1%	2	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Great Clacton	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.7%	0
Harwich Holbrook	2.2% 0.0%	22 0	0.0% 0.0%	0	0.0% 0.0%	0	23.1% 0.0%	20 0	2.3% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.7%	0
Holland-on-Sea	0.6%	6	0.6%	0	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Hythe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.2%	1	0.0%	0
Ipswich	1.7%	17	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	33.5%	15
Jaywick	0.6%	6	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby Cross	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Clacton Manningtree	0.2% 2.4%	2 24	0.0% 0.0%	0	1.0% 0.6%	2	0.0% 0.0%	0	0.0% 16.5%	0 18	0.0% 0.0%	0	0.0% 0.4%	0 2	0.0% 6.3%	0
Marks Tey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Prettygate	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Romford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrub End Southend-on-Sea	0.4% 0.1%	4	0.0% 0.0%	0	0.0% 0.6%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	4	0.0% 0.0%	0
St Osyth	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	7	0.0%	0
Walton on the Naze	0.8%	8	13.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bergholt	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	13	0.0%	0
Wivenhoe	1.5%	15	0.0%	0	0.0%	0	0.0%	0	1.7%	2	49.3%	13	0.0%	0	0.0%	0
Abroad Internet / delivery	0.2% 5.1%	2 51	0.0% 3.7%	0 2	0.0% 3.3%	0 7	0.0% 5.3%	0 4	0.0% 6.7%	0 7	0.0% 4.0%	0 1	0.2% 5.7%	1 26	1.5% 6.9%	1 3
(Don't know / can't	1.0%	10	0.0%	0	0.0%	ó	6.2%	5	3.4%	4	1.1%	0	0.0%	0	2.0%	1
remember)		-		-	• -	-		-	. , .	-		-		-	, .	-

Tendring Household Survey Page 25 for WYG May 2015

Weighted:

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
(Don't buy these goods)	6.9%	70	5.1%	3	3.5%	8	13.8%	12	7.7%	8	6.6%	2	7.4%	34	7.4%	3
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102

Mean score: [Number of visits per month]

Q22AHow often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q22)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q22

Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	
At least two times a week	0.4%	3	1.4%	1	0.4%	1	0.0%	0	0.5%	0	0.0%	0	0.3%	1	0.0%	0	
At least once a week	13.6%	119	24.4%	14	11.1%	22	23.4%	15	12.8%	11	16.1%	4	11.4%	46	18.4%	7	
At least once a fortnight	13.0%	113	11.5%	7	12.7%	26	6.7%	4	17.1%	15	11.8%	3	13.4%	53	15.3%	6	
At least once a month	43.8%	381	34.3%	20	52.2%	106	45.4%	29	36.9%	33	49.0%	11	42.3%	169	40.5%	15	
At least every two months	8.0%	70	3.5%	2	6.4%	13	9.6%	6	7.2%	6	9.7%	2	9.4%	37	7.2%	3	
At least every 3 months	4.7%	41	2.1%	1	2.7%	6	5.0%	3	13.0%	12	1.3%	0	4.3%	17	6.0%	2	
At least every 6 months	4.5%	40	8.3%	5	3.6%	7	7.5%	5	4.8%	4	0.0%	0	4.3%	17	3.4%	1	
Less often than once every 6 months	2.2%	20	0.7%	0	2.3%	5	0.0%	0	0.9%	1	1.5%	0	3.2%	13	1.8%	1	
Have only visited once	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	
(Don't know / varies)	9.2%	80	13.7%	8	8.6%	17	2.4%	2	6.8%	6	10.6%	2	10.6%	42	7.3%	3	
Mean:		1.52		1.98		1.42		1.64		1.45		1.59		1.48		1.63	
Weighted base:		870		58		202		63		89		23		399		36	
Sample:		863		88		166		77		118		87		247		80	

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q23 Where did you last	go to bu	ıy elec	ctrical it	ems, s	such as	telev	isions, v	vashi	ng mac	hines	and cor	npute	rs?			
Asda, Stoke Park Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Ipswich Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Felixstowe Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, Western Approach, Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Tesco Extra, Highwoods, Colchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.9%	4	1.5%	1
Brook Retail Park, Clacton	6.2%	62	7.8%	5	22.2%	48	6.9%	6	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Clacton Factory Outlet, Clacton	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.2%	2	0.0%	0	0.2%	1	0.0%	0	1.4%	2	1.6%	0	0.0%	0	0.0%	0
Colne View Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Euro Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	0
Futura Retail Park, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	3.1%	1
Harwich Gateway Retail	1.0%	10	0.0%	0	0.0%	0	10.8%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Park, Harwich Interchange Retail Park, Ipswich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.2%	1	2.3%	1
Suffolk Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
The Interchange Retail Park, Ipswich	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	10
The Stanway Retail Park, Colchester	2.9%	29	0.0%	0	0.5%	1	2.0%	2	6.4%	7	3.5%	1	4.1%	19	0.0%	0
The Tollgate Centre, Colchester	2.5%	25	0.6%	0	0.0%	0	0.0%	0	4.0%	4	1.4%	0	4.4%	20	0.0%	0
Tollgate Retail Park, Colchester	13.9%	139	0.6%	0	0.7%	1	11.4%	10	7.9%	9	12.5%	3	24.9%	115	2.6%	1
Turner Rise Retail park, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Waterglade Retail Park, Clacton	0.2%	2	0.6%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehouse Industrial Estate, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Brightlingsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Chelmsford Clacton on Sea	0.1% 8.0%	1	0.0% 26.9%	0 17	0.0% 25.8%	0 56	0.0% 6.4%	0	0.0% 1.8%	0 2	0.0% 0.6%	0	0.0% 0.0%	0	1.8% 0.0%	1
Colchester	13.9%	139		2	23.8%	5	5.6%	5 5	12.9%	14	17.2%	4	23.2%	107	3.9%	2
Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Dovercourt	0.9%	9	0.0%	0	0.0%	0	7.5%	6	2.1%	2	0.6%	0	0.0%	0	0.0%	0
Elmstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Frinton on Sea	2.1%	21	30.2%	19	0.8%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Harwich	0.0% 0.9%	0 9	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 11.1%	0 9	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.7% 0.0%	0
Holland-on-Sea	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	1.8%	18	0.0%	0	0.0%	0	2.2%	2	1.5%	2	1.1%	0	1.8%	8	13.7%	6
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Nacton, Suffolk	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Parkeston	0.0%	0	0.0%	0	0.0% 0.0%	0	0.5%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0
Peterborough Romford	0.1% 0.2%	1 2	0.0% 0.0%	0	0.0%	1	0.0% 0.8%	1	0.5% 0.0%	1 0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Stanway	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	O
West Mersea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Wivenhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Abroad	0.2%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Internet / delivery	20.6%	207	13.4%	8	26.1%	57	17.9%	15	26.8%	29	34.5%	9	17.6%	81	17.5%	8
(Don't know / can't remember) (Don't buy these goods)	5.8% 13.9%	58 139	4.1% 12.5%	3	2.3% 15.8%	5 34	7.7% 7.7%	6	4.2% 14.6%	5 16	4.6% 16.3%	1	7.7% 13.8%	35 63	7.4% 15.9%	3 7
Weighted base:	13.7/0	1003	12.5/0	63	15.070	217	7.770	84	17.0/0	108	10.5/0	26	13.070	460	15.7/0	44
Sample:		1002		100		183		100		141		100		276		102

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Tendring Household Survey for WYG

Zone 3

for WYG May 2015

Zone 5

Zone 6

Zone 7

Zone 4

Mean score: [Number of visits per month]

Total

Zone 1

Q23AHow often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q23

Zone 2

Daily	0.0%	0	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	0.0%	0	
At least once a week	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
At least once a fortnight	0.5%	3	2.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.4%	1	0.0%	0	
At least once a month	1.0%	6	0.0%	0	0.6%	1	1.8%	1	0.0%	0	1.3%	0	1.4%	4	0.0%	0	
At least every two months	4.3%	26	1.8%	1	15.3%	19	0.0%	0	1.4%	1	2.3%	0	1.7%	5	3.0%	1	
At least every 3 months	3.2%	19	0.0%	0	4.4%	5	4.5%	3	3.0%	2	3.1%	0	2.8%	8	4.1%	1	
At least every 6 months	7.3%	43	8.7%	4	11.8%	14	7.3%	4	7.6%	4	6.5%	1	5.2%	15	5.2%	1	
Less often than once every 6 months	55.3%	330	35.4%	16	49.7%	60	52.6%	30	62.6%	37	47.6%	6	60.8%	169	49.4%	13	
Have only visited once	6.1%	36	12.7%	6	3.2%	4	11.1%	6	2.4%	1	4.2%	0	6.7%	18	1.1%	0	
(Don't know / varies)	22.2%	132	38.9%	17	14.6%	18	22.6%	13	21.6%	13	35.0%	4	21.0%	58	37.1%	10	
Mean:		0.16		0.18		0.22		0.13		0.16		0.15		0.14		0.14	
Weighted base:		596		44		121		56		59		12		278		26	
Sample:		599		65		104		67		76		53		172		62	

Weighted.						_	01 11	- 0	•								141
	Tota	1	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone 5	i	Zone	6	Zone 7		
Q24 Where did you last	go to bu	y DIY	or garde	ening	goods?	•											
Asda, Stoke Park Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Ipswich B&Q Warehouse, Lightship	20.3%	203	0.0%	0	1.9%	4	13.2%	11	42.0%	45	49.6%	13	27.8%	128	4.0%	2	
Way, Colchester B&Q, Anglia Parkway	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	
South, Bury Road, Ipswich B&Q, Woodhall Business Park, Eastern Bypass,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	
Sudbury Bypass Nurseries Garden Centre, London Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Capel St Mary Clacton Garden Centre, St Johns Road,	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clacton-on-Sea Craft Nurseries, Harwich	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Road, Lawford Fillpots Garden Centre,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0	
Straight Road, Boxted Hilltop Garden Centre, Clacton Road,	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clacton-on-Sea Homebase, Felixstowe Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	
Homebase, St Andrews Avenue, Colchester	1.5%	15	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.6%	0	2.3%	11	1.3%	1	
Perrywood Garden Centre, Kelvedon Road, Inworth,	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6	0.0%	0	
Tiptree Poplar Nurseries, Coggeshall Road, Colchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0	
Tesco Extra, Highwoods, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0	
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Wickes, Clarendon Way, Colchester	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.9%	4	0.0%	0	
Wyevale Garden Centre, Grundisburgh Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Woodbridge Wyevale Garden Centre, London Road, Colchester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	8	0.0%	0	
Angora Business Park, Stanway	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	
Brook Retail Park, Clacton Clacton Factory Outlet,	12.2% 0.1%	122 1	17.3% 0.6%	11 0	44.0% 0.4%	95 1	10.7% 0.0%	9 0	6.2% 0.0%	7 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	
Clacton Colne View Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.2%	1	0.0%	0	
Euro Retail Park, Ipswich Harwich Gateway Retail	1.0% 0.8%	10 8	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 9.3%	0 8	1.1% 0.5%	1 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	21.1% 0.0%	9	
Park, Harwich Orwell Retail Park, Ipswich The Stanway Retail Park,	0.2% 1.6%	2 16	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.3%	0 1	0.0% 1.3%	0 1	0.0% 0.8%	0	0.0% 3.0%	0 14	3.7% 0.0%	2 0	
Colchester The Tollgate Centre,	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	7	0.0%	0	
Colchester Tollgate Retail Park,	6.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	13.0%	60	0.7%	0	
Colchester Turner Rise Retail park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	
Colchester Waterglade Retail Park,	0.2%	2	0.6%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clacton Woodhall Business Park, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0	
Aldham	0.2%	2 2	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 1.8%	0 2	0.0% 0.0%	0	0.3% 0.0%	2	0.0% 0.0%	0	
Brightlingsea Capel St Mary	0.2% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clacton on Sea	9.4%	94	35.6%	23	28.3%	61	7.2%	6	3.1%	3	0.0%	0	0.0%	1	0.7%	0	
Colchester	9.2%	93	0.6%	0	0.6%	1	2.2%	2	5.3%	6	13.5%	4	17.0%	78	3.8%	2	
Dovercourt	0.5%	5	0.0%	0	0.0%	0	4.9%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	

Tendring Household Survey for WYG

	Tota	al	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Frinton on Sea	1.2%	12	12.5%	8	0.9%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.2%	1	3.9%	2
Harwich	1.1%	11	0.0%	0	0.0%	0	11.3%	10	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Huntingdon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Ipswich	1.1%	11	0.0%	0	0.0%	0	1.4%	1	1.6%	2	0.0%	0	0.2%	1	15.9%	7
Kirby Cross	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawford	0.5%	5	0.0%	0	0.0%	0	0.5%	0	3.3%	4	0.6%	0	0.0%	0	1.3%	1
LIttle Clacton	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Clacton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	0.6%	6	0.0%	0	0.0%	0	3.0%	3	2.2%	2	1.3%	0	0.0%	0	1.3%	1
Parkeston	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Osyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.2%	1	0.0%	0
Sudbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Tiptree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Walton on the Naze	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wivenhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Internet / delivery	3.4%	34	1.5%	1	6.7%	14	6.5%	6	1.3%	1	3.0%	1	2.3%	10	2.0%	1
(Don't know / can't remember)	3.0%	30	3.0%	2	1.4%	3	8.2%	7	3.0%	3	0.0%	0	2.9%	13	4.4%	2
(Don't buy these goods)	18.6%	187	23.6%	15	13.8%	30	16.7%	14	18.3%	20	23.5%	6	20.4%	94	18.7%	8
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

Mean score: [Number of visits per month]

Q24AHow often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)? Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q24

Daily	0.0%	0	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	0.5%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.8%	0	0.9%	3	0.0%	0	
At least once a week	6.0%	45	4.7%	2	6.0%	10	7.6%	4	5.7%	5	11.6%	2	5.7%	20	4.6%	2	
At least once a fortnight	5.3%	40	6.4%	3	6.5%	11	8.9%	5	4.2%	3	4.6%	1	4.6%	16	2.6%	1	
At least once a month	15.7%	118	19.3%	9	18.9%	32	14.5%	8	12.6%	11	18.4%	4	14.0%	48	20.4%	7	
At least every two months	11.7%	88	7.2%	3	14.4%	24	13.9%	8	12.9%	11	8.8%	2	11.0%	38	5.0%	2	
At least every 3 months	13.6%	102	15.6%	7	12.3%	21	7.7%	4	13.2%	11	8.2%	2	14.1%	48	27.9%	9	
At least every 6 months	18.0%	136	6.5%	3	14.1%	24	19.3%	11	17.7%	15	25.4%	5	21.1%	72	17.5%	6	
Less often than once every 6 months	12.8%	96	15.4%	7	11.8%	20	9.9%	6	20.9%	17	9.0%	2	12.2%	42	8.4%	3	
Have only visited once	0.9%	7	0.9%	0	2.6%	4	0.8%	0	0.0%	0	1.8%	0	0.3%	1	0.9%	0	
(Don't know / varies)	15.4%	115	24.1%	11	13.0%	22	17.5%	10	12.9%	11	10.4%	2	16.2%	55	12.7%	4	
Mean:		0.82		0.82		0.85		0.93		0.69		1.13		0.81		0.68	
Weighted base:		751		45		169		58		84		19		343		33	
Sample:		739		66		143		75		104		70		205		76	

weighted:						1	OI VV	10								
	Tota	1	Zone	1	Zone 2	2	Zone 3	3	Zone	4	Zone 5	5	Zone	6	Zone '	7
Q25 Where did you last o	go to bu	y furn	iture, ca	arpets	and flo	or co	verings	?								
B&Q Warehouse, Lightship	0.7%	7	0.0%	0	0.0%	0	1.7%	1	1.9%	2	3.9%	1	0.5%	2	0.0%	0
Way, Colchester B&Q, Anglia Parkway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
South, Bury Road, Ipswich Angora Business Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Stanway Bluewater Shopping Centre,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Greenhithe	0.20/	•	0.501		0.407		4.00/		0.004		0.004		0.007		0.004	
Brook Retail Park, Clacton Clacton Factory Outlet,	0.2% 0.1%	2 1	0.6% 0.9%	0	0.4% 0.0%	1 0	1.2% 0.0%	1	0.0% 0.4%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Clacton Colchester Retail Park,	1.4%	14	1.3%	1	3.2%	7	3.5%	3	1.6%	2	1.6%	0	0.2%	1	0.0%	0
Colchester Colne View Retail Park,	0.8%	8	0.0%	0	0.4%	1	0.8%	1	1.1%	1	1.3%	0	1.0%	5	0.0%	0
Colchester Cowdray Trade Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Colchester	0.10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	1.50/	1
Cribbs Causeway, Bristol Euro Retail Park, Ipswich	0.1% 0.7%	1 7	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 3.2%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.5% 7.5%	1 3
Fiverways Retail Park,	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Colchester	0.170	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.470	1	0.070	U
Futura Retail Park, Ipswich	0.5%	5	0.0%	0	0.0%	0	1.8%	2	0.5%	1	0.0%	0	0.2%	1	3.4%	1
Glasswells Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Ranelagh Road, Ipswich Harwich Gateway Retail	1.2%	12	1.5%	1	0.0%	0	10.8%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Park, Harwich Lakeside Retail Park, West	1.4%	14	0.0%	0	2.0%	4	2.0%	2	3.4%	4	5.4%	1	0.6%	3	0.0%	0
Thurrock	0.20/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	1	0.00/	0	0.0%	0	1 60/	1
Orwell Retail Park, Ipswich Peatree Road Retail Park, Colchester	0.2% 1.4%	14	0.0% 1.3%	0	0.0% 0.2%	0	0.0% 0.8%	0 1	0.9% 3.2%	1	0.0% 2.7%	0	1.6%	0 7	1.6% 1.3%	1 1
Ransomes Industrial Estate, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
The Stanway Retail Park, Colchester	4.6%	46	1.5%	1	3.2%	7	3.5%	3	1.9%	2	3.6%	1	6.9%	32	0.9%	0
The Tollgate Centre, Colchester	2.7%	27	0.0%	0	2.3%	5	0.0%	0	5.5%	6	0.6%	0	3.4%	16	0.0%	0
Tollgate Retail Park, Colchester	9.5%	95	1.3%	1	2.0%	4	14.8%	12	5.2%	6	15.2%	4	14.7%	68	0.0%	0
Turner Rise Retail park, Colchester	0.6%	6	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0
Waterglade Retail Park, Clacton	2.3%	23	1.6%	1	10.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodhall Business Park, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	0	0.0%	0	0.0%	0
Ardleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Brightlingsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	0	0.2%	1	0.0%	0
Central London	0.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Clacton on Sea	4.6%	46	18.7%	12	14.0%	30	2.0%	2	0.4%	0	0.0%	0	0.3%	2	0.0%	0
Colchester Copford	11.7% 0.2%	118 2	7.7% 0.0%	5	11.0%	24	6.9%	6 0	11.0% 0.0%	12	11.5%	3	14.3% 0.4%	66 2	5.4% 0.0%	2
Copiora Dovercourt	0.2%	5	0.0%	0	0.0% 0.0%	0	0.0% 4.6%	4	0.0%	0 1	0.0% 0.0%	0	0.4%	0	0.0%	0
East Bergholt	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.3%	2	0.0%	0
Frinton on Sea	1.0%	10	10.8%	7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Harwich	0.3%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland-on-Sea	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	1.4%	14	1.3%	1	1.2%	3	0.0%	0	0.4%	0	0.6%	0	1.1%	5	11.3%	5
Kirby Cross	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	0.5%	5	0.0%	0	0.0%	0	1.7%	1	3.3%	4	0.0%	0	0.0%	0	0.7%	0
Marks Tey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Martlesham	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.7% 0.0%	0
Nacton, Suffolk	0.1% 0.6%	1 6	0.0%	0	0.0% 0.0%	0	0.8% 0.0%	1 0	1.3%	0	0.0% 1.4%	0	0.0%	4	1.3%	0
Stanway Sudbury	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.6%	0	0.8%	0	0.0%	1
Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton on the Naze	0.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Internet / delivery	9.4%	94	5.4%	3	12.6%	27	10.4%	9	8.8%	10	8.0%	2	8.8%	40	6.6%	3
(Don't know / can't	8.2%	82	6.7%	4	6.5%	14	14.8%	12	6.9%	7	6.0%	2	8.1%	37	11.0%	5
remember)																

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Tendring Household Survey for WYG

by Zone							TT			41 / C	J						1 46
Weighted:						Ι	or W	YG	Г								May 2
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
(Don't buy these goods)	31.0%	310	34.0%	21	29.6%	64	13.9%	12	34.3%	37	34.9%	9	32.1%	148	43.1%	19	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
Mean score: [Numb	er of vis	sits pe	r month	1]													
Q25AHow often do you n Not those who said 'Int			•			•			_	•				ONED	AT Q2	5)?	
Daily	0.0%	0	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	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	0.0%	0	
At least once a fortnight	0.0%	0	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 month	0.6%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	
At least every two months	0.6%	3	0.0%	0	1.3%	1	0.9%	0	1.1%	1	0.0%	0	0.0%	0	3.8%	1	
At least every 3 months	0.7%	4	0.0%	0	1.8%	2	2.0%	1	0.0%	0	2.6%	0	0.0%	0	1.7%	0	
At least every 6 months	4.9%	25	2.9%	1	11.7%	13	1.2%	1	6.1%	3	10.3%	1	2.6%	6	0.0%	0	
Less often than once every 6 months	66.4%	343		18	61.4%	68	61.0%	31	80.1%	43	68.6%	9	69.4%	163	56.5%	10	
Have only visited once	8.3%	43	18.2%	6	10.9%	12	12.6%	6	4.0%	2	1.1%	0	6.6%	16	2.4%	0	
(Don't know / varies)	18.5%	95	27.1%	9	11.7%	13	22.4%	11	8.7%	5	17.4%	2	20.6%	48	35.6%	6	
Mean:		0.11		0.08		0.12		0.10		0.11		0.12		0.10		0.13	
Weighted base:		516		34		111		51		54		13		235		17	
Sample:		495		47		95		57		67		45		143		41	
Q26 Do you ever visit ar	ny of the	follo	wing ce	ntres?	MR/P	R]											
Clacton-on-Sea	49.4%		87.0%	55		197		54	57.0%	62		9	23.4%	108		10	
Frinton-on-Sea	38.0%	381		58	57.1%	124	34.6%	29	35.0%	38	35.6%	9	24.3%	112		11	
Walton-on-the-Naze	28.8%	289	62.3%	39	39.2%	85	37.8%	32	34.8%	38	17.7%	5	18.6%	86		5	
Dovercourt	18.4%	185	12.6%	8	14.5%	31	89.5%	75	28.6%	31	10.4%	3	6.8%	31	12.2%	5	
Harwich	24.2%	242	21.6%	14	20.2%	44	85.1%	72	39.6%	43	16.9%	4	11.7%	54	26.8%	12	
Manningtree	29.4%	295	20.8%	13	20.3%	44	40.6%	34	64.2%	69	27.5%	7	19.7%	90	83.0%	37	
Brightlingsea	25.0%	251	11.0%	7			11.9%	10	42.9%	46		13	25.5%	117	7.2%	3	
(Don't visit any of these centres)	23.7%	237	1.8%	1	3.8%	8	2.3%	2	6.7%	7	28.8%	8	44.4%	204	15.7%	7	
Weighted base:		1003		63		217		84		108		26		460		44	
Sample:		1002		100		183		100		141		100		276		102	
Q27 Which of those cen Not those who said '(D																	
Clacton-on-Sea	35.3%	270			81.5%	170		9	12.7%	13		5	22.5%	57	1.6%	1	
Frinton-on-Sea	16.3%	125		37		25	2.1%	2	1.3%	1		4	21.3%	55	3.5%	1	
Walton-on-the-Naze	5.7%	44		10	1.2%	2	0.0%	0	0.8%	1	0.0%	0	12.0%	31	0.0%	0	
Dovercourt	8.1%	62	0.0%	0	1.0%	2	53.2%	44	6.3%	6	6.8%	1	3.0%	8	2.6%	1	
Harwich	6.4%	49	0.7%	0	1.2%	3	31.3%	26	2.8%	3	4.3%	1	6.2%	16	1.6%	1	
Manningtree	17.0%	130	0.0%	0	1.9%	4	2.3%	2	47.4%	48	2.0%	0	16.8%	43		33	
Brightlingson	11 10%	95	Ω Ω%	Ω	1 30%	3	0.00%	Ω	28 7%	20	26 60/	7	19 20/	17	0.90/	0	

Brightlingsea (Don't know / varies)

Weighted base: Sample: 11.1%

0.1%

85

765

814

0

0.0%

0.0%

0

0

62

98

1.3%

0.0%

3

0

209

174

0.0%

0.0%

0 28.7%

0 0.0%

82

96

29

0

101

130

36.6%

0.0%

7 18.2%

0

19

73

0.0%

47

0

256

159

0.8%

1.1%

0

0

37

84

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Tendring Household Survey for WYG

Weighted:

	Tota	al	Zone	1	Zone	2	Zone	e 3	Zone	4	Zone	5	Zone	6	Zone	7
Mean score: [Numb	er of vis	sits pe	r month	ո]												
Q28 How often do you vi																
Daily At least two times a week At least once a week At least once a fortnight	12.9% 14.9% 20.7% 13.0%	99 114 159 100	17.8% 31.7% 30.3% 12.1%	11 20 19 8	20.7% 19.6% 23.6% 17.9%	43 41 49 37	28.2% 24.1% 25.5% 12.2%	23 20 21 10	17.1% 21.1% 28.7% 11.6%	17 21 29 12	0.0% 0.8% 15.4% 11.3%	0 0 3 2	1.4% 3.7% 12.5% 8.4%	4 9 32 21	1.1% 7.7% 15.4% 26.0%	0 3 6 10
At least once a month At least every two months At least every 3 months At least every 6 months Less often than once every 6	11.9% 7.4% 7.7% 6.4% 3.5%	91 57 59 49 27	2.0% 1.5% 0.0% 1.5% 0.0%	1 1 0 1 0	12.5% 1.7% 1.8% 0.4% 0.4%	26 4 4 1 1	5.5% 0.0% 1.1% 1.6% 0.0%	5 0 1 1 0	11.0% 2.6% 3.1% 0.8% 3.4%	11 3 3 1 3	31.5% 17.3% 7.8% 9.3% 2.4%	6 3 1 2 0	13.6% 16.7% 18.6% 16.2% 7.7%	35 43 47 41 20	19.2% 10.4% 5.1% 5.0% 6.4%	7 4 2 2 2
months Have only visited once (Don't know / varies)	0.1% 1.5%	1 12	0.0% 3.1%	0 2	0.4% 1.1%	1 2	0.0% 1.8%	0 1	0.0% 0.6%	0	0.0% 4.3%	0 1	0.0% 1.3%	0	0.0% 3.7%	0 1
Mean:		6.44		9.67		9.33		11.94		8.37		1.41		1.72		2.46
Weighted base: Sample:		765 814		62 98		209 174		82 96		101 130		19 73		256 159		37 84
Mean score: [Numb	er of vis	sits pe	r month	1]												
Q28AHow often do you vi Those who said 'Clacto	•			EA AT	Q27)?											
Daily	13.9%	38	0.0%	0	21.7%	37	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	18.1%	49	35.4%	5	23.7%	40	23.0%	2	7.8%	1	3.0%	0	0.0%	0	0.0%	0
At least once a week At least once a fortnight	22.0% 12.4%	59 34	26.2% 16.1%	4 2	25.0% 15.9%	43 27	29.2% 7.0%	3	19.3% 9.6%	2	25.5% 21.5%	1 1	11.4% 1.9%	7 1	0.0%	0
At least once a north	11.7%	32	0.0%	0	9.6%	16	19.4%	2	38.9%	5	34.4%		11.3%	7	50.0%	0
At least every two months	6.1%	16	6.2%	1	1.4%	2	0.0%	0	7.4%	1	3.0%	0	21.0%	12	0.0%	0
At least every 3 months	5.3%	14	0.0%	0	1.2%	2	9.7%	1	13.8%	2	9.7%	0	15.9%	9	0.0%	0
At least every 6 months Less often than once every 6 months	5.2% 4.1%	14 11	6.2% 0.0%	0	0.0% 0.5%	0	4.8% 0.0%	0	3.2% 0.0%	0	3.0% 0.0%	0	20.5% 18.0%	12 10	50.0% 0.0%	0
Have only visited once (Don't know / varies)	0.0% 1.2%	0 3	0.0% 10.0%	0 2	0.0% 1.0%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	$0 \\ 0$	0.0% 0.0%	0 0	0.0% 0.0%	0
Mean:		7.01		4.71		9.94		5.47		2.06		2.08		0.82		0.60
Weighted base:		270		15		170		9		13		5		57		1
Sample:		252		23		138		15		19		23		32		2
Mean score: [Numb		-		_												
Q28BHow often do you vi Those who said 'Frinto	isit (FRI n-on-Sea	NTON ' at Q2	-ON-SE	A AT	Q27)?											
Daily	10.1%	13	19.6%	7	11.7%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
At least two times a week At least once a week	8.6% 15.6%	11 20	27.5% 37.0%	10 14	2.2% 8.0%	1 2	0.0% 74.2%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.8%	0	0.0% 0.0%	0
At least once a fortnight	13.4%	17		5	32.9%	8	0.0%	0	30.3%	0	8.5%	0	5.7%	3	0.0%	0
At least once a month	15.7%	20	3.3%	1	30.7%	8	25.8%	0	0.0%	0	23.7%	1	16.0%	9	45.0%	1
At least every two months At least every 3 months	6.7% 11.6%	8 14	0.0% 0.0%	0	3.1% 5.3%	1 1	0.0% 0.0%	0	0.0% 69.7%	0	29.3% 3.5%	1 0	11.6% 21.5%	6 12	0.0% 22.5%	0
At least every 6 months	14.8%	19	0.0%	0	3.1%	1	0.0%	0	0.0%	0	24.6%	1		16	32.5%	0
Less often than once every 6 months	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.6% 2.8%	1 4	0.0% 0.0%	0	3.1% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 7.0%	0	0.0% 5.9%	0	0.0% 0.0%	0
Mean:		5.01		9.85		5.01		3.23		0.82		0.66		2.14		0.58
Weighted base:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

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Tendring Household Survey for WYG

Total Zone 2 Zone 3 Zone 4 Zone 5 Zone 1 Zone 6 Zone 7 Mean score: [Number of visits per month] Q28CHow often do you visit (WALTON-ON-THE-NAZ AT Q27)? Those who said 'Walton-on-the-Naze' at Q27 Daily 8.6% 4 40.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% At least two times a week 11.6% 0.0% 0.0% 0.0% 0 5 43.1% 4 0.0% 0 0 0.0% 0 0 3.4% 1 At least once a week 11.7% 8.5% 1 100.0% 2 0.0% 0 50.0% 0 0.0% 0 4.9% 0.0% 0 4.9% At least once a fortnight 4.4% 4.2% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 At least once a month 8.3% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.7% 4 0.0% 0 At least every two months 14.9% 7 0.0% 0 0.0% n 0.0% 0 0.0% 0 0.0% 0 21.0% 0.0% 0 At least every 3 months 0.0% 0.0% 0.0% 50.0% 0.0% 47.4% 15 0.0% 34.6% 16 0 0 0 At least every 6 months 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0 0 Less often than once every 6 2.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.4% 1 0.0% 0 months 0.0% 0.0% 0 Have only visited once 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0 0 0 0 (Don't know / varies) 3.6% 2 4.2% 0.0% 0 0.0% 0.0% 0.100.0% 3.4% 0.0% 1 4.48 0.00 0.96 16.58 4.00 0.00 0.00 Mean: Weighted base: 45 10 2 0 0 32 0 2 0 0 Sample: 18 2 16 Mean score: [Number of visits per month] Q28DHow often do you visit (DOVERCOURT AT Q27)? Those who said 'Dovercourt' at Q27 0.0% 0.0% 25.9% 0.0% 0 0.0% 0 36.7% 0.0% 0 0.0% 0 0 Daily 16 16 At least two times a week 14.9% 0.0% 0 0.0% 0 19.7% 9 9.3% 0.0% 0 0.0% 0 0.0% 0 At least once a week 20.3% 13 0.0% 0 0.0% 0 18.7% 8 37.0% 2 0.0% 0 14.2% 100.0% 1 21.5% 0 0 0 At least once a fortnight 13 0.0% 74.3% 2 18.1% 8 14.8% 1 0.0% 38.8% 3 0.0% At least once a month 12.5% 0.0% 0 0.0% 0 3.5% 2 38.8% 2 00.0% 1 32.8% 2 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% At least every two months 0 0.0% At least every 3 months 0.0% 0 25.7% 0 0.0% 0 14.2% 0.0% 0 2.6% 0.0% 0.0% 0 2 0 0.0% 0.0% 0.0% 0.0% At least every 6 months 0.7% 0.0% 0 0 1.0% 0 0.0% 0 0 0 0 Less often than once every 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 months 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 0.0% 0 (Don't know / varies) 1.6% 1 0.0% 0 0.0% 0 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 10.50 0.00 1.56 14.05 2.91 1.00 1.72 4.00 Mean: Weighted base: 62 0 44 6 3 53 2 Sample: 72 0 Mean score: [Number of visits per month] Q28E How often do you visit (HARWICH AT Q27)? Those who said 'Harwich' at Q27 Daily 13.4% 0.0% 0 0.0% 0 25.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 At least two times a week 19.8% 10 0.0% 0 0.0% 0 35.4% 21.3% 0.0% 0 0.0% 0 0.0% 0 1 14 100 1% 0 29.5% 9 0.0% 0 At least once a week 28.4% 1 34.4% 42.6% 1 0.0% 0 16.5% 3 At least once a fortnight 4.6% 2 0.0% 0 0.0% 0 1.7% 0 21.3% 1 18.9% 0 6.7% 0.0% 0 0.0% 50.0% 3.0% 0.0% 43.4% 9.7% 0.0% At least once a month 8.1% 0 0 At least every two months 0.3% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 18.9% 0 0.0% 0 0.0% 0 At least every 3 months 9.9% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 28.4% 5 50.0% 0 At least every 6 months 11.3% 0.0% 0 0.0% 0 0.0% 0 14.8% 0.0% 0 31.9% 0.0% 0 Less often than once every 6 3.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 18.9% 0 6.7% 50.0% 0 months 0 0 0.0% 0 0 0 0 0 0 Have only visited once 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% (Don't know / varies) 0 20.5% 0 0 0 0.0% 0 1.1% 0.0% 0.0% 0.0% 0.0% 0 0.0%

11.90

26

22

2.11

3

4

7.04

49

49

4.00

0

1

3.87

3

5

0.93

4

1.05

16

11

0.20

2

Mean: Weighted base:

Sample:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Mean score: [Number of visits per month]																
Q28F How often do you visit (MANNINGTREE AT Q27)? Those who said 'Manningtree' at Q27																
Daily	5.7%	7	0.0%	0	30.8%	1	0.0%	0	12.2%	6	0.0%	0	0.0%	0	1.3%	0
At least two times a week	13.6%	18	0.0%	0	0.0%	0	0.0%	0	26.1%	12	0.0%	0	5.6%	2	8.7%	3
At least once a week At least once a fortnight	21.5% 20.1%	28 26	0.0% 0.0%	0	36.5% 13.4%	1 1	0.0% 53.5%	0 1	35.9% 11.8%	17 6	0.0% 0.0%	0	11.7% 21.6%	5 10	13.5% 29.3%	4 10
At least once a month	15.6%	21	0.0%	0	19.3%	1	0.0%	0	5.6%	3	0.0%	0	24.6%	11	18.9%	6
At least every two months	10.1%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	20.0%	9	11.7%	4
At least every 3 months	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
At least every 6 months	3.1%	4	0.0%	0	0.0%	0	23.3%	0	0.0%	0	100.0%	0	4.9%	2	3.5%	1
Less often than once every 6 months	7.3%	10	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	9.2%	4	6.3%	2
Have only visited once	0.0%	0 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1
(Don't know / varies)	1.9%		0.0%		0.0%		23.3%		0.0%		0.0%		2.4%		2.9%	
Mean:		4.37		0.00		11.16		1.46		7.50		0.20		1.76		2.55
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72
Mean score: [Number of visits per month]																
Q28G How often do yo Those who said 'Bright		•	HTLING	SEA	AT Q27)?										
Daily	17.2%	15	0.0%	0	80.7%	2	0.0%	0	39.3%	11	0.0%	0	2.3%	1	0.0%	0
At least two times a week	14.7%	12	0.0%	0	0.0%	0	0.0%	0	22.9%	7	0.0%	0	12.6%	6	0.0%	0
At least once a week	23.0%	20	0.0%	0	0.0%	0	0.0%	0	18.6%	5	23.0%	2	26.6%		100.0%	Ö
At least once a fortnight	6.5%	6	0.0%	0	0.0%	0	0.0%	0	10.0%	3	7.3%	0	4.6%	2	0.0%	0
At least once a month	4.1%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	1	21.8%	1	2.3%	1	0.0%	0
At least every two months	14.0%	12	0.0%	0	19.3%	1	0.0%	0	3.9%	1	24.3%	2	18.6%	9	0.0%	0
At least every 3 months	7.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	12.6%	6	0.0%	0
At least every 6 months Less often than once every 6 months	7.4% 4.0%	6	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.2% 2.2%	0	13.3% 7.0%	6	0.0% 0.0%	0
Have only visited once (Don't know / varies)	0.0% 1.3%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.1%	0 1	0.0% 7.3%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0
Mean:		7.63		0.00		24.29		0.00		14.93		1.56		3.05		4.00
Weighted base:		85		0		3		0		29		7		47		0
Sample:		103		0		3		0		39		29		31		1
Q29 How do you usually Not those who said '(Do						(main	part of	journ	ey)?							
Car / van (as driver)	65.6%	502	45.6%	28	61.8%	129	51.7%	43	62.7%	63	68.6%	13	76.3%	195	84.5%	31
Car / van (as driver) Car / van (as passenger)	10.7%	82	45.6% 7.6%	28 5	6.7%	14	11.4%	43	6.3%	6	15.1%	3	15.4%	39	13.7%	5
Bus, minibus or coach	4.2%	32	9.5%	6	4.5%	9	2.7%	2	2.0%	2	11.1%	2	4.1%	11	0.0%	0
Motorcycle, scooter or moped	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	2	0.0%	0
Walk	15.3%	117	27.4%	17	24.2%	50	29.5%	24	22.5%	23	0.0%	0	1.1%	3	0.0%	0
Taxi	0.3%	3	1.3%	1	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.2%	9	1.8%	1	0.0%	0	0.0%	0	0.6%	1	5.2%	1	2.4%	6	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	0.0%	0
Bicycle Mobility scooter / disability vehicle	0.9% 0.4%	7	1.6% 0.7%	1	1.4% 0.5%	3	2.9% 1.2%	2	0.6% 0.4%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boat	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Dial-a-Ride	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	7	3.1%	2	0.3%	1	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:		765		62		209		82		101		19		256		37
Sample:		814		98		174		96		130		73		159		84

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	;	Zone	6	Zone 7	•
Q29AHow do you usually Those who said 'Clacte				ON-S	EA AT C	Q27)(r	nain par	t of jo	ourney)?	>						
Car / van (as driver)	62.6%	169	63.0%		57.6%	98	64.6%	6	84.0%	11		3	73.1%	42	0.0%	0
Car / van (as passenger)	7.7%	21	15.0%	2	4.2%	7	35.4%	3	6.4%	1	0.0%	0	11.8%		100.0%	1
Bus, minibus or coach Motorcycle, scooter or moped	7.7% 0.0%	21	19.3% 0.0%	3	5.1% 0.0%	9	0.0% 0.0%	0	9.6% 0.0%	1	30.8% 0.0%	0	11.3% 0.0%	6 0	0.0% 0.0%	0
Walk	18.7%	50	0.0%	0	29.7%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	0	3.8%	2	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	0.0%	0
Bicycle Mobility scooter / disability vehicle	1.1% 0.4%	3	0.0% 0.0%	0	1.7% 0.6%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dial-a-Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	1	2.7%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		270 252		15 23		170 138		9 15		13 19		5 23		57 32		1 2
Q29BHow do you usually Those who said 'Frinto				ON-SE	A AT Q	27) (n	nain part	of jo	urney)?							
Cor / you (or driver)	65.8%	82	41.0%	15	79.8%	20	100.0%	2	100.0%	1	78.0%	3	74.1%	40	32.5%	0
Car / van (as driver) Car / van (as passenger)	15.3%	19	41.0%	2	20.2%	5	0.0%	0	0.0%	0	10.5%	0	20.4%	11	67.5%	1
Bus, minibus or coach	4.1%	5	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.5%	13		13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train Metro	1.3% 0.0%	2	3.0% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	11.5% 0.0%	0	0.0%	0	0.0% 0.0%	0
Bicycle	0.8%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.3%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dial-a-Ride	0.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		125 138		37 56		25 20		2		1 2		4 14		55 39		1 4
Sample.		130		30		20		3		2		17		37		7
Q29CHow do you usually Those who said 'Walto				ON-TH	IE-NAZ	AT Q2	27) (mair	n part	of jourr	ney)?						
Car / van (as driver)	54.8%	25	33.3%	3	50.0%	1	0.0%	0	0.0%	0	0.0%	0	63.3%	20	0.0%	0
Car / van (as passenger)	26.6%	12	8.5%	1	50.0%	1	0.0%	0	100.0%	1	0.0%	0	28.4%	9	0.0%	0
Bus, minibus or coach Motorcycle, scooter or	1.8% 0.0%	1 0	8.5% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
moped																
Walk	8.6%	4	40.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi Train	0.0% 3.5%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.9%	0 2	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	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	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	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dial-a-Ride	0.0%	0 2	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 3.4%	0	0.0% 0.0%	0
(Don't know / varies)	4.8%		9.7%		0.0%	0	0.0%		0.0%		100.0%		3.4%		0.0%	0
Weighted base: Sample:		45 39		10 18		2		0		1 2		0		32 16		0

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Zone 3 Zone 4 Zone 5 Zone 6 Total Zone 1 Zone 2 Zone 7 Q29DHow do you usually travel to (DOVERCOURT AT Q27) (main part of journey)? Those who said 'Dovercourt' at Q27 Car / van (as driver) 50.0% 31 0.0% 0 74.3% 2 50.7% 58.3% 4 0.0% 0 47.0% 4 0.0% 0 0 3 0.0% 0 100.0% 14.2% Car / van (as passenger) 11.8% 0.0% 25.7% 8.0% 00.0% Bus, minibus or coach 2.9% 2 0.0% 0 0.0% 0 4.0% 2 0.0% 0.0% 0 0.0% 0.0% 0 0 0 0 0 Motorcycle, scooter or 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 moped Walk 30.6% 19 0.0% 0 0.0% 34.0% 15 17.6% 0.0% 0 38.8% 0.0% Taxi 0 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0.0% 0 1.0% 0.0% Train 1.0% 1 0.0% 0 0.0% n 0.0% 0 9.3% 1 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 Bicvcle 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0 Mobility scooter / disability 1.6% 0.0% 0 0.0% 0 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 vehicle 0 0 Other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 **Boat** 0 0 0 0 Dial-a-Ride 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (Don't know / varies) 1.5% 0.0% 0 0.0% 0 0.0% 0 14.8% 1 0.0% 0 0.0% 0 0.0% 0 2 8 1 Weighted base: 0 44 6 1 62 Sample: 0 53 Ç 1 4 2 Q29EHow do you usually travel to (HARWICH AT Q27) (main part of journey)? Those who said 'Harwich' at Q27 Car / van (as driver) 58.7% 29 100.1% 0 70.5% 2 45.6% 12 78.7% 2 62.3% 0 71.6% 11 100.0% 1 Car / van (as passenger) 11.5% 0.0% 0 0.0% 0 6.9% 2 21.3% 1 37.7% 0 18.7% 3 0.0% 0 6 0 2.5% 0 0 0.0% 0 Bus, minibus or coach 0.0% 29.5% 1 1.7% 0.0% 0 0.0% 0 0.0% Motorcycle, scooter or 3.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.7% 2 0.0% 0 moped Walk 19.2% g 0 36.5% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Taxi 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 0.0% 0 0 Train 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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% 4.9% 0.0% 0 0.0% 0 9.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bicycle 2 Mobility scooter / disability 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 vehicle Other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Boat 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Dial-a-Ride 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (Don't know / varies) 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Weighted base: 49 0 3 26 3 16 1 Sample: 4 22 5 4 11 2 Q29F How do you usually travel to (MANNINGTREE AT Q27) (main part of journey)? Those who said 'Manningtree' at Q27 0.0% 0 100.0% 53.5% 29 100.0% 77.9% 89.9% Car / van (as driver) 75.3% 1 61.4% 34 30 Car / van (as passenger) 9.5% 12 0.0% 0 0.0% 0 46.5% 5.6% 0.0% 0 14.1% 8.1% 3 1 3 6 0 Bus, minibus or coach 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Motorcycle, scooter or 0.5% 0.0% 0 0.0% 0 0.0% 0 1.2% 0.0% 0 0.0% 0.0% 0 moped Walk 9.0% 12 0 0.0% 0 0.0% 0 12 0.0% 0 0.0% 0 0.0% 0 0.0% 24.7% Taxi 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 5.6% 2 0.0% 0 Train 0 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Metro 0 0 0 0 0 Bicvcle 0.5% 1 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0.0% 0 Mobility scooter / disability 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 vehicle Other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Boat 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 1 Dial-a-Ride 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (Don't know / varies) 3.0% 0.0% 0 0.0% 0 0.0% 0 5.9% 3 0.0% 0 2.4% 0.0% 0 4 1 Weighted base: 131 0 4 2 48 0 44 33 3 28 72

0

4

54

2

163

Sample:

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Page		Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone 5		Zone	6	Zone 7	
Car / van (as driver)	Q29G How do you us	ually trav	/el to	(BRIGH	ΓLING	SSEA A	Г Q27) (main p	art c	of journe	y)?						
Car / van (as passengery 5.1 % 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4 % 0 1.1.6% 1 4.6% 2 0.0% 0	Those who said 'Bright	tlingsea' a	t Q27														
Bus mithibus or coach 2.8% 2 0.0% 0	Car / van (as driver)	79.5%	68	0.0%	0	100.0%	3	0.0%	0	55.0%	16	81.1%	6	93.0%	43	100.0%	0
Montroycle, scoter or 0,0%	Car / van (as passenger)	5.1%		0.0%	0	0.0%	0	0.0%	0	4.9%	1	11.6%	1		2	0.0%	
Mark 11.4% 10 0.0% 0																	
Taxi	• .	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train 0.09% 0	Walk	11.4%	10	0.0%	0	0.0%	0	0.0%	0	33.8%	10	0.0%	0	0.0%	0	0.0%	0
Metro 0.0% 0 0.	Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	Train	0.0%		0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%		0.0%	
Mobility scotter / disability 0.5% 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	0.0%	0
Vehicle Vehi	Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boat		0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Diala-Ride	Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice and range of shops Section Sectio	Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: 85	Dial-a-Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sample: 103	(Don't know / varies)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Sample: 103	Weighted base:		85		0		3		0		29		7		47		0
Choice and range of shops 23.6% 181 40.2% 25 25.0% 52 28.6% 24 31.1% 31 23.1% 4 15.5% 40 12.3% 5 5 5 5 5 5 5 5 5	e e																
Choice of leisure facilities (restaurants, pubs etc) 14.4% 110 3.9% 2 10.4% 22 9.3% 8 6.7% 7 15.9% 3 23.6% 60 22.3% 8 Choice of services (hairdressers, banks etc) 6.7% 52 15.6% 10 5.4% 11 16.5% 14 4.5% 4 6.7% 1 1.7% 4 19.1% 7 Environmental quality of centre 4.5% 35 0.0% 0 1.6% 3 0.5% 0 1.5% 2 14.8% 3 9.8% 25 4.2% 2 Close to home 18.4% 141 16.2% 10 37.5% 78 20.0% 16 24.9% 25 0.0% 0 2.7% 7 11.2% 4 Close to work 5.5% 42 2.8% 2 8.6% 18 8.6% 7 6.3% 6 3.8% 1 3.1% 8 1.1% 0 0 0.0%	Strength of supermarket																
Crestaurants, pubs etc) Choice of services 6.7% 52 15.6% 10 5.4% 11 16.5% 14 4.5% 4 6.7% 1 1.7% 4 19.1% 7 1 1 1 1 1 1 1 1 1	provision																
(hairdressers, banks etc) Environmental quality of centre Close to home	(restaurants, pubs etc)		52		10	5.4%	11	16.5%	14	4.5%	4	6.7%	1		4	19.1%	7
Environmental quality of centre Close to home																	
Close to work 5.5% 42 2.8% 2 8.6% 18 8.6% 7 6.3% 6 3.8% 1 3.1% 8 1.1% 0 Easily accessible by public 1.1% 9 0.0% 0 1.1% 2 0.5% 0 2.2% 2 0.0% 0 0.4% 1 7.3% 3 transport Convenient car parking 0.1% 1 0.0% 0 0.4% 1 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0	Environmental quality of	4.5%	35	0.0%	0	1.6%	3	0.5%	0	1.5%	2	14.8%	3	9.8%	25	4.2%	2
Easily accessible by public transport Convenient car parking 0.1% 1 0.0% 0 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0	Close to home	18.4%	141	16.2%	10	37.5%	78	20.0%	16	24.9%	25	0.0%	0	2.7%	7	11.2%	4
transport Convenient car parking O.1%	Close to work	5.5%	42	2.8%	2	8.6%	18	8.6%	7	6.3%	6	3.8%	1	3.1%	8	1.1%	0
Close to school 1.0% 7 0.0% 0 1.4% 3 0.0% 0 3.4% 3 0.0% 0 0.4% 1 0.0% 0 Enjoy walking around / 1.7% 13 1.8% 1 1.2% 3 2.0% 2 0.0% 0 0.8% 0 3.0% 8 0.8% 0 browsing Good market 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 Habit 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0%		1.1%	9	0.0%	0	1.1%	2	0.5%	0	2.2%	2	0.0%	0	0.4%	1	7.3%	3
Close to school 1.0% 7 0.0% 0 1.4% 3 0.0% 0 3.4% 3 0.0% 0 0.4% 1 0.0% 0 Enjoy walking around / 1.7% 13 1.8% 1 1.2% 3 2.0% 2 0.0% 0 0.8% 0 3.0% 8 0.8% 0 browsing Good market 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 Habit 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0%	Convenient car parking	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
browsing Good market 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 1 Habit 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0	Close to school	1.0%	7	0.0%	0	1.4%	3	0.0%	0	3.4%	3	0.0%	0	0.4%	1	0.0%	0
Habit 0.1% 0 0.0	<i>3</i>	1.7%	13	1.8%	1	1.2%	3	2.0%	2	0.0%	0	0.8%	0	3.0%	8	0.8%	0
Nice location / good for a day out Quiet / small	Good market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%		0.0%	0	0.0%	0	2.9%	
day out Quiet / small 0.5% 4 0.0% 0 0.4% 1 0.0% 0 0.0% 0 0.0% 0 1.1% 3 0.8% 0 The beach 4.5% 34 0.7% 0 0.0% 0 0.4% 0 9.8% 2 12.4% 32 0.0% 0 Visiting family / friends 8.7% 67 6.4% 4 3.0% 6 1.6% 1 7.4% 7 6.6% 1 16.8% 43 9.9% 4 (Nothing in particular) 2.6% 20 4.2% 3 2.5% 5 6.0% 5 2.1% 2 6.3% 1 1.3% 3 2.2% 1 Weighted base: 765 62 209 82 101 19 256 37	Habit	0.1%		0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%			0
The beach 4.5% 34 0.7% 0 0.0% 0 0.0% 0 0.4% 0 9.8% 2 12.4% 32 0.0% 0 Visiting family / friends 8.7% 67 6.4% 4 3.0% 6 1.6% 1 7.4% 7 6.6% 1 16.8% 43 9.9% 4 (Nothing in particular) 2.6% 20 4.2% 3 2.5% 5 6.0% 5 2.1% 2 6.3% 1 1.3% 3 2.2% 1 Weighted base: 765 62 209 82 101 1 9 256 37		2.7%	20	0.7%	0	0.0%	0	0.5%	0	0.4%	0	4.3%	1	7.0%	18	0.8%	0
Visiting family / friends 8.7% 67 6.4% 4 3.0% 6 1.6% 1 7.4% 7 6.6% 1 16.8% 43 9.9% 4 (Nothing in particular) 2.6% 20 4.2% 3 2.5% 5 6.0% 5 2.1% 2 6.3% 1 1.3% 3 2.2% 1 Weighted base: 765 62 209 82 101 19 256 37	Quiet / small		4		0		1		0	0.0%	0		0				0
(Nothing in particular) 2.6% 20 4.2% 3 2.5% 5 6.0% 5 2.1% 2 6.3% 1 1.3% 3 2.2% 1 Weighted base: 765 62 209 82 101 19 256 37		4.5%	34	0.7%	0	0.0%	0	0.0%	0	0.4%		9.8%	2	12.4%	32		0
Weighted base: 765 62 209 82 101 19 256 37																	
	(Nothing in particular)	2.6%	20	4.2%	3	2.5%	5	6.0%	5	2.1%	2	6.3%	1	1.3%	3	2.2%	1
	Weighted base:		765		62		209		82		101		19		256		37
	Sample:		814		98		174		96		130		73		159		84

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Weighten.						-	01 11		•								May 20
	Total	l	Zone	1	Zone	2	Zone 3	3	Zone 4	ı	Zone 5	i	Zone	6	Zone 7		
Q30AWhat is the main re				СТО	N-ON-SI	EA AT	Q27)?										
Those who said 'Clact	ton-on-Sea'	at Q2	17														
Choice and range of shops Strength of supermarket provision	28.2% 1.6%	76 4	31.9% 6.5%	5 1	24.0% 1.9%	41 3	32.7% 0.0%	3	67.4% 0.0%	9 0	22.0% 4.3%	1 0	31.0% 0.0%	18 0	0.0% 0.0%	0	
Choice of leisure facilities (restaurants, pubs etc)	12.0%	32	5.4%	1	9.4%	16	16.0%	1	6.4%	1	5.9%	0	22.1%	13	50.0%	0	
Choice of services (hairdressers, banks etc)	5.5%	15	16.1%	2	6.6%	11	4.8%	0	3.2%	0	6.8%	0	0.0%	0	0.0%	0	
Environmental quality of centre	1.8%	5	0.0%	0	0.3%	1	0.0%	0	0.0%	0	8.2%	0	6.5%	4	50.0%	0	
Close to home	28.2%	76	6.2%	1	43.4%	74	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	
Close to work	6.6%	18	3.9%	1	8.5%	14	20.2%	2	4.6%	1	7.2%	0	0.0%	0	0.0%	0	
Easily accessible by public transport	0.8%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Convenient car parking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	
Close to school	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Enjoy walking around / browsing	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	
Nice location / good for a day out	2.6%	7	2.7%	0	0.0%	0	4.8%	0	3.2%	0	3.0%	0	10.0%	6	0.0%	0	
The beach	4.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	1	17.2%	10	0.0%	0	
Visiting family / friends	4.7%	13	17.3%	3	1.0%	2	7.0%	1	3.2%	0	14.0%	1	11.4%	7	0.0%	0	
(Nothing in particular)	2.8%	8	10.1%	2	1.9%	3	14.5%	1	0.0%	0	6.8%	0	1.9%	1	0.0%	0	
Weighted base:		270		15		170		9		13		5		57		1	
Sample:		252		23		138		15		19		23		32		2	
Q30BWhat is the main re Those who said 'Frint				NTON	-ON-SE	A AT	Q27)?										
Choice and range of shops	32.9%	41	47.5%	18	37.2%	9	62.9%	1	0.0%	0	9.6%	0	23.6%	13	0.0%	0	
Strength of supermarket provision	1.9%	2		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Choice of leisure facilities (restaurants, pubs etc)	16.0%	20	4.4%	2	15.8%	4	0.0%	0	100.0%	1	20.0%	1	22.4%	12	0.0%	0	
Choice of services (hairdressers, banks etc)	5.1%	6	16.2%	6	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0	
Environmental quality of centre	8.3%	10	0.0%	0	11.7%	3	0.0%	0	0.0%	0	42.3%	2	8.5%	5	77.5%	1	
Close to home	10.7%	13	18.9%	7	18.0%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	
Close to work	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	
Easily accessible by public transport	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	
Close to school	1.2%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Enjoy walking around / browsing	3.0%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	
Nice location / good for a day out	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	6.5%	4		0	
Quiet / small	3.0%	4	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	
The beach	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	1	11.6%	6	0.0%	0	
Visiting family / friends	4.2%	5	3.6%	1	3.1%	1	37.1%	1	0.0%	0	0.0%	0	4.0%	2		0	
(Nothing in particular)	2.4%	3	3.0%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	
Weighted base: Sample:		125 138		37 56		25 20		2		1 2		4 14		55 39		1 4	

	Total		Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5		Zone	6	Zone 7	1
Q30CWhat is the main re				.TON	-ON-THE	-NAZ	Z AT Q27	7)?								
Choice and range of shops Strength of supermarket	8.1% 2.2%	4		3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.4% 0.0%	1	0.0% 0.0%	0
provision Choice of leisure facilities	19.4%	9	0.0%	0	50.0%	1	0.0%	0	100.0%	1	0.0%	0	21.0%	7	0.0%	0
(restaurants, pubs etc) Choice of services (hairdressers, banks etc)	2.7%	1	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0
Close to home	4.8%	2	22.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	2.6%	1	12.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enjoy walking around / browsing	4.9%	2	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Nice location / good for a day out	11.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0
The beach	32.8%	15	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	14	0.0%	0
Visiting family / friends	2.7%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	3.4%	1	0.0%	0
Weighted base: Sample:		45 39		10 18		2 2		0		1 2		0 1		32 16		0 0
Q30DWhat is the main re Those who said 'Dove			ing (DOV	'ERC	OURT AT	Q27	7)?									
Cl.: 1 C.1	26.20/	1.0	0.00/	0	0.00/	0	25.70/	1.1	41.70/	2	100.00/		1.4.20/		0.00/	0
Choice and range of shops Strength of supermarket	26.2% 1.5%	16 1	0.0% 0.0%	0	0.0% 0.0%	0	25.7% 0.0%	11	41.7% 14.8%	1	0.0% 0.0%	1 0	14.2% 0.0%	1	0.0% 0.0%	0
provision Choice of leisure facilities	4.8%	3	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	30.3%	0
(restaurants, pubs etc) Choice of services (hairdressers, banks etc)	24.4%	15	0.0%	0	0.0%	0	28.9%	13	0.0%	0	0.0%	0	32.8%	2	0.0%	0
Close to home	21.9%	14	0.0%	0	0.0%	0	30.1%	13	6.4%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	8.1%	5	0.0%	0	0.0%	0	3.5%	2	9.3%	1	0.0%	0	38.8%	3	0.0%	0
Easily accessible by public transport	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.2%	1	0.0%	0	37.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enjoy walking around / browsing	2.7%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0
The beach	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0
Visiting family / friends	6.4%	4	0.0%	0	62.9%	1	0.0%	0	14.8%	1	0.0%	0	14.2%	1		1
(Nothing in particular)	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		62 72		0		2		44 53		6 9		1 1		8 4		1 2
Sample.		12		U		3		33		9		1		4		2
Q30E What is the main re Those who said 'Harw			ing (HAR	WICH	H AT Q27	')?										
Choice and range of shops Strength of supermarket	19.4% 15.6%	9 8	0.0% 100.1%	0	29.5% 0.0%	1	28.0% 18.6%	7 5	14.8% 42.6%	0 1	0.0% 18.9%	0	6.7% 6.7%	1 1	0.0% 0.0%	0
provision Choice of leisure facilities	18.5%	9	0.0%	0	0.0%	0	10.4%	3	21.3%	1	62.3%	0	31.4%	5	50.0%	0
(restaurants, pubs etc) Choice of services	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(hairdressers, banks etc) Environmental quality of	5.3%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	13.5%	2	0.0%	0
centre Close to home	9.9%	5	0.0%	0	0.0%	Λ	12.8%	3	0.0%	0	0.0%	0	9.7%	2	0.0%	0
Close to nome Close to work	9.9% 9.8%	5	0.0%	0	0.0%	0	14.3%	3 4	0.0%	0	0.0%	0	9.7% 6.7%	1	0.0%	0
Enjoy walking around / browsing	1.6%	1	0.0%	0	29.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice location / good for a day out	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	50.0%	0
Visiting family / friends (Nothing in particular)	6.3% 9.9%	3 5	0.0% 0.0%	0	0.0% 40.9%	0 1	0.0% 12.4%	0	0.0% 21.3%	0 1	18.9% 0.0%	0	18.4% 0.0%	3	0.0% 0.0%	0
Weighted base:	J.J 70	49	0.070	0	TU.7/0	3	12.7/0	26	<i>0/ د.</i> 1 ک	3	0.070	1	0.070	16	0.070	1
Sample:		49		1		4		22		5		4		11		2

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	Tota	1	Zone 1	l	Zone 2	2	Zone 3		Zone	4	Zone 5	5	Zone	6	Zone	7	
Q30F What is the main re			ng (MAN	NINC	STREE A	T Q2	7)?										
Choice and range of shops	21.4%	28	0.0%	0	36.5%	1	53.5%	1	32.0%	15	0.0%	0	13.0%	6	13.8%	5	
Strength of supermarket provision	7.7%	10	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	4.3%	2	5.8%	2	
Choice of leisure facilities (restaurants, pubs etc)	17.1%	22	0.0%	0	0.0%	0	46.5%	1	3.3%	2	40.9%	0	28.1%	12	22.5%	7	
Choice of services	8.2%	11	0.0%	0	0.0%	0	0.0%	0	3.2%	2	59.1%	0	4.3%	2	21.5%	7	
(hairdressers, banks etc) Environmental quality of centre	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	7	0.9%	0	
Close to home	13.7%	18	0.0%	0	0.0%	0	0.0%	0	29.0%	14	0.0%	0	0.0%	0	12.6%	4	
Close to work	4.6%	6	0.0%	0	30.8%	1	0.0%	0	5.9%	3	0.0%	0	3.5%	2	1.3%	0	
Easily accessible by public transport	3.8%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	8.2%	3	
Close to school	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	
Enjoy walking around / browsing	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.9%	0	
Good market	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.3%	1	
Quiet / small	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	
Visiting family / friends	12.0%	16	0.0%	0	32.7%	1	0.0%	0	4.7%	2	0.0%	0	22.1%	10	7.3%	2	
(Nothing in particular)	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	2.4%	1	1.3%	0	
Weighted base:		131		0		4		2		48		0		44		33	
Sample:		163		0		4		3		54		2		28		72	
Q30G What is the ma			isiting (E	BRIG	HTLINGS	SEA	AT Q27)?										
Choice and range of shops	6.9%	6	0.0%	0	0.0%	0	0.0%	0	15.1%	4		1	0.0%	0	0.0%	0	
Strength of supermarket provision	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		14.2%	1	0.0%	0	0.0%	0	
Choice of leisure facilities (restaurants, pubs etc)	17.0%	15	0.0%	0	19.3%	1	0.0%	0	5.3%	2		1	24.3%	11	0.0%	0	
Choice of services (hairdressers, banks etc)	3.4%	3	0.0%	0	0.0%	0	0.0%	0	8.8%	3	5.1%	0	0.0%	0	0.0%	0	
Environmental quality of centre	8.7%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	2	7.6%	1		5	0.0%	0	
Close to home	15.1%	13	0.0%	0	0.0%	0	0.0%	0	32.3%	9	0.0%	0	7.7%	4	0.0%	0	
Close to work	5.7%	5	0.0%	0	80.7%	2	0.0%	0	8.0%	2	5.1%	0	0.0%	0	0.0%	0	
Close to school	4.0%	3	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	
Enjoy walking around / browsing	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	
Nice location / good for a day out	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	5.7%	3	0.0%	0	
The beach	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0	2.3%	1	0.0%	0	
Visiting family / friends	29.2%	25	0.0%	0	0.0%	0	0.0%	0	13.3%	4	5.4%	0	43.9%	20	100.0%	0	
(Nothing in particular)	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	2.3%	1	0.0%	0	
Weighted base:		85		0		3		0		29		7		47		0	
Sample:		103		0		3		0		39		29		31		1	

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Total Zone 3 Zone 4 Zone 1 Zone 2 Zone 5 Zone 6 Zone 7 Q31AAre there any measures that would encourage you to visit (ALL CENTRES AT Q27) more often? 1st Mention Not those who said '(Don't visit any of these centres)' at Q26 Increased general choice and 15.1% 115 15.8% 10 21.4% 45 29.9% 25 22.2% 22 2.6% 4.2% 11 6.9% 3 range of shops Improved food shops within 2.6% 20 2.2% 1 0.6% 2.2% 2 7.8% 8 2.7% 0 2.2% 6 4.8% 2 the town centre Discount foodstores within 0.2% 0.0% 0 0.0% 0 0.0% 0 1.1% 0.0% 0 0.0% 0 0.8% 0 the town centre Improved non-food shops 3.2% 2.5 0.7% 0 6.5% 7.8% 0.9% 1.2% 0 1.0% 1.9% 14 6 1 3 1 within the town centre Improved leisure facilities 0.8% 0.0% 0.4% 4.4% 0.0% 0.0% 0.4% 6 0 1.1% Improved quality of shops 2.2% 3.4% 3 0.0% 0 2.6% 0.0% 0 17 2 1.4% 3.2% 2.3% 3 2 7 7.5% 57 10.7% 7 7 7.5% 5.3% 7.7% More parking 9.2% 19 8.3% 6.6% 1 14 3 Cheaper parking 0.4% 2.7% 2 0.3% 0.0% 0 0.6% 0.8% 0.0% 0.8% 0 0 0 Improved street cleaning 1.1% 0.7% 2.2% 5 1.3% 0.8% 1 0.0% 0 0.6% 0.0% 0 Increased public transport 1.3% 10 1.8% 0.3% 1.6% 4.3% 0.0% 0 1.0% 2 0.8% 0 1 4 1 1 0 0.0% Cheaper public transport 0.1% 0 0.0% 0 0.0% 0 0.5% 0 0.0% 0 0.0% 0 0.0% 0 Better environment 1.6% 12 2.2% 2.8% 6 0.5% 0 1.5% 2 0.8% 0 1.0% 3 0.0% 0 Better security 0.6% 5 0.0% 0 1.6% 3 0.5% 0 0.0% 0 4.4% 0.0% 0.0% 0 1 Longer opening hours 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 A village hall 0.1% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Aldi store 0.1% 0.0% 0 0.0% 0.0% 0.6% 0.0% 0 0.0% 0 0.0% 0.0% 0.1% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0 0 Asda store 1.9% 0.0% 0.0% Bank 0.2% 2 1.5% 1 0.0% 0 0.0% 0 0.6% 1 0 0 0 Better enforcement of the 0.2% 2 2.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 parking rules 0 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0.0% 0 Better market 0.1% 0.0% 0 Bigger Sainsbury's 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 Build a hotel on the site next 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 to the Co-op 0.7% 0 0 0.0% 0 0.0% 0.0% 0 Cheaper prices in the Co-op 0.1% 0 0.0% 0 0.0% 0.0% 0 0 Clear the shingle on the 0.1% 0.0% 0 0.0% 0 1.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 1 beach 0 0.0% 0 0 0.0% 0 0.0% 0.0% 0 Family pubs 0.1% 0.0% 1.2% 0.0% 0 1 1 Golf course 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 1.2% 0 0.0% 0 0.0% Heated swimming pool 0 0 0 0.1% 0.0% 0 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Home furnishings store 1 1 Improve the camp site's 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 facilities for visitors Improve the look of the place 0.8% 6 0.0% 0 2.1% 4 0.0% 0 0.0% 0 0.0% 0 0.6% 2 0.0% 0 / give it a refurb Improve the pavements 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 Improve the railway 0.1% 0.0% 0 0.0% 0 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 1 Improve the railway bridge 0.1% 0.0% 0 0.0% 0 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 1 1 for traffic flow 0 0.0% 0 Improve the sea front 0.1% 1 0.0% 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0.0% 1.4% 0.0% 0.0% Improve the weather 0.0% 0 0.0% 0 0 0 0 0.2% 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.4% 0.8% 0 Improved bus service 2 1 8 4 0 0.0% 0 0.0% 0.0% 0 Improved road layout / 1.0% 6.8% 0.4% 1 0.0% 2.5% 3 0 access Increase the size of the 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 0 station car park Less beggars / homeless 0.3% 2 0.0% 0 1.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 people Less charity shops 0.2% 0.0% 0 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Less empty shops 0.3% 2 0.0% 0 0.6% 0 0.0% 0 0.0% 0 1 0.8% 1 0.0% Less pot holes in roads 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 0.0% 0.0% 0.8% Less traffic congestion 0.1% 0.0% 0 0.0% 0.4% 0.0% 0 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Lidl store 0.1% 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 More banks 0.2% 2 0.0% 0 1.8% 2 0 More disabled parking 0.2% 2 0.0% 0 0.9% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 More facilities 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.9% 0.0% 0 0.0% 0 0.0% 0 1 More for children / young 0.0% 0.0% 0.0% 0.0% 0 0.4% 0.0% 0 0 0 0.0% 0 0.1% 0 people to do 0.1% 1 0.0% 0 0.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More free parking 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 1.0% 0.0% More greenery 2 0 0 0 0 0 2 0 2 More independent stores 0.0% 0 0.8% 0.0% 0 0.4% 0.0% 0 0.2% 0.0% 0 1 0.0% 0 1 More jobs 0.1% 1 0.0% 0 0.0% 0 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 More places to eat 0.4% 3 0.0% 0 0.0% 0.0% 0 1.5% 2 6.8% 1 0.0% 0.8% 0.1% 0.0% 0 0.0% 0 0.0% 0 0.9% 0.0% 0 0.0% 0 0.0% 0 Remove the Tesco 1 1 Reopen Barclays Bank 0.2% 2 0.0% 0 0.0% 0 0.0% 0 1.5% 2 0.0% 0 0.0% 0 0.0% 0 Restoration of the railway 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.8% line

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	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone '	7
Sewing shop	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop allowing dogs on the beach	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Stop the cafes taking up so much pavement space	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
The ATM's to be free	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Yellow lines need to be put on Station Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
(Nothing / Nothing else)	53.7%	411	45.4%	28	44.3%	92	34.1%	28	36.8%	37	62.2%	12	74.6%	191	62.4%	23
(Don't know)	1.9%	14	0.0%	0	2.1%	4	0.0%	0	0.0%	0	5.1%	1	2.4%	6	7.1%	3
Weighted base:		765		62		209		82		101		19		256		37
Sample:		814		98		174		96		130		73		159		84
Q31AA Are there any m	easures	that	would er	ncoui	age you	ı to vi	sit (CLA	СТОІ	N-ON-SE	EA AT	Q27) m	ore o	ften? 1s	st Mer	ntion	
Those who said 'Clacto					0 ,		`				,					
Increased general choice and range of shops	21.4%	58	32.3%	5	25.1%	43	7.0%	1	42.1%	5	5.2%	0	6.2%	4	50.0%	0
Improved food shops within the town centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Improved non-food shops within the town centre	5.0%	13	2.7%	0	7.5%	13	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.7%	5	0.0%	0	1.8%	3	0.0%	0	4.6%	1	0.0%	0	1.9%	1	0.0%	0
More parking	9.0%	24	11.9%	2	10.1%	17	7.0%	1	0.0%	0	6.8%	0	7.8%	4	0.0%	0
Cheaper parking	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	2.0%	5	2.7%	0	2.2%	4	7.0%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.7%	7	6.2%	1	3.4%	6	4.8%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Better security	1.6%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0
Asda store	0.2%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Sainsbury's	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Home furnishings store	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the look of the place	1.7%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
/ give it a refurb Improved road layout /	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
access Less beggars / homeless	0.8%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
people	0.50/	1	0.00/	0	0.00/	4	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Less charity shops	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.5% 0.7%	1 2	0.0% 0.0%	0	0.8%	1 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
More disabled parking More for children / young		1	0.0%	0	1.1% 0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
people to do	0.3%															
The ATM's to be free	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
(Nothing / Nothing else)	47.0%	127	41.6%	6	36.6%	62	74.2%	7	46.9%	6	52.0%	3	74.4%	43	50.0%	0
(Don't know)	2.0%	5	0.0%	0	2.2%	4	0.0%	0	0.0%	0	12.7%	1	1.9%	1	0.0%	0
		270		15		170		9		13		5		57		1
Weighted base:		270		13		1/0		,		13		5		31		1

Total

Zone 1

Tendring Household Survey for WYG

Zone 3

Zone 4

Zone 5

Zone 6

Zone 7

Zone 2

Q31AB Are there any measures that would encourage you to visit (FRINTON-ON-SEA AT Q27) more often? 1st Mention Those who said 'Frinton-on-Sea' at Q27 Increased general choice and 4.7% 9.9% 4 3.1% 0.0% 0 30.3% 0.0% 2.0% 0.0% 0 range of shops Improved food shops within 1.1% 3.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 the town centre Improved non-food shops 1.4% 2 0.0% 0 0.0% 0 37.1% 0.0% 0 0.0% 0 2.0% 0.0% 0 within the town centre Improved quality of shops 2.5% 3 4.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 2 0.0% 0 7 More parking 6.0% 12.0% 4 8.0% 2 0.0% 0 0.0% 0 24.6% 1 0.0% 0 0.0% 0 Improved street cleaning 0.6% 0.0% 0 3.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 Increased public transport 0.9% 3.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 1 Better enforcement of the 1.2% 0.0% 0.0% 2 4.1% 2 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0 parking rules 0.3% 0 0 0 0.0% 0.0% 0 Cheaper prices in the Co-op 1.1% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.4% 0.0% 0 2.2% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Improve the sea front 0 1 1 0.0% Improved bus service 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0 Improved road layout / 3.4% 4 11.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 access More free parking 0.4% 1 0.0% 0 2.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More independent stores 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 0.0% 0 1 More places to eat 1.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0.0% 0 29.3% 1 Sewing shop 0.0% 0.3% 0 1.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Stop allowing dogs on the 1.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 2 0.0% 0 beach 0 Stop the cafes taking up so 0.3% 0 1.1% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% much pavement space (Nothing / Nothing else) 71.2% 89 48.5% 18 81.5% 20 62.9% 1 69.7% 1 46.2% 2 83.5% 46 100 0% 1 (Don't know) 1.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 2 0.0% 0 2 Weighted base: 2.5 4 1 125 37 1 55 Sample: 20 3 2 14 39 4 Q31AC Are there any measures that would encourage you to visit (WALTON-ON-THE-NAZ AT Q27) more often? 1st Mention Those who said 'Walton-on-the-Naze' at Q27 Increased general choice and 7.9% 50.0% 0.0% 0 0.0% 0 0.0% 0 3.4% 0.0% 0 range of shops Improved food shops within 5.9% 3 0.0% 0 0.0% 0.0% 0 0 0.0% 8.3% 0.0% 0 0 0.0% 0 3 the town centre Improved quality of shops 4.8% 6.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.9% 2 0.0% 21.1% 9 0.0% 28.4% 0.0% More parking 4.2% 0 0.0% 0.0% 0 0.0% 0 0 9 0 0 17.6% 0.0% 2 0 0.0% 0 0.0% Cheaper parking 3.8% 2 0.0% 0 0.0% 0 0.0% 0 0 Improved street cleaning 3.5% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 4.9% 2 0.0% 0 0 Better environment 0.9% 0 4.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% A village hall 0 4.2% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Bank 2.1% 1 9.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Golf course 5.5% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.8% 2 0.0% 0 0.9% 0 4.2% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Lidl store 0 (Nothing / Nothing else) 40.1% 18 37.0% 4 50.0% 1 0.0% 0.1 00.0% 1 0.0% 0 38.9% 12 0.0% 0 (Don't know) 2.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 00.0% 0 3.4% 1 0.0% 0 1

10

18

45

39

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32

16

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Weighted base:

Sample:

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	Total	I	Zone 1		Zone 2		Zone 3	3	Zone 4	ļ	Zone 5		Zone	6	Zone 7	7
Q31AD Are there any m Those who said 'Dovero			vould en	coui	age you	to vi	sit (DOV	ERC	OURT AT	Q27) more o	ften	? 1st Me	ntion		
increased general choice and range of shops	37.1%	23	0.0%	0	0.0%	0	41.0%	18	33.3%	2	0.0%	0	38.8%	3	0.0%	0
improved food shops within the town centre	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
mproved non-food shops within the town centre	6.9%	4	0.0%	0	37.1%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
mproved quality of shops	8.3%	5	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	32.8%	2	0.0%	0
More parking	10.6%	7	0.0%	0	0.0%	0	14.1%	6	6.4%	0	0.0%	0	0.0%	0	0.0%	0
ncreased public transport	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
etter environment	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0
lear the shingle on the beach	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ess empty shops	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ess pot holes in roads	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.7%	1
Iore facilities	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0
fore independent stores	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iore jobs	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / Nothing else)	24.6%	15	0.0%	0	25.7%	1	20.7%	9	30.6%	2	100.0%	1	28.5%	2	30.3%	0
Don't know)	1.2%	1	0.0%	0	37.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Veighted base:		62		0		2		44		6		1		8		1
lample:		72		0		3		53		9		1		4		2
Q31AE Are there any m Those who said 'Harwi			vould en	coui	age you	to vi	sit (HAR	WICH	1 AT Q27	') mo	re often?	' 1st	Mentior	i		
acreased general choice and	15.7%	8	0.0%	0	0.0%	0	23.3%		21.3%		0.0%	0	6.7%	1	0.0%	0
range of shops		8	0.0%	0	0.0%	0	23.3%		21.3%	1 0	0.0%	0	6.7% 0.0%	1	0.0%	0
range of shops mproved food shops within the town centre	2.5%	1	0.0%	0	0.0%	0	4.7%	6	0.0%	1 0	0.0%	0	0.0%	0	0.0%	0
range of shops mproved food shops within the town centre mproved non-food shops within the town centre	2.5% 4.7%	1 2	0.0% 0.0%	0	0.0%	0	4.7% 8.9%	6 1 2	0.0%	1 0 0	0.0%	0	0.0%	0	0.0%	0
range of shops mproved food shops within the town centre mproved non-food shops within the town centre mproved leisure facilities	2.5% 4.7% 7.4%	1 2 4	0.0% 0.0% 0.0%	0 0	0.0% 0.0% 0.0%	0 0 0	4.7% 8.9% 14.1%	6 1 2 4	0.0% 0.0% 0.0%	1 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0
range of shops mproved food shops within the town centre mproved non-food shops within the town centre mproved leisure facilities theaper parking	2.5% 4.7% 7.4% 1.2%	1 2 4 1	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	4.7% 8.9% 14.1% 0.0%	6 1 2 4 0	0.0% 0.0% 0.0% 21.3%	1 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0
range of shops mproved food shops within the town centre mproved non-food shops within the town centre mproved leisure facilities theaper parking mproved street cleaning	2.5% 4.7% 7.4% 1.2% 0.9%	1 2 4 1 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	4.7% 8.9% 14.1% 0.0% 1.7%	6 1 2 4 0 0	0.0% 0.0% 0.0% 21.3% 0.0%	1 0 0 0 1 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0
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range of shops mproved food shops within the town centre mproved non-food shops within the town centre mproved leisure facilities Cheaper parking mproved street cleaning mcreased public transport detter environment setter security family pubs mprove the railway More places to eat Nothing / Nothing else)	2.5% 4.7% 7.4% 1.2% 0.9% 0.9% 1.2% 0.9% 2.1% 1.3% 0.6%	1 2 4 1 0 0 1 0 1 1 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	4.7% 8.9% 14.1% 0.0% 1.7% 1.7% 0.0% 1.7% 4.0% 2.5% 0.0%	6 1 2 4 0 0 0 0 0 0 1 1 0	0.0% 0.0% 21.3% 0.0% 0.0% 21.3% 0.0% 0.0% 0.0% 0.0%	1 0 0 0 1 0 0 1 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 50.0%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
mproved food shops within the town centre mproved non-food shops	2.5% 4.7% 7.4% 1.2% 0.9% 1.2% 0.9% 1.2% 1.3% 0.6% 58.1%	1 2 4 1 0 0 1 0 1 0 1 0 2 8 1 0 2 8 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	4.7% 8.9% 14.1% 0.0% 1.7% 1.7% 0.0% 1.7% 4.0% 2.5% 0.0% 37.5%	6 1 2 4 0 0 0 0 0 0 1 1 0 10	0.0% 0.0% 21.3% 0.0% 0.0% 21.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1 0 0 0 1 0 0 0 1 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 86.5%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 50.0%	0

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Zone 3 Zone 4 Total Zone 1 Zone 2 Zone 5 Zone 6 Zone 7 Q31AF Are there any measures that would encourage you to visit (MANNINGTREE AT Q27) more often? 1st Mention Those who said 'Manningtree' at Q27 Increased general choice and 8.6% 11 0.0% 0.0% 0.0% 0 18.8% 0.0% 0 0.0% 6.9% range of shops Improved food shops within 8.3% 11 0.0% 0 30.8% 0.0% 0 16.5% 8 0.0% 0 0.0% 0 5.4% the town centre Discount foodstores within 1.1% 0.0% 0 0.0% 0 0.0% 0 2.3% 0.0% 0 0.0% 0 0.9% the town centre Improved non-food shops 2.4% 3 0.0% 0 0.0% 0 0.0% 0 2.0% 0.0% 0 3.5% 2.1% 1 2. within the town centre Improved leisure facilities 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 1.3% 0 0.0% 0 0 0 0 0 Improved quality of shops 1.3% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 3.6% 0 2 2 3.9% 0.0% 0 0.0% 2 0.0% 0 0.0% 8.6% More parking 5 0.0% 0 0 4.7% 0 Cheaper parking 0.2% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.9% 0 0 0 0 0.9% Increased public transport 3.2% 4 0.0% 0.0% 0 23.3% 0 2.0% 1 0.0% 5.6% 2.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 6.0% 0.0% Better environment 3 0 3 0.0% 0.0% Longer opening hours 0.5% 1 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 Aldi store 0.5% 0.0% 0 0.0% 0 0.0% 0 1.2% 0.0% 0 0.0% 0 0.0% Better market 0.3% 0 0.0% 0 0.0% 0.0% 0 0.9% 0 0.0% 0 0.0% 0.0% 0 0 Build a hotel on the site next 0.3% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0 0.0% 0 0.0% 0 0.0% to the Co-op Improve the pavements 0.3% 0.0% 0.0% 0.0% 0.9% 0.0% 0.0% 0.0% Improve the railway bridge 0 0 0.5% 0.0% 0 0 0.0% 1.2% 0.0% 0.0% 0 0.0% 1 0.0% 1 for traffic flow Improved bus service 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% Improved road layout / 0.8% 0.0% 0 0.0% 0 0.0% 0 2.1% 1 0.0% 0 0.0% 0 0.0% 1 access Increase the size of the 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% station car park Less traffic congestion 0.5% 0.0% 0 0.0% 0 0.0% 0 0.9% 0 0.0% 0 0.0% 0 0.9% 1 More greenery 1.9% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.6% 2 0.0% More places to eat 0.9% 1 0.0% 0 0.0% 0 0.0% 0 2.3% 1 0.0% 0 0.0% 0 0.0% Remove the Tesco 0.7% 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0.0% Tesco store 0.8% 0.0% 0.0% 0 0.0% 2.1% 0 1 1 Yellow lines need to be put 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% on Station Road (Nothing / Nothing else) 55.3% 73 0.0% 0 69.2% 3 76.8% 34.4% 59.1% 0 71.1% 31 61.5% 20 1 16 (Don't know) 4.9% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 40.9% 0 8.1% 4 8.0% 3 33 Weighted base: 131 0 4 2 48 0 44 3 163 0 54 2 28 72 Sample: Q31AG Are there any measures that would encourage you to visit (BRIGHTLINGSEA AT Q27) more often? 1st Mention Those who said 'Brightlingsea' at Q27 Increased general choice and 7.2% 0.0% 0 0.0% 0 0.0% 0 16.7% 5 3.2% 0 2.3% 0.0% range of shops Improved food shops within 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.3% 0 0.0% 0 0.0% the town centre 0 Improved leisure facilities 1 3% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 3% 0.0% More parking 4.7% 4 0.0% 0 0.0% 0 0.0% 0 14.0% 4 0.0% 0 0.0% 0 0.0% Cheaper parking 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 0 0.0% 0 0.0% 0.5% 0.0% 0 0 0 0.0% 0.0% Improved street cleaning 0 0.0% 0 0.0% 1.4% 0 0.0% 0 Increased public transport 4.0% 3 0.0% 0 0.0% 0 0.0% 0 11.9% 3 0.0% 0 0.0% 0 0.0% 1.1% 0.0% 0 0.0% 0.0% 2.1% 0.0% 0.0% 0 0 5.1% 0 Heated swimming pool 0.3% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.2% 0 0.0% 0 0.0% Improve the camp site's 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 0 0.0% 0 0.0% facilities for visitors Improve the look of the place 1.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.3% 2 0.0% give it a refurb 0.3% 0.0% Improve the weather 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 0 0 0.0% Improved bus service 0 0 0.5% 0.0% 0.0% 0 0.0% 0 1.4% 0.0% 0.0% 0 0.0% Improved road layout / 1.8% 2 0.0% 0 0.0% 0.0% 5.3% 2 0.0% 0.0% 0.0% 0 0 0 0 access 2 0 0 2 0 0.0% 0.0% More banks 2.1% 0.0% 0.0% 0 0.0% 6.1% 0.0% 0 More places to eat 0.5% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 0 0.0% 0 0.0% 0 0.0% Reopen Barclays Bank 1.8% 0.0% 0 0.0% 0 0.0% 0 5.3% 2 0.0% 0 0.0% 0 0.0% 2 0 Restoration of the railway 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2.2% 0 0.0% 0 0.0% 0 100.0% 0 (Nothing / Nothing else) 71.1% 61 0.0% 3 0.0% 34.3% 10 70.9% 5 92.0% 43 100 0% Weighted base: 3 0 7 85 0 29 47 Sample: 103 0 3 0 39 29 31

Tendring Household Survey for WYG

Page 46 May 2015

Weighted: for WYG

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

	Tota	ıl	Zone	1	Zone 2	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7
Q31BAre there any meas	uros tha	t wou	ld enco	ırana	vou to v	vicit (ALL CEN	JTRF	S AT O	27) m	ore ofter	n2 2n	d Menti	on		
Not those who said '(De						visit (ALL OLI	••••	O AI Q		ore orter	2	a menu	011		
Increased general choice and range of shops	2.8%	21	3.7%	2	4.5%	9	4.0%	3	3.6%	4	1.9%	0	1.0%	2	0.0%	0
Improved food shops within the town centre	1.3%	10	1.6%	1	1.4%	3	1.3%	1	3.1%	3	0.0%	0	0.4%	1	2.1%	1
Improved non-food shops within the town centre	1.8%	14	1.5%	1	3.5%	7	2.6%	2	3.1%	3	0.0%	0	0.0%	0	1.1%	0
Improved leisure facilities	0.6%	5	0.0%	0	0.3%	1	1.5%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.4%	11	1.3%	1	2.3%	5	3.0%	2	0.9%	1	0.0%	0	0.4%	1	1.8%	1
More parking	1.2%	9	0.9%	1	1.7%	4	0.0%	0	3.4%	3	6.8%	1	0.0%	0	0.0%	0
Cheaper parking	1.0%	8	0.0%	0	0.8%	2	5.3%	4	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Improved street cleaning	0.4%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Cheaper public transport	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.0%	2	0.0%	0
Better environment	0.9%	7	2.2%	1	1.6%	3	1.6%	1	0.4%	0	0.0%	0	0.0%	0	0.8%	0
Better security	0.3%	3	0.7%	0	0.4%	1	0.8%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Longer opening hours	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of the market	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Cleaner centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Farmfood store	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Happier shopkeepers	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	0.4%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Improved road layout / access	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor swimming pool	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Less beggars / homeless people	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Lights on all the time	0.2%	2	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More butchers	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children / young people to do	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent stores	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	2	0.0%	0
More parks	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
More pubs	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer people	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking closer to the shops	0.5%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.2%	1	0.7%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Recognition for the tourist	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the greenery from the footpaths	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Support local businesses	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	81.4%	623	84.8%	53	75.2%	157	70.1%	58	75.3%	76	77.4%	14	91.2%	233	85.3%	32
(Don't know)	2.7%	21	0.0%	0	1.4%	3	4.5%	4	1.4%	1	7.7%	1	3.4%	9	7.1%	3
Weighted base: Sample:		765 814		62 98		209 174		82 96		101 130		19 73		256 159		37 84
1																

Weighted:

	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone :	5	Zone	6	Zone 7	7
Q31BA Are there any m Those who said 'Clacto				ncour	age you	ı to vi	isit (CLA	стоі	N-ON-SE	A AT	Q27) m	ore o	ften? 2r	nd Me	ntion	
Increased general choice and	3.8%	10	0.0%	0	5.5%	9	11.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
range of shops Improved food shops within	1.1%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
the town centre Improved non-food shops within the town centre	3.5%	9	0.0%	0	4.3%	7	0.0%	0	16.6%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.0%	5	0.0%	0	2.8%	5	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	2.8%	8	3.9%	1	2.1%	4	0.0%	0	26.9%	3	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.2%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Improved street cleaning	1.0%	3	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Better environment	1.9%	5	2.7%	0	2.0%	3	7.0%	1	3.2%	0	0.0%	0	0.0%	0	50.0%	0
Better security	0.7%	2	2.7%	0	0.5%	1	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0
Improve the look of the place	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
/ give it a refurb Improved road layout /	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
access Less beggars / homeless	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
people Less charity shops	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lights on all the time	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parks	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer people	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking closer to the shops	1.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.4%	1	2.7%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	74.6%	202	88.1%	13	70.4%	120	74.2%	7	53.3%	7	68.3%	3	89.2%	51	50.0%	0
(Don't know)	2.4%	7	0.0%	0	1.3%	2	0.0%	0	0.0%	0	15.6%	1	6.2%	4	0.0%	0
· ·	2.7/0		0.070		1.5/0		0.070		0.070		13.070		0.270		0.070	
Weighted base: Sample:		270 252		15 23		170 138		9 15		13 19		5 23		57 32		1 2
Q31BB Are there any m Those who said 'Frinton				ncour	age you	ı to vi	sit (FRIN	NTON	-ON-SE	A AT	Q27) mo	re of	ten? 2nd	d Men	ntion	
Increased general choice and range of shops	1.6%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
More parking	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	1	0.0%	0	0.0%	0
Cheaper public transport	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	93.0%	116	90.2%	33	97.9%		100.0%		100.0%	1	54.7%	2	95.2%		100.0%	1
(Don't know)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Weighted base: Sample:		125 138		37 56		25 20		2 3		1 2		4 14		55 39		1 4
Q31BC Are there any m Those who said 'Walton				ncour	age you	ı to vi	isit (WAL	TON	-ON-THE	E-NAZ	Z AT Q27	7) mo	re often	? 2nd	l Mentior	1
Increased general choice and range of shops	1.3%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.1%	1	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfood store	2.1%	1	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Support local businesses	1.3%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	88.3%	40	58.1%		100.0%	2	0.0%		100.0%	1	0.0%	0	96.6%	31	0.0%	0
(Don't know)	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	0	3.4%	1	0.0%	0
· ·	4.170		0.070		0.070		0.070		0.070		100.070		J. + 70		0.070	
Weighted base: Sample:		45 39		10 18		2 2		0		1 2		0		32 16		0

Tendring Household Survey for WYG

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	Tota	l	Zone 1	l	Zone 2		Zone 3	3	Zone 4		Zone 5	,	Zone	6	Zone 7	7
Q31BD Are there any m Those who said 'Doverong			would en	coui	age you t	to vi	isit (DOV	'ERC	OURT AT	Q27	') more o	ften	? 2nd M	entio	n	
Increased general choice and	7.6%	5	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	32.8%	2	0.0%	0
range of shops Improved food shops within	2.0%	1	0.0%	0	0.0%	0	1.5%	1	9.3%	1	0.0%	0	0.0%	0	0.0%	0
the town centre Improved non-food shops within the town centre	3.4%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	1.8%	1	0.0%	0	0.0%	0	0.0%	0	17.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö
Cheaper parking	7.0%	4	0.0%	0	0.0%	0	9.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0
Happier shopkeepers	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0
Lights on all the time	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More butchers	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	61.3%	38	0.0%	0	62.9%	1	59.7%	26	51.9%		100.0%	1	67.3%		100.0%	1
(Don't know)	7.2%	4	0.0%	0	37.1%	1	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		62		0		2		44		6		1		8		1
Sample:		72		0		3		53		9		1		4		2
O21PE Are there any m	00011800	that	would on				icit /LIAD	WICL	J AT 027	۱	ro often	222	l Montio	_		
Q31BE Are there any m Those who said 'Harwin			would en	Cou	age you i	LO VI	ISIL (HAR	WICI	TAI QZI	, 1110	re orten	2110	i Mentio	11		
Improved food shops within the town centre	3.1%	2	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Improved leisure facilities	2.5%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.5%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children / young people to do	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Recognition for the tourist	1.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	1.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	84.7%		100.1%		100.0%	3	82.2%	21	78.7%	2	81.2%	1	86.5%		100.0%	1
(Don't know)	3.7%	2	0.0%	0	0.0%	0	0.0%	0	21.3%	1	18.9%	0	6.7%	1	0.0%	0
Weighted base: Sample:		49 49		0		3		26 22		3 5		1 4		16 11		1 2
•																-
Q31BF Are there any m Those who said 'Manni			would en	coui	age you t	to vi	isit (MAN	INING	STREE AT	ΓQ2	7) more	ofter	n? 2nd M	lentio	on	
Increased general choice and range of shops	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.5%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	2.4%	1
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	0
Improved leisure facilities	1.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Cheaper public transport	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Longer opening hours	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of the market Improve the look of the place	1.7% 1.9%	2	0.0%	0	0.0%	0	0.0%	0	4.7% 0.0%	2	0.0%	0	0.0% 5.6%	0	0.0%	0
/ give it a refurb	/0	_		v		Ü	/9	-		,		v	/ 0	-		-
More independent stores	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
(Nothing / Nothing else)	81.5%	107	0.0%		100.0%		100.0%	2	78.2%	37	59.1%	0	80.7%	36	84.3%	28
(Don't know)	5.5%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	1	40.9%	0	8.1%	4	8.0%	3
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q31BG Are there any m			would e	ncou	rage you	ı to vi	sit (BF	RIGHT	LINGSI	EA AT	Q27) m	ore of	ften? 2r	nd Me	ntion	
Increased general choice and range of shops	3.1%	3	0.0%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.1% 0.5%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.3% 1.4%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Indoor swimming pool More independent stores	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Remove the greenery from the footpaths	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else) (Don't know)	92.1% 0.4%	79 0	0.0% 0.0%	0 0	100.0% 0.0%	3 0	0.0% 0.0%	0	83.2% 0.0%	24 0	94.9% 5.1%	6 0	96.7% 0.0%	45 0	100.0% 0.0%	0
Weighted base: Sample:		85 103		0		3		0		29 39		7 29		47 31		0 1
Q31CAre there any meas	uros tha		ld enco	urane	vou to	vicit (ALL CE	NTRE	SATO	27) m	ore ofte	n? 3ra	l Monti	on		
Not those who said '(De						visit (ALL GE	NIKE	.5 A1 Q	<i>21)</i> III	ore orte	11: 310	ı wienin	OII		
Increased general choice and range of shops	0.3%	3	0.0%	0	0.7%	2	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.5%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.1%	8	0.7%	0	1.8%	4	2.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.2%	2	0.7%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More parking	0.6%	5	0.7%	0	1.5%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.3%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Collect garden waste	0.1%	1 0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog park Improve the bedsits	0.1% 0.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.5% 0.5%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Improve the cinema in the town centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less discount stores	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Lower rates for small businesses	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Open the tip everyday	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
(Nothing / Nothing else) (Don't know)	92.1% 2.9%	705 22	93.8% 0.7%	58 0	91.1% 1.4%	190 3	82.7% 6.1%	68 5	93.3% 1.4%	94 1	93.1% 5.1%	17 1	95.0% 3.4%	243 9	91.1% 7.1%	34
Weighted base:	2.570	765	0.770	62	1.170	209	0.170	82	1.170	101	3.170	19	5.170	256	7.170	37
Sample:		814		98		174		96		130		73		159		84
Q31CA Are there any m Those who said 'Clacto				ncoui	rage you	ı to vi	SIT (CLA	ACTOR	N-ON-S	EA A I	Q27) m	ore o	tten? 3	rd Me	ntion	
Increased general choice and range of shops	0.6%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.4%	4	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.9%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.8%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.2%	1	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.5%	1	0.0%	0	0.5%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Improve the bedsits	0.2%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the cinema in the town centre	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	91.2%	246	100.0%	15	89.9%	153	81.2%	7	95.4%	12	87.3%	4	93.8%	54	100.0%	1
(Don't know)	2.6%	7	0.0%	0	1.3%	2	7.0%	1	0.0%	0	12.7%	1	6.2%	4	0.0%	0
Weighted base:		270		15		170		9		13		5		57		1
Sample:		252		23		138		15		19		23		32		2

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Tendring Household Survey for WYG

Total Zone 2 Zone 3 Zone 4 Zone 1 Zone 5 Zone 6 Zone 7 Q31CB Are there any measures that would encourage you to visit (FRINTON-ON-SEA AT Q27) more often? 3rd Mention Those who said 'Frinton-on-Sea' at Q27 0.8% 1.1% 0 2.2% 0.0% 0.0% 0 0.0% 0.0% 0.0% More parking 0.0% 0 0.0% 0 Lower rates for small 0.9% 3.0% 0 0.0% 0.0% 0.0% 0 0.0% businesses 0.3% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 More places to eat 0.0% 8.0% (Nothing / Nothing else) 96.5% 121 94.8% 35 97.9% 24 100.0% 2 00.0% 1 92.0% 4 97.1% 53 00.0% (Don't know) 1.6% 2 1.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 2 0.0% 0 Weighted base: 125 37 25 2 4 55 138 56 20 2 14 39 Sample: Q31CC Are there any measures that would encourage you to visit (WALTON-ON-THE-NAZ AT Q27) more often? 3rd Mention Those who said 'Walton-on-the-Naze' at Q27 Improved non-food shops 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 within the town centre 2.5% Improved leisure facilities 1 11.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.2% Improved quality of shops 0.9% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (Nothing / Nothing else) 93.0% 42 80.0% 8 100.0% 2 0.0% 0 100.0% 0.0% 0 96.6% 31 0.0% 0 1 (Don't know) 2.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 0 3.4% 1 0.0% 0 Weighted base: 45 10 2 0 0 32 0 2 39 0 2 16 0 Sample: 18 Q31CD Are there any measures that would encourage you to visit (DOVERCOURT AT Q27) more often? 3rd Mention Those who said 'Dovercourt' at O27 0.0% 0.0% 1.0% 0.0% 0.0% 0 Increased general choice and 0.7% 0 0 0 0 0.0% 0 0.0% 0 0 range of shops Improved food shops within 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 32.8% 0.0% 0 the town centre 0.0% 0.0% 0 Improved non-food shops 3.1% 2 0.0% 0 0.0% 0 4 4% 2 0.0% 0 0.0% 0 0 within the town centre Better environment 1.0% 0.0% 0 0.0% 1.5% 0.0% 0 0.0% 0 0.0% 0.0% 0 Collect garden waste 1.6% 1 0.0% 0 0.0% 0 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (Nothing / Nothing else) 81.3% 50 0.0% 0 62.9% 1 80.9% 35 100.0% 6 1 00.0% 1 67.3% 5 1 00.0% 1 (Don't know) 8.3% 5 0.0% 0 37.1% 9.9% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Weighted base: 0 2 44 8 62 6 Sample: 72 0 3 53 4 2 Q31CE Are there any measures that would encourage you to visit (HARWICH AT Q27) more often? 3rd Mention Those who said 'Harwich' at Q27 2.5% 0.0% 0 0.0% 0 4.7% 0.0% 0 0.0% 0 0.0% 0.0% More parking 3.8% 0.0% 0 0.0% 0 7.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Better security 2 0.9% 0 0.0% 0.0% 1.7% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 Dog park 0 More places to eat 1.3% 0.0% 0 0.0% 0 2.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 43 0 22 2 1 (Nothing / Nothing else) 87.8% 00.1% 00.0% 3 84.0% 78.7% 81.2% 93.2% 15 00.0% 0 (Don't know) 3.7% 2 0.0% 0 0.0% 0 0.0% 21.3% 1 18.9% 0 6.7% 0.0% 0 1 Weighted base: 49 0 3 26 3 16 49 22 5 2 Sample: 11 Q31CF Are there any measures that would encourage you to visit (MANNINGTREE AT Q27) more often? 3rd Mention Those who said 'Manningtree' at Q27 0.5% 0.0% 0 0.0% 0.0% 0 1.2% 0.0% 0 0.0% 0 0.0% 0 Increased general choice and 1 range of shops Discount foodstores within 0.5% 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0.0% 0 the town centre 0.0% 0 Improved non-food shops 1.2% 2 0.0% 0 0.0% 0.0% 0 3.2% 2 0.0% 0 0.0% 0 0 within the town centre Open the tip everyday 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 1 (Nothing / Nothing else) 91.9% 121 0.0% 0 100.0% 4 100.0% 2 92.6% 44 59.1% 0 91.9% 41 90.0% 30 0 (Don't know) 5.5% 0.0% 0 0 0.0% 1.7% 40.9% 0 8.1% 8.0% 0.0% 1 4 3 33

72

2

3

48

54

0

2

44

28

4

Weighted base:

Sample:

131

163

0

0

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q31CG Are there any m Those who said 'Bright.			would e	ncou	rage you	ı to vi	sit (BRI	GHTL	.INGSE#	AT (Q27) mo	re oft	en? 3rd	Ment	ion	
Improved non-food shops within the town centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Less discount stores	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
(Nothing / Nothing else)	95.8%	82	0.0%	0	100.0%	3	0.0%	0	92.8%	27	100.0%	7	96.7%	45	100.0%	0
Weighted base:		85		0		3		0		29		7		47		0
Sample:		103		0		3		0		39		29		31		1
Q32 Why don't you visit Those who said '(Don't)' at Q	26											
Lack of choice and range of non-food shops	5.1%	12	0.0%	0	9.3%	1	32.5%	1	5.6%	0	13.5%	1	4.3%	9	9.6%	1
Lack of choice and range of food shops	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	2.5%	5	9.6%	1
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	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	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	32.8%	78	0.0%	0	0.0%	0	0.0%	0	40.4%	3	37.1%	3	34.3%	70	29.2%	2
Too far away from work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport Inconveniently located car	3.8% 0.9%	9	36.2%	0	0.0% 6.4%	0	0.0%	0	0.0%	0	0.0%	0	4.1% 0.8%	8	4.2% 0.0%	0
parking																
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't get there	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Difficult for me to get around / disabled	1.1%	2	0.0%	0	6.4%	1	22.5%	0	0.0%	0	2.0%	0	0.5%	1	4.2%	0
Don't like it there	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Don't go out much	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0
Don't know anyone there	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Not enough disabled parking	0.2%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I don't drive	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	50.8%	120	0.0%	0	22.1%	2	45.0%	1	22.9%	2	36.1%	3	53.9%	110	48.7%	3
(Don't know)	4.5%	11	63.8%	1	55.7%	5	0.0%	0	31.0%	2	16.7%	1	0.9%	2	0.0%	0
Weighted base: Sample:		237 188		1 2		8 9		2 4		7 11		8 27		204 117		7 18
Q33 Do you make use of	electro	nic ho	ome sho	pping	g (i.e. i	nterne	et or TV	shop	ping)? [MR]						
Yes, Internet	66.8%	670	57.0%	36	69.2%	150	69.7%	59	63.6%	69	68.9%	18	67.2%	309	66.2%	29
Yes, Portable internet shopping (through mobile	14.8%		10.0%		24.5%		29.5%	25	9.6%		25.7%	7	9.3%		10.4%	5
phone) Yes, TV Shopping No	1.7% 30.4%	17 305	0.9% 41.3%	1 26	2.0% 24.1%	4 52	3.2% 27.6%	3 23	3.7% 34.4%	4 37	5.8% 31.1%	1	0.9% 31.2%	4 144	0.0% 33.1%	0 15
	55.770		11.570		21.170		27.070		51.70		J1.1/0		51.270		55.170	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102

Tendring Household Survey for WYG

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

													Zone		Zonc	
Q34 Which goods or s Those that make use						ia ele	ctronic (ł	nome	e/mobile) sho	pping?	[MR]				
Those that make use	oj etectronio	c nome	snopping	g at Q.))											
Food	14.7%		32.6%	12	6.3%	10	5.5%	3	19.8%		18.4%	3	15.9%	50	29.2%	9
Clothes Banking / finance	45.4% 4.7%	316	28.1% 3.0%	10 1	44.8% 2.6%	74 4	62.5% 2.4%	38 1	58.5% 8.4%	42 6	51.2% 19.3%	9	41.0% 3.9%	130 12	46.4% 13.9%	14 4
Books	47.7%	333	49.3%	18	26.2%	43	56.0%	34	56.6%	40	57.3%	10	54.0%	171	54.7%	16
CDs, DVDs, music	42.0%	293	38.7%	14	39.6%	65	53.4%	33	47.7%	34	41.6%	7	40.4%	128	40.2%	12
DIY goods	6.3%	44	2.5%	1	7.0%	12	15.3%	9	4.2%	3	6.0%	1	5.5%	17	2.9%	1
Furniture / carpets	7.7%	54	5.2%	2	11.1%	18	9.4%	6	10.0%	7	8.5%	2	5.8%	18	2.3%	1
Garden items	5.7%	40	3.6%	1	5.7%	9	2.4%	1	9.6%	7	7.9%	1	5.5%	17	5.6%	2
Holiday and / or travel tickets	6.6%	46	3.3%	1	1.8%	3	1.7%	1	13.5%	10	31.3%	6	7.2%	23	9.2%	3
Jewellery	2.8%	19	0.0%	0	4.4%	7	6.1%	4	4.9%	3	4.3%	1	1.3%	4	1.0%	0
Major electrical items Small electrical items	18.8% 27.3%	131 190	16.5% 32.2%	6 12	22.5% 31.4%	37 52	18.2% 27.4%	11 17	15.9% 21.3%	11 15	26.2% 28.9%	5 5	17.4% 26.4%	55 84	18.8% 20.1%	6 6
Small household goods	12.6%	88	14.1%	5	13.3%	22		9	12.3%	9	14.6%	3	12.3%	39	4.9%	1
Sports goods	5.7%	40	0.0%	0	4.2%	7	3.6%	2	7.5%	5	4.2%	1	7.5%	24	2.8%	1
Toys	14.6%	102	18.4%	7	23.9%	39	18.8%	11	16.5%	12	21.3%	4	8.3%	26	7.5%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car / bike parts	2.0%	14	3.0%	1	0.5%	1	2.0%	1	0.8%	1	0.0%	0	3.2%	10	1.0%	0
Computer goods	0.5%	4	0.0%	0	0.5%	1	0.7%	0	0.6%	0	0.0%	0	0.7%	2	0.0%	0
Craft / stationary goods E-cigarettes	2.2% 0.1%	15 1	0.0% 0.0%	0	3.9% 0.5%	6 1	1.7% 0.0%	1	1.6% 0.0%	1	0.0% 0.0%	0	2.0% 0.0%	6 0	1.0% 0.0%	0
Flowers	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Gifts	1.8%	13	1.1%	0	3.6%	6	0.7%	0	2.9%	2	0.0%	0	0.8%	2	4.8%	1
Health / beauty products	3.5%	24	1.1%	0	1.8%	3	3.0%	2	6.0%	4	0.8%	0	4.6%	15	0.0%	0
Insurance	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet food / accessories	1.9%	13	0.0%	0	4.1%	7	0.7%	0	1.3%	1	1.2%	0	1.2%	4	2.9%	1
Solar panels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Video games (None)	0.7% 2.9%	5 20	0.0% 4.6%	0 2	2.2% 4.0%	4 7	1.0% 3.4%	1 2	0.0% 4.1%	0	0.0% 0.0%	0	0.0% 1.7%	0 5	1.4% 4.6%	0 1
(Same goods as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.070		0.070		0.070		0.070		0.070	-	0.070		0.070		0.070	
Weighted base: Sample:		698 600		37 49		165 118		61 61		71 83		18 60		316 165		30 64
•																
Q35 Which goods or s						the f	uture via	elec	tronic (h	ome	/mobile)	shop	ping? [MR]		
Q35 Which goods or s Those that make use						the f	uture via	elec		ome	/mobile)	shop	ping? [MR]		
Those that make use Food	of electronic 15.4%	c home 108	shopping 20.1%	g at Q. 7	33 12.3%	20	7.0%	4	16.5%	12	18.4%	3	17.1%	54	21.6%	6
Those that make use Food Clothes	of electronic 15.4% 38.7%	108 270	20.1% 25.9%	3 at Q. 7 10	12.3% 36.1%	20 59	7.0% 52.7%	4 32	16.5% 56.8%	12 40	18.4% 47.0%	3 8	17.1% 34.4%	54 109	38.0%	11
Those that make use Food Clothes Banking / finance	of electronic 15.4% 38.7% 4.6%	108 270 32	20.1% 25.9% 3.0%	7 10 1	12.3% 36.1% 1.8%	20 59 3	7.0% 52.7% 4.1%	4 32 2	16.5% 56.8% 8.4%	12 40 6	18.4% 47.0% 19.3%	3 8 3	17.1% 34.4% 3.9%	54 109 12		11 4
Those that make use Food Clothes	of electronic 15.4% 38.7%	108 270	20.1% 25.9%	3 at Q. 7 10	12.3% 36.1%	20 59	7.0% 52.7%	4 32	16.5% 56.8%	12 40	18.4% 47.0%	3 8	17.1% 34.4%	54 109	38.0% 12.9%	11
Those that make use Food Clothes Banking / finance Books	15.4% 38.7% 4.6% 41.0% 35.7% 5.3%	108 270 32 286	20.1% 25.9% 3.0% 30.4%	9 at Q. 7 10 1 11	12.3% 36.1% 1.8% 24.0% 32.3% 7.4%	20 59 3 40	7.0% 52.7% 4.1% 34.8% 32.1% 7.8%	4 32 2 21	16.5% 56.8% 8.4% 50.9% 49.5% 4.2%	12 40 6 36	18.4% 47.0% 19.3% 54.9% 42.3% 6.0%	3 8 3 10	17.1% 34.4% 3.9% 48.8%	54 109 12 155	38.0% 12.9% 46.6% 33.8% 2.9%	11 4 14
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets	15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6%	108 270 32 286 249 37 46	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1%	7 10 1 11 8 1 2	12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8%	20 59 3 40 53 12 16	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3%	4 32 2 21 20 5 3	16.5% 56.8% 8.4% 50.9% 49.5% 4.2% 7.8%	12 40 6 36 35 3 6	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5%	3 8 3 10 8 1 2	17.1% 34.4% 3.9% 48.8% 36.4% 4.6% 5.5%	54 109 12 155 115 15	38.0% 12.9% 46.6% 33.8% 2.9% 2.3%	11 4 14 10 1
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0%	108 270 32 286 249 37 46 42	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3%	7 10 1 11 8 1 2	12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3%	20 59 3 40 53 12 16 9	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1%	4 32 2 21 20 5 3 2	16.5% 56.8% 8.4% 50.9% 49.5% 4.2% 7.8% 9.6%	12 40 6 36 35 3 6 7	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9%	3 8 3 10 8 1 2	17.1% 34.4% 3.9% 48.8% 36.4% 4.6% 5.5% 5.9%	54 109 12 155 115 15 17	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6%	11 4 14 10 1 1
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets	15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6%	108 270 32 286 249 37 46 42 51	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3% 6.3%	7 10 1 11 8 1 2	12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8%	20 59 3 40 53 12 16	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3%	4 32 2 21 20 5 3	16.5% 56.8% 8.4% 50.9% 49.5% 4.2% 7.8% 9.6% 13.5%	12 40 6 36 35 3 6	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5%	3 8 3 10 8 1 2	17.1% 34.4% 3.9% 48.8% 36.4% 4.6% 5.5%	54 109 12 155 115 15	38.0% 12.9% 46.6% 33.8% 2.9% 2.3%	11 4 14 10 1 1 1 3
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery	15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0% 7.3%	108 270 32 286 249 37 46 42 51	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3% 6.3%	7 10 1 11 8 1 2 2	12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3% 2.8%	20 59 3 40 53 12 16 9 5	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4%	4 32 2 21 20 5 3 2 1	16.5% 56.8% 8.4% 50.9% 49.5% 4.2% 7.8% 9.6% 13.5%	12 40 6 36 35 3 6 7 10	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9%	3 8 3 10 8 1 2 1 7	17.1% 34.4% 3.9% 48.8% 36.4% 4.6% 5.5% 5.9% 7.4%	54 109 12 155 115 15 17 19 24	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6% 9.3%	11 4 14 10 1 1 1 3
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery Major electrical items	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0% 7.3% 1.0% 16.7%	108 270 32 286 249 37 46 42 51	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3% 6.3%	7 10 1 11 8 1 2 2 2 0 6	12.3% 36.1% 1.8% 24.0% 7.4% 9.8% 5.3% 2.8% 0.6% 21.6%	20 59 3 40 53 12 16 9 5	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4% 6.1% 14.4%	4 32 2 21 20 5 3 2 1	16.5% 56.8% 8.4% 50.9% 49.5% 4.2% 7.8% 9.6% 13.5% 0.0%	12 40 6 36 35 3 6 7 10	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9% 4.3% 27.0%	3 8 3 10 8 1 2 1 7	17.1% 34.4% 3.9% 48.8% 36.4% 5.5% 5.9% 7.4% 0.3% 14.9%	54 109 12 155 115 15 17 19 24	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6% 9.3% 0.0% 10.8%	11 4 14 10 1 1 1 3 0 3
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery Major electrical items Small electrical items	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0% 7.3% 1.0% 16.7% 22.0%	108 270 32 286 249 37 46 42 51 7 117	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3% 6.3% 0.0% 16.5% 18.7%	7 10 1 11 8 1 2 2 2 0 6 7	12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3% 2.8% 0.6% 21.6% 27.2%	20 59 3 40 53 12 16 9 5	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4% 6.1% 14.4% 18.3%	4 32 2 21 20 5 3 2 1 4 9	16.5% 56.8% 8.4% 50.9% 49.5% 4.2% 7.8% 9.6% 13.5% 0.0% 15.9% 21.3%	12 40 6 36 35 3 6 7 10 0 11 15	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9% 4.3% 27.0% 28.2%	3 8 3 10 8 1 2 1 7	17.1% 34.4% 3.9% 48.8% 36.4% 5.5% 5.9% 7.4% 0.3% 14.9% 20.8%	54 109 12 155 115 15 17 19 24 1 47 66	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6% 9.3% 0.0% 10.8% 14.5%	11 4 14 10 1 1 1 3 0 3 4
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery Major electrical items Small electrical items Small household goods	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 7.3% 1.0% 16.7% 22.0% 11.3%	108 270 32 286 249 37 46 42 51 7 117 153 79	20.1% 25.9% 3.0% 30.4% 22.6% 4.1% 6.3% 6.3% 0.0% 16.5% 18.7% 6.6%	7 10 1 11 8 1 2 2 2 0 6 7 2	12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3% 2.8% 0.6% 21.6% 27.2% 13.1%	20 59 3 40 53 12 16 9 5	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4% 6.1% 14.4% 18.3% 14.9%	4 32 2 21 20 5 3 2 1 4 9	16.5% 56.8% 8.4% 50.9% 49.5% 4.2% 7.8% 9.6% 13.5% 0.0% 15.9% 21.3% 12.8%	12 40 6 36 35 3 6 7 10 0 11 15 9	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9% 4.3% 27.0% 28.2% 16.5%	3 8 3 10 8 1 2 1 7	17.1% 34.4% 3.9% 48.8% 36.4% 4.6% 5.5% 7.4% 0.3% 14.9% 20.8% 10.3%	54 109 12 155 115 17 19 24 1 47 66 33	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6% 9.3% 0.0% 10.8% 14.5% 2.9%	11 4 14 10 1 1 1 3 0 3 4
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery Major electrical items Small electrical items Small household goods Sports goods	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0% 7.3% 1.0% 16.7% 22.0% 11.3% 5.8%	108 270 32 286 249 37 46 42 51 7 117 153 79 40	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3% 6.3% 0.0% 16.5% 18.7% 6.6% 6.0%	7 10 1 11 8 1 2 2 2 0 6 7	12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3% 2.8% 0.6% 21.6% 27.2% 13.1% 4.2%	20 59 3 40 53 12 16 9 5	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4% 6.1% 14.4% 18.3% 14.9% 7.3%	4 32 2 21 20 5 3 2 1 4 9	16.5% 56.8% 8.4% 50.9% 49.5% 4.2% 7.8% 9.6% 13.5% 0.0% 15.9% 21.3% 6.9%	12 40 6 36 35 3 6 7 10 0 11 15	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9% 4.3% 27.0% 28.2% 16.5% 4.2%	3 8 3 10 8 1 2 1 7	17.1% 34.4% 3.9% 48.8% 36.4% 4.6% 5.5% 5.9% 7.4% 0.3% 14.9% 20.8% 10.3% 6.4%	54 109 12 155 115 15 17 19 24 1 47 66	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6% 9.3% 0.0% 10.8% 14.5% 2.9% 2.8%	11 4 14 10 1 1 1 3 0 3 4 1 1
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Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery Major electrical items Small electrical items Small household goods Sports goods Toys Other Car / bike parts	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0% 7.3% 1.0% 16.7% 22.0% 11.3% 5.8% 13.3% 0.0% 1.7%	108 270 32 286 249 37 46 42 51 7 117 153 79 40 93 0	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3% 6.3% 0.0% 16.5% 6.6% 6.0% 11.1% 0.0% 3.0%	7 10 1 1 11 8 1 2 2 2 2 0 6 6 7 2 2 4 4 0 1 1	12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3% 2.8% 0.6% 27.2% 13.1% 4.2% 23.6% 0.0% 0.0%	20 59 3 40 53 12 16 9 5 1 36 45 22 7 39 0 0	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4% 6.1% 14.4% 18.3% 14.9% 7.3% 17.5% 0.0% 0.0%	4 32 2 21 20 5 3 2 1 4 9 11 9 4 11 0 0	16.5% 56.8% 8.4% 50.9% 49.5% 4.2% 7.8% 9.6% 13.5% 0.0% 21.3% 12.8% 6.9% 14.9% 0.0% 0.8%	12 40 6 36 35 3 6 7 10 0 11 15 9 5 11 0	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9% 4.3% 27.0% 28.2% 16.5% 4.2% 18.2% 0.0% 0.0%	3 8 3 10 8 1 2 1 7 1 5 5 3 1 1 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	17.1% 34.4% 3.9% 48.8% 36.4% 4.6% 5.5% 5.9% 7.4% 0.3% 14.9% 20.8% 10.3% 6.4% 7.6% 0.0% 3.2%	54 109 12 155 115 17 19 24 1 47 66 33 20 24 0 10	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6% 9.3% 0.0% 14.5% 2.9% 2.8% 4.8% 0.0% 1.0%	11 4 14 10 1 1 1 3 0 3 4 1 1 1 0 0 0
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery Major electrical items Small electrical items Small household goods Sports goods Toys Other Car / bike parts Computer goods	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0% 7.3% 1.0% 16.7% 22.0% 11.3% 5.8% 13.3% 0.0% 1.7% 0.4%	108 270 32 286 249 37 46 42 51 7 717 153 79 40 93 0 12 3	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3% 6.3% 0.0% 16.5% 18.7% 6.6% 6.0% 11.1% 0.0% 3.0% 0.0%	7 10 1 1 1 1 1 2 2 2 2 0 6 6 7 2 2 2 4 4 0 1 0 0 1 0 0 1 0 0 1 0 0 0 0 0 0 0	12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3% 2.8% 0.6% 21.6% 27.2% 4.2% 23.6% 0.0% 0.0%	20 59 3 40 53 11 16 9 5 1 36 45 22 7 39 0 0	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4% 6.1% 14.4% 18.3% 14.9% 7.3% 17.5% 0.0% 0.0% 0.7%	4 32 2 21 20 5 3 2 1 4 9 11 9 4 11 0 0	16.5% 56.8% 8.4% 50.9% 49.5% 4.29 7.8% 9.6% 13.5% 0.0% 21.3% 6.9% 12.8% 6.9% 0.0% 0.8% 0.0%	12 40 6 36 35 3 6 7 10 0 11 15 9 5 11 0 0 1	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9% 4.3% 27.0% 28.2% 4.2% 16.5% 4.2% 18.2% 0.0% 0.0%	3 8 8 3 10 8 1 2 1 7 7 1 5 5 5 3 1 1 3 0 0 0 0 0	17.1% 34.4% 3.9% 48.8% 36.4% 4.6% 5.5% 5.9% 7.4% 0.3% 14.9% 20.8% 10.3% 6.4% 7.6% 0.0% 3.2% 0.7%	54 109 12 155 115 17 19 24 1 47 66 33 20 24 0 10 2	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6% 9.3% 0.0% 14.5% 2.9% 2.8% 4.8% 0.0% 1.0%	11 4 14 10 1 1 1 1 3 0 3 4 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
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Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery Major electrical items Small electrical items Small household goods Sports goods Toys Other Car / bike parts Computer goods Craft / stationary goods E-cigarettes Flowers Gifts Health / beauty products Insurance Pet food / accessories Solar panels Video games (None)	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0% 7.3% 1.0% 16.7% 22.0% 11.3% 5.8% 13.3% 0.0% 1.7% 0.4% 1.4% 0.0% 0.1% 0.2% 3.1% 0.2% 1.8% 0.1% 0.7% 12.4%	108 270 32 286 249 37 46 42 51 7 717 153 79 40 0 12 3 10 0 1 15 22 1 12 12 15 87	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3% 6.3% 0.0% 16.5% 11.1% 0.0% 3.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	7 10 1 11 11 8 1 2 2 2 2 0 66 7 7 2 2 2 4 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	33 12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3% 2.8% 0.6% 27.2% 13.1% 4.2% 23.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.8% 0.0% 0	20 59 3 40 53 11 16 9 5 1 36 45 22 7 7 39 0 0 0 0 7 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4% 6.1% 14.4% 18.3% 17.5% 0.0% 0.7% 1.7% 0.0% 0.0% 0.7% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0	4 32 2 21 20 5 3 2 1 4 9 11 0 0 0 1 0 0 1 1 0 1 1 0 1 1 0 1 0	16.5% 56.8% 8.4% 50.9% 49.5% 4.29% 7.8% 9.6% 13.5% 12.8% 6.9% 12.8% 6.9% 1.6% 0.0% 0.0% 3.5% 1.2% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 8.3%	12 40 6 36 35 3 6 7 10 0 11 15 9 5 5 11 0 0 0 2 1 1 0 0 0 0 0 0 0 0 0 0 0 0	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9% 4.3% 27.0% 28.2% 4.2% 16.5% 4.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	3 8 8 3 10 8 1 2 1 7 7 1 5 5 5 3 1 1 3 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	17.1% 34.4% 3.9% 48.8% 46.6% 5.5% 5.9% 7.4% 0.3% 14.9% 20.8% 10.3% 6.4% 6.4% 0.0% 3.2% 0.7% 1.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	54 109 12 155 115 17 19 24 1 47 66 33 20 24 0 10 2 4 0 0 0 2 16 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6% 9.3% 0.0% 10.8% 14.5% 2.9% 2.8% 4.8% 0.0% 1.0% 0.0% 1.09 0.0% 3.2% 6.2% 0.00% 1.4%	11 4 14 10 1 1 1 1 3 0 3 4 1 1 1 0 0 0 0 0 0 1 2 0 0 0 0 0 0 0 0 0
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery Major electrical items Small electrical items Small household goods Sports goods Toys Other Car / bike parts Computer goods Craft / stationary goods E-cigarettes Flowers Gifts Health / beauty products Insurance Pet food / accessories Solar panels Video games (None) (Same goods as before)	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0% 7.3% 1.0% 16.7% 22.0% 11.3% 5.8% 13.3% 0.0% 1.7% 0.4% 1.4% 0.0% 0.1% 2.2% 3.1% 0.2% 1.8% 0.1% 0.7%	108 270 32 286 249 37 46 42 51 7 117 153 3 10 0 1 1 5 5 87 0	20.1% 25.9% 3.0% 22.6% 2.5% 4.1% 6.3% 6.3% 0.0% 16.5% 18.7% 6.6% 6.0% 11.19 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7 10 1 11 11 1 8 1 2 2 2 2 0 6 6 7 7 2 2 2 4 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	33 12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3% 2.8% 0.6% 27.2% 13.1% 4.2% 23.6% 0.0% 0.0% 0.0% 0.0% 1.8% 0.0% 0	20 59 3 40 40 55 11 36 45 22 7 7 39 0 0 0 0 7 7 3 0 0 0 7 0 0 0 0 0 0 0 0 0	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4% 6.1% 14.4% 18.3% 17.5% 0.0% 0.7% 1.7% 0.0% 0.0% 0.7% 1.0% 1.0% 1.0%	4 32 2 21 20 5 3 2 1 4 9 11 0 0 0 1 1 0 0 1 1 1 0 0 0 0 1 0	16.5% 56.8% 8.4% 50.9% 49.5% 4.29 7.8% 9.6% 13.5% 0.0% 15.9% 21.38% 6.9% 14.9% 0.0% 0.0% 0.0% 3.5% 1.2% 0.0% 0.0% 1.3% 0.0% 0.0%	12 40 6 36 35 3 6 7 10 0 11 15 9 5 11 0 0 0 0 2 1 1 0 0 0 0 0 0 0 0 0 0 0	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9% 4.3% 27.0% 28.2% 16.5% 4.2% 10.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	3 8 8 3 100 8 8 1 2 1 7 7 1 5 5 5 3 3 1 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	17.1% 34.4% 3.9% 48.8% 46.6% 5.5% 5.9% 7.4% 0.3% 14.9% 20.8% 10.3% 6.4% 7.6% 0.0% 3.2% 0.7% 1.3% 0.0% 0.0% 0.8% 5.0% 1.5% 0.0% 0.0%	54 109 12 155 115 17 19 24 147 66 33 20 24 0 10 2 4 0 0 0 0 33 0 0 0 0 0 0 0 0 0 0 0 0 0	38.0% 12.9% 46.6% 33.8% 2.9% 2.33% 4.6% 9.3% 0.0% 10.8% 14.5% 2.9% 2.8% 4.8% 0.0% 1.0% 0.0% 1.0% 0.0% 5.2% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 0	11 4 14 10 1 1 1 1 3 0 3 4 1 1 1 0 0 0 0 0 0 1 2 0 0 0 0 0 0 0 0 0
Food Clothes Banking / finance Books CDs, DVDs, music DIY goods Furniture / carpets Garden items Holiday and / or travel tickets Jewellery Major electrical items Small electrical items Small household goods Sports goods Toys Other Car / bike parts Computer goods Craft / stationary goods E-cigarettes Flowers Gifts Health / beauty products Insurance Pet food / accessories Solar panels Video games (None)	of electronic 15.4% 38.7% 4.6% 41.0% 35.7% 5.3% 6.6% 6.0% 7.3% 1.0% 16.7% 22.0% 11.3% 5.8% 13.3% 0.0% 1.7% 0.4% 1.4% 0.0% 0.1% 0.2% 3.1% 0.2% 1.8% 0.1% 0.7% 12.4%	108 270 32 286 249 37 46 42 51 7 717 153 79 40 0 12 3 10 0 1 15 22 1 12 12 15 87	20.1% 25.9% 3.0% 30.4% 22.6% 2.5% 4.1% 6.3% 6.3% 0.0% 16.5% 11.1% 0.0% 3.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	7 10 1 11 11 8 1 2 2 2 2 0 66 7 7 2 2 2 4 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	33 12.3% 36.1% 1.8% 24.0% 32.3% 7.4% 9.8% 5.3% 2.8% 0.6% 27.2% 13.1% 4.2% 23.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.8% 0.0% 0	20 59 3 40 53 11 16 9 5 1 36 45 22 7 7 39 0 0 0 0 7 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0	7.0% 52.7% 4.1% 34.8% 32.1% 7.8% 5.3% 4.1% 2.4% 6.1% 14.4% 18.3% 17.5% 0.0% 0.7% 1.7% 0.0% 0.0% 0.7% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0	4 32 2 21 20 5 3 2 1 4 9 11 0 0 0 1 0 0 1 1 0 1 1 0 1 1 0 1 0	16.5% 56.8% 8.4% 50.9% 49.5% 4.29% 7.8% 9.6% 13.5% 12.8% 6.9% 12.8% 6.9% 1.6% 0.0% 0.0% 3.5% 1.2% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 8.3%	12 40 6 36 35 3 6 7 10 0 11 15 9 5 5 11 0 0 0 2 1 1 0 0 0 0 0 0 0 0 0 0 0 0	18.4% 47.0% 19.3% 54.9% 42.3% 6.0% 8.5% 7.9% 37.9% 4.3% 27.0% 28.2% 4.2% 16.5% 4.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	3 8 8 3 10 8 1 2 1 7 7 1 5 5 5 3 1 1 3 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	17.1% 34.4% 3.9% 48.8% 46.6% 5.5% 5.9% 7.4% 0.3% 14.9% 20.8% 10.3% 6.4% 6.4% 0.0% 3.2% 0.7% 1.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	54 109 12 155 115 17 19 24 1 47 66 33 20 24 0 10 2 4 0 0 0 2 16 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	38.0% 12.9% 46.6% 33.8% 2.9% 2.3% 4.6% 9.3% 0.0% 10.8% 14.5% 2.9% 2.8% 4.8% 0.0% 1.0% 0.0% 1.09 0.0% 3.2% 6.2% 0.00% 1.4%	11 4 14 10 1 1 1 1 3 0 3 4 1 1 1 0 0 0 0 0 0 1 2 0 0 0 0 0 0 0 0 0

Weighted: for WYG

	Total		Zone 1	L	Zone 2	2	Zone 3		Zone 4	4	Zone 5	5	Zone	6	Zone 7	
Q36 Now thinking abo	ut the Tenc	dring	district.	Are t	here an	y new	retailers	tha	t you wo	uld li	ike to se	e in T	endrinç	g? [MF	R]	
Aldi	1.6%	16	12.7%	8	0.0%	0	1.3%	1	5.5%	6	0.0%	0	0.0%	0	1.6%	1
Aldo Shoes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Ann Harvey clothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Asda B&M	4.5% 0.0%	45 0	8.8% 0.0%	6	14.3% 0.0%	31	2.0% 0.5%	2	5.2% 0.0%	6 0	0.0% 0.0%	0	0.2% 0.0%	1 0	0.9% 0.0%	0
B&Q	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Barclays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bella Italia	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6	0.0%	0
BHS	1.1%	11	0.9%	1	4.1%	9	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Body Shop	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche Boots	0.5% 0.1%	5 1	0.6% 0.0%	0	0.0% 0.0%	0	4.2% 0.0%	4	0.4% 0.0%	0	0.0% 0.0%	0	0.2% 0.2%	1 1	0.0% 0.0%	0
Burger King	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Card Factory	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clarks	0.2%	2	2.7%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa Cotswold Outdoor	0.2%	2	0.0%	0	0.4%	1	1.4%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.1% 3.5%	1 35	0.0% 0.0%	0	0.0% 8.9%	0 19	0.0% 7.0%	0 6	0.0% 4.6%	0 5	4.8% 0.6%	1	0.0% 1.0%	0 5	0.0% 0.0%	0
DFS	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	ő	0.0%	ő	0.0%	0	0.0%	Ö
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Edinburgh Woollen Mill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Evans clothing	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	0	0.2%	1	0.0%	0
Farmfoods Fat Face	0.1% 0.1%	1 1	0.0% 0.9%	0	0.2% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Fenwick	0.1%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0
Frankie and Bennys	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gap	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
H&M	0.2%	2	0.0%	0	0.4%	1	1.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
HMV Hobbycraft	0.3% 0.3%	3	0.0% 0.0%	0	1.4% 0.0%	3	0.0% 0.0%	0	0.0% 3.2%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Hollister	0.3%	4	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Home Bargains	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Fraser	1.5%	15	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.8%	0	2.8%	13	0.0%	0
Ikea	1.1%	12	0.0%	0	2.0%	4	1.7%	1	0.4%	0	2.6%	1	0.9%	4	0.9%	0
John Lewis KFC	7.7% 0.1%	77 1	0.0% 0.0%	0	2.5% 0.0%	5	7.0% 0.0%	6 0	4.7% 0.5%	5 1	16.9% 0.0%	4	11.7% 0.0%	54 0	6.4% 0.0%	3
Krispy Kreme	0.1%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kurt Geiger	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	Ö
Lakeland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	2	0.0%	0
Lidl	1.9%	19	6.6%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	2.1%	10	1.6%	1
Mango clothing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Marks & Spencer Matalan	2.2% 1.9%	22 19	6.2% 0.9%	4	2.0%	4 17	8.1% 0.5%	7 0	3.8% 0.5%	4 1	0.6%	0	0.7% 0.0%	3	0.0% 0.0%	0
McDonalds	0.9%	9	0.9%	1	8.0% 0.0%	0	10.5%	9	0.5%	0	0.0% 0.0%	0	0.0%	0	0.0%	0
Morrisons	1.6%	16	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.0%	14	0.7%	0
Mothercare	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Nandos	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Natwest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
New Look	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Next Nike	1.4% 0.1%	14 1	0.0% 0.0%	0	0.0% 0.7%	0 1	13.1% 0.0%	11 0	1.4% 0.0%	2	0.8% 0.0%	0	0.2% 0.0%	1 0	0.0% 0.0%	0
Oasis Clothing	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pizza Hut	0.0%	0	0.0%	0	0.0%	0	0.5%	ő	0.0%	ő	0.0%	Ő	0.0%	0	0.0%	Ö
Post Office	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Poundland	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Pret a Manger	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Primark River Island	17.7% 0.7%	177 7	12.5% 0.0%	8	38.2% 2.7%	83 6	14.4% 0.8%	12 1	12.0% 0.0%	13	10.6% 0.0%	3	12.0% 0.0%	55 0	8.8% 0.0%	4 0
Sainsbury's	1.1%	11	8.7%	6	0.0%	0	1.5%	1	2.2%	2	2.2%	1	0.0%	2	0.0%	0
Screwfix	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Shoe Zone	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
			0.00/	0	$\Omega \Omega \Omega /$	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specsavers	0.0%	0	0.0%		0.0%											~
Specsavers Starbucks	0.2%	2	1.7%	1	0.4%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Specsavers																0 1 0

Weighted:

weighteu.							O1 11	I	•								May 201
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Topman	0.7%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Topshop	0.5%	5	0.0%	0	2.0%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
Toys R Us	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose	1.8%	18	11.2%	7	1.6%	4	0.8%	1	2.5%	3	1.3%	0	0.8%	4	0.7%	0	
Wallis	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waterstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Wetherspoons	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
Wilko	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	
Woolworths	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yours Clothing	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zara	0.8%	8	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.6%	0	1.2%	5	0.0%	0	
General shops - Bakers	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
General shops - Book stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
General shops - Butchers	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
General shops - Chemists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
General shops - Childrens clothes stores	0.8%	8	1.7%	1	2.7%	6	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
General shops - China and Glassware stores	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
General shops - Cinema General shops - Clothes stores	0.3% 1.6%	3 16	1.5% 0.6%	1 0	0.4% 4.4%	1 10	1.2% 2.6%	1 2	0.0% 0.4%	0	0.0% 0.0%	0	0.0% 0.6%	0	0.0% 1.5%	0	
General shops - Delicatessen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
General shops - Department stores General shops - DIY /	0.7%	7	3.5% 1.1%	2	0.0%	3	0.0%	0	0.0%	0	0.0% 2.1%	0	0.2%	1 2	0.7%	0	
Hardware stores General shops - Electrical	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	
applicances stores General shops - Food stores	0.3%	3	2.1%	1	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
General shops - Furniture stores	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
General shops - Greengrocers	0.1%	1	0.0%	0	0.0%	0	0.5%	0		0	0.8%	0	0.0%	0	0.0%	0	
General shops - Independent stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	
General shops - Mens clothes stores General shops - Mobility	0.4%	4	0.6%	0	0.9%	0	1.4%	1	0.0%	0		0	0.0%	0	0.0%	0	
shops for elderly / disabled General shops - Restaurants	0.1%	2	0.0%	0	0.4%	1	1.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	
General shops - Restaurants General shops - Shoe shops	0.6%	6	0.0%	0	0.4%	1	0.5%	0	0.4%	0	1.3%	0	0.0%	4	0.0%	0	
General shops - Sports wear stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
General shops - Teenage clothes stores	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
General shops - Toy stores General shops - Womens	0.1% 0.7%	1 7	0.9% 0.6%	1 0	0.0% 2.7%	0 6	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.2%	0 1	0.0% 0.0%	0	
clothes stores																	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Don't know	9.8%	98	7.8%	5	0.5%	1	6.4%	5	6.0%	6	10.2%	3	14.8%	68	21.1%	9	
No retailers needed	42.8%	429	31.9%	20	26.0%	56	37.5%	32	43.8%	47	44.1%	11	51.6%	237	55.4%	24	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
GEN Gender of responde	ent.																
Male	32.8%	329	25.7%	16		89		27			31.9%	8	32.4%	149	30.1%	13	
Female	67.2%	674	74.3%	47	58.9%	128	68.5%	58	75.6%	82	68.1%	18	67.6%	311	69.9%	31	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
1																	

Weighten.						-	01 11	10	•								141
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
AGE Could I ask, how old	d are yo	u?															
18 – 24 years	4.8%	48	3.5%	2	8.0%	17	5.7%	5	8.3%	9	6.2%	2	2.6%	12	3.6%	2	
25 – 34 years	13.2%	133	5.4%	3	26.8%	58	17.6%	15	12.8%	14	14.4%	4	7.9%	36	5.5%	2	
35 – 44 years	15.7%	157	21.0%	13	21.4%	46	18.6%	16	19.7%	21	9.4%	2	12.1%	56	5.4%	2	
45 – 54 years	15.8%	159	11.1%	7	20.9%	45	18.2%	15	20.8%	23	12.4%	3	12.9%	59	14.2%	6	
55 – 64 years	18.2%	183	17.7%	11	7.9%	17	16.9%	14	15.8%	17	23.7%	6	22.7%	104	28.6%	13	
65+ years	29.4%	295	37.9%	24	14.0%	30	22.1%	19	21.3%	23	29.8%	8	37.8%	174	39.3%	17	
(Refused)	2.8%	28	3.4%	2	0.9%	2	0.9%	1	1.3%	1	4.0%	1	4.1%	19	3.5%	2	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
ADU How many adults, in	ncludin	g your	self, live	e in yo	our hous	sehol	d (16 ye	ars ar	nd abov	e)?							
One	19.2%	193	22.4%	14	20.2%	44	15.9%	13	16.2%	17	25.3%	7	19.6%	90	17.0%	7	
Two	52.2%	524	59.1%	37		106	54.5%	46	49.2%	53	54.6%	14	52.2%	240	59.7%	26	
Three	15.5%	156	9.0%	6	15.0%	32	13.2%	11	19.9%	22	11.0%	3	16.4%	75	15.1%	7	
Four or more	9.0%	90	6.5%	4	10.0%	22	12.0%	10	10.9%	12	9.0%	2	8.2%	38	5.9%	3	
(Refused)	4.0%	40	2.9%	2	5.8%	13	4.4%	4	3.8%	4	0.0%	0	3.6%	17	2.3%	1	
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
CHI How many children	aged u	nder 1	6 years	old a	re there	living	j in you	r hous	sehold?								
None	69.0%	692	65.4%	41	49.3%	107	55.7%	47	73.0%	79	72.1%	19	79.0%	363	81.7%	36	
One	10.8%	109	8.7%	5	21.1%	46	17.2%	15	9.0%	10	10.4%	3	5.3%	25	13.2%	6	
Two	14.0%	141	19.5%	12		46	16.1%	14	12.6%	14	17.5%	5	10.9%	50	1.8%	1	
Three	1.6%	16	3.5%	2	4.1%	9	2.9%	2	1.0%	1	0.0%	0	0.3%	2	0.0%	0	
Four or more	0.9%	9	0.0%	0	0.7%	1	2.9%	2	0.5%	1	0.0%	0	0.9%	4	0.9%	0	
(Refused)	3.6%	36	2.9%	2	3.7%	8	5.2%	4	3.8%	4	0.0%	0	3.6%	17	2.3%	1	
Weighted base:		1003		63		217		84		108		26		460		44	
Sample:		1002		100		183		100		141		100		276		102	
CAR How many cars doe	s your l	house	hold ow	n or l	nave the	use	of?										
None	9.5%	95	15.7%	10		28	10.6%	9	3.4%	4	12.6%	3	8.6%	40	3.9%	2	
One	39.1%	392	41.6%	26	35.9%	78	43.5%	37	25.9%	28	42.5%	11	42.2%	194	41.1%	18	
Two Three or more	34.0% 12.8%	340 129	34.7% 5.7%	22 4	34.1% 11.0%	74 24	27.7% 13.0%	23 11	50.9% 15.6%	55 17	32.8% 11.5%	9	30.6% 13.9%	141 64	37.8% 14.8%	17 7	
(Refused)	4.6%	46	2.3%	1	6.0%	13	5.2%	4	4.2%	5	0.6%	0	4.6%	21	2.3%	1	
	4.070		2.370		0.070		3.270		4.270		0.070		4.070		2.370		
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102	
OCC What is the occupat	tion of t	he ma	in incor	ne ea	rner in t	he ho	useholo	1?									
Occupation / job description (PLEASE WRITE IN)	54.3%	545	46.9%	30	69.1%	150	50.6%	43	70.2%	76	61.3%	16	45.3%	208	51.1%	23	
Retired - has a private pension (PLEASE WRITE	21.3%	213	22.9%	14	11.0%	24	18.2%	15	13.8%	15	21.0%	5	27.3%	125	31.6%	14	
IN PREVIOUS OCCUPATION)																	
Retired - ONLY has a	9.2%	92	13.2%	8	6.0%	13	8.8%	7	7.3%	8	9.6%	2	10.7%	49	8.7%	4	
BASIC STATE PENSION (Does not have ANY	7.270)2	13.270	o	0.070	13	0.070	,	7.570	o	2.070	2	10.770	47	0.770	7	
private pensions)														_			
Unemployed / on benefits / disabled / long-term sick	2.8%	28	3.0%	2	7.2%	16	3.6%	3	1.6%	2	1.3%	0	1.2%	6	0.0%	0	
(Refused)	12.4%	124	14.1%	9	6.6%	14	18.8%	16	7.1%	8	6.9%	2	15.6%	72	8.6%	4	
Weighted base:		1003		63		217		84		108		26		460		44	
Sample:		1002		100		183		100		141		100		276		102	
EMP Is the chief wage ea Those who are employe			ne or pa	rt-tim	e emplo	ymer	nt?										
Full-time	81.9%	446	83.1%	25	80.0%	120	92.2%	39	88.4%	67	76.0%	12	80.0%	167	74.1%	17	
Part-time	15.6%	85	16.9%	5	18.9%	28	7.8%	3	11.6%	9	20.9%	3	14.4%	30	25.9%	6	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Currently on sabbatical	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	
(Refused)	2.5%	13	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.9%	0	5.6%	12	0.0%	0	
Weighted base:		545		30		150		43		76		16		208		23	
Sample:		430		34		103		43		78		44		90		38	
r · · ·		.50		٠.		- 30				. 0							

Weighteu.							01 11									
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	. 7
HOM Do you own your	r own hom	e?														
Yes	77.6%	778	73.5%	46	67.4%	146	77.1%	65	76.5%	83	82.0%	21	82.7%	381	80.8%	36
No	16.8%	169	22.9%	14	27.2%	59	17.2%	15	17.9%	19	16.0%	4	11.2%	51	13.3%	6
(Refused)	5.6%	56	3.6%	2	5.4%	12	5.7%	5	5.6%	6	2.0%	1	6.1%	28	5.9%	3
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102
ETH To ensure we get	t a represe	ntativ	e sampl	e can	I please	e ask	what yo	u con	sider y	our et	hnicity t	to be?	,			
White	92.4%	926	95.3%	60	95.7%	208	89.9%	76	95.8%	104	96.4%	25	89.4%	411	96.5%	43
Indian	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi Other Asian	0.0% 0.5%	0 5	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.1%	0 5	0.0% 0.0%	0 0
Black Caribbean	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	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	0.0%	0
Other Black	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	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	0.0%	0
Mixed Race	0.8%	8	1.7%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	0	1.2%	6	0.0%	0
Other Ethnic Group (Refused)	0.0% 5.7%	0 57	0.0% 2.9%	0 2	0.0% 4.0%	0 9	0.0% 10.1%	0 9	0.0% 4.2%	0 5	0.0% 3.0%	0 1	0.0% 6.7%	0 31	0.0% 3.5%	0 2
Weighted base: Sample:		1003 1002		63 100		217 183		84 100		108 141		26 100		460 276		44 102
PC Postcode Sector																
CO1 1	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	27	0.0%	0
CO1 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9	0.0%	0
CO111	2.2%	22	0.0%	0	0.0%	0	0.0%	0	20.8%	22	0.0%	0	0.0%	0	0.0%	0
CO112	3.2%	32	0.0%	0	0.0%	0	0.0%	0	29.3%	32	0.0%	0	0.0%	0	0.0%	0
CO123 CO124	2.5% 3.6%	25 36	0.0%	0	0.0%	0	29.5% 42.5%	25 36	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
CO124 CO125	2.0%	20	0.0%	0	0.0%	0	24.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO130	3.2%	32	50.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö
CO139	1.1%	11	17.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO148	2.0%	20	32.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO151 CO152	1.6% 1.3%	16 13	0.0% 0.0%	0	7.2% 5.9%	16 13	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
CO152 CO153	3.5%	35	0.0%	0	16.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO154	2.3%	23	0.0%	0	10.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö
CO155	1.5%	15	0.0%	0	6.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO156	3.6%	36	0.0%	0	16.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO167	0.3%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0 0
CO167 CO168	1.8% 3.9%	18 39	0.0% 0.0%	0	8.4% 17.9%	18 39	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
CO169	2.3%	23	0.0%	0	10.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO2 7	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	13	0.0%	0
CO2 8	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	41	0.0%	0
CO2 9	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	10	0.0%	0
CO3 0 CO3 3	3.3% 3.6%	33 36	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	7.3% 7.8%	33 36	0.0%	0 0
CO3 4	3.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	32	0.0%	0
CO3 9	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	21	0.0%	0
CO4 0	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	30	0.0%	0
CO4 3	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	37	0.0%	0
CO4 5	6.6%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	66	0.0%	0
CO4 9 CO6 3	2.8% 4.2%	28 42	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	6.1% 9.1%	28 42	0.0% 0.0%	0 0
CO6 4	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	35	0.0%	0
CO7 0	2.1%	21	0.0%	0	0.0%	0	0.0%	0	19.4%	21	0.0%	0	0.0%	0	0.0%	0
CO7 6	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.4%	18
CO7 7	1.8%	18	0.0%	0	0.0%	0	0.0%	0	16.9%	18	0.0%	0	0.0%	0	0.0%	0
CO7.8	1.5%	15	0.0%	0	0.0%	0	0.0%	0	13.6%	15	0.0%	0	0.0%	0	0.0%	0
CO7 9 IP9 2	2.6% 2.6%	26 26	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	100.0% 0.0%	26 0	0.0% 0.0%	0	0.0% 59.6%	0 26
Weighted base:	2.070	1003	5.576		3.070	217	3.070		3.070	108	5.570		3.070		27.070	44
Weighted base: Sample:		1003		63 100		183		84 100		108		26 100		460 276		44 102
Sampio.		1002		100		103		100		171		100		270		102

By Zone
Weighted:

Tendring Household Survey for WYG

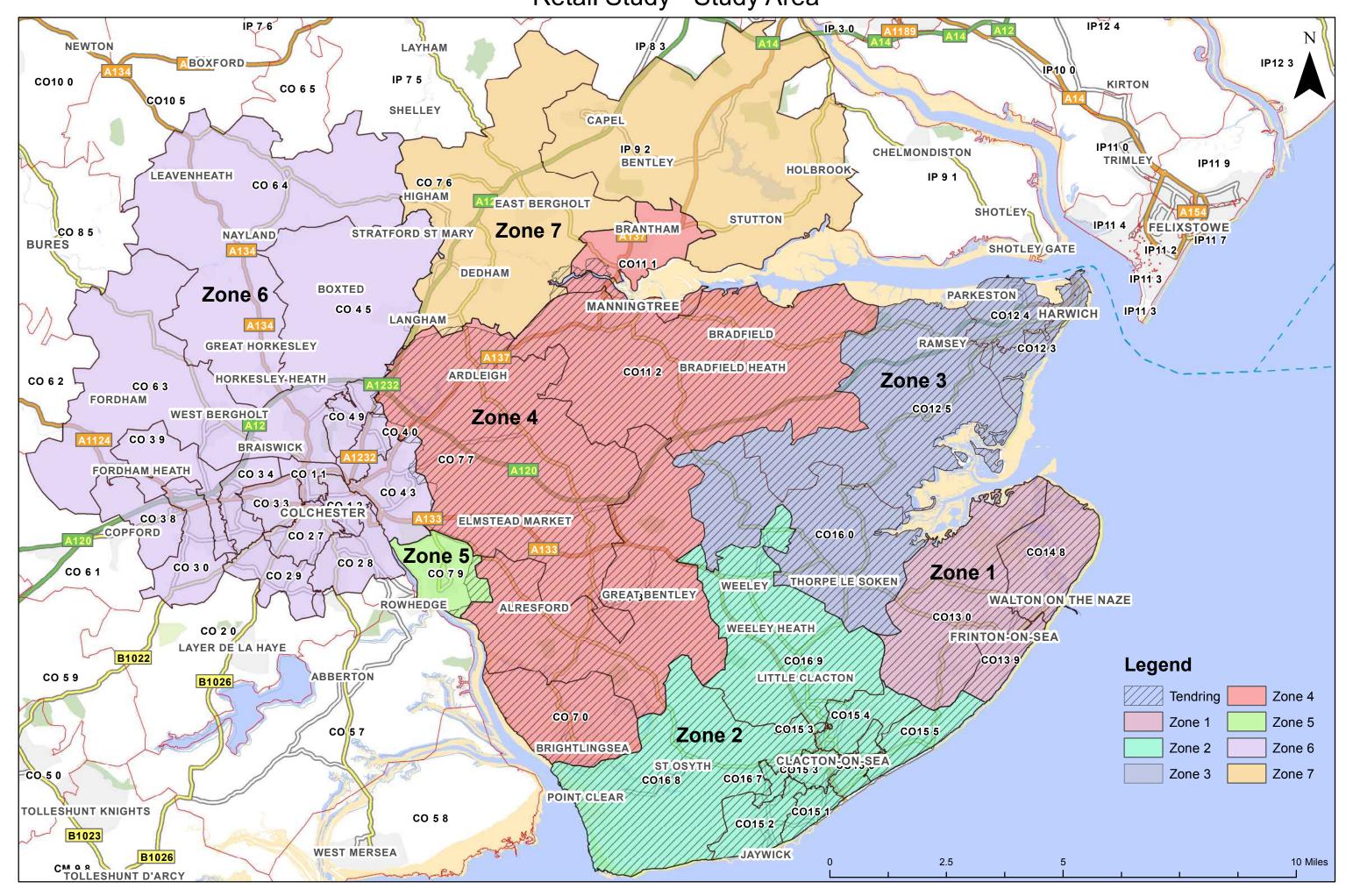
Page 57 May 2015

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
ZON Zone																
Zone 1	6.3%	63	100.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	21.6%	217	0.0%	0	100.0%	217	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.4%	84	0.0%	0	0.0%	0	100.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.8%	108	0.0%	0	0.0%	0	0.0%	0	100.0%	108	0.0%	0	0.0%	0	0.0%	0
Zone 5	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	26	0.0%	0	0.0%	0
Zone 6	45.9%	460	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	460	0.0%	0
Zone 7	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	44
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102



Appendix B – Map of Study Area and Zones

Tendring District Council Retail Study - Study Area





Appendix C – GOAD Plans

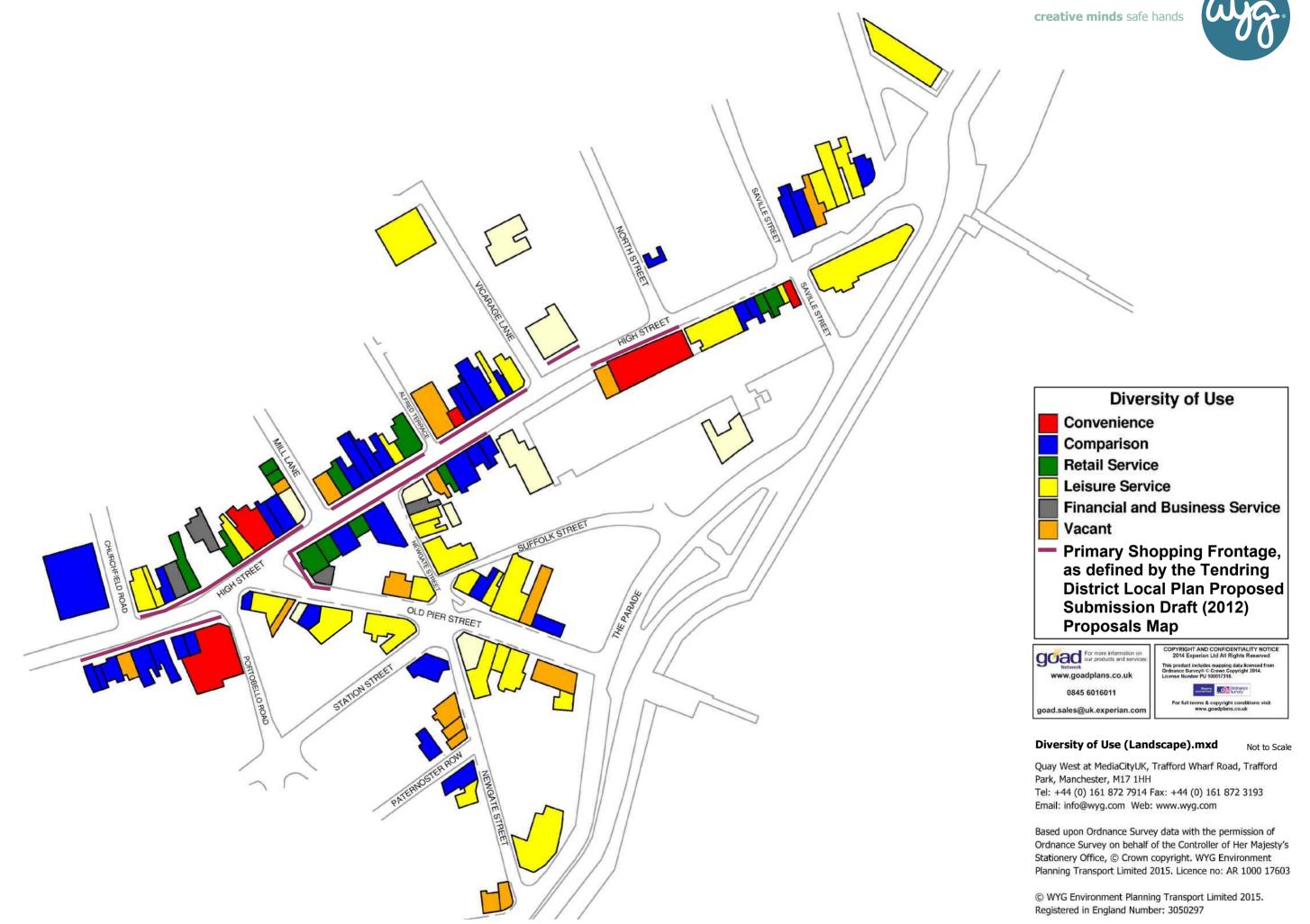
Clacton-on-Sea - May 2015 **creative minds** safe hands ALEXANDRA ROAD ROSEMARY ROAD WEST ROSEMARY ROAD WEST AVENUE **Diversity of Use** Convenience MARINE PARADE EAST Comparison **Retail Service** Leisure Service **Financial and Business Service** Clacton - Diversity of Use.mxd Vacant Not to Scale Primary Shopping Frontage, Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH as defined by the Tendring Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193 **District Local Plan Proposed** Email: info@wyg.com Web: www.wyg.com **Submission Draft (2012) Proposals Map** Based upon Ordnance Survey data with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's goad For more information on our products and service Stationery Office, © Crown copyright. WYG Environment Planning Transport Limited 2015. Licence no: AR 1000 17603 This product includes mapping data licensed from Ordnance Survey® © Crown Copyright 2014. License Number PU 100017316. www.goadplans.co.uk © WYG Environment Planning Transport Limited 2015. Ordnance Survey 0845 6016011 Registered in England Number: 3050297 For full terms & copyright condition www.goadplans.co.uk goad.sales@uk.experian.com

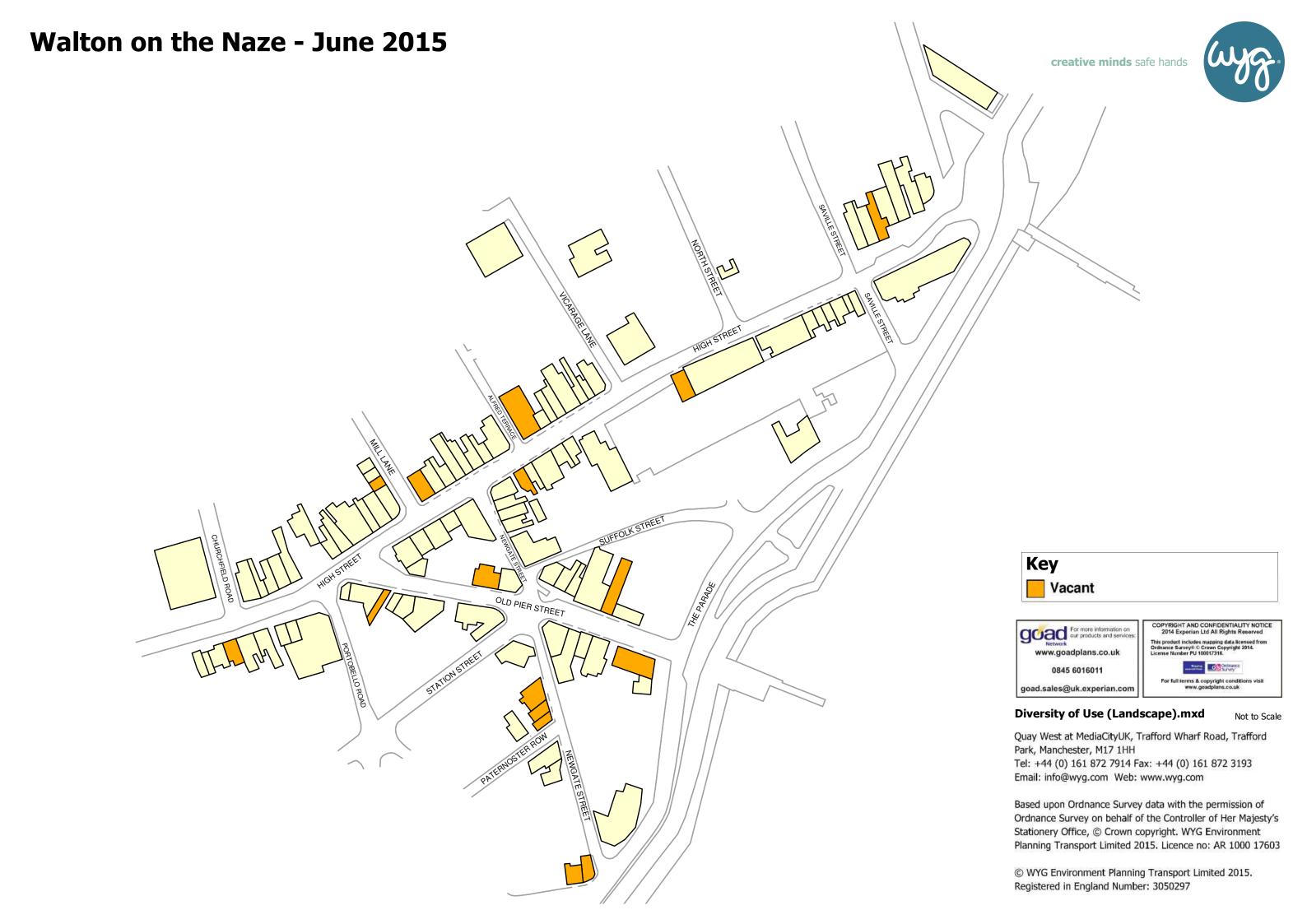
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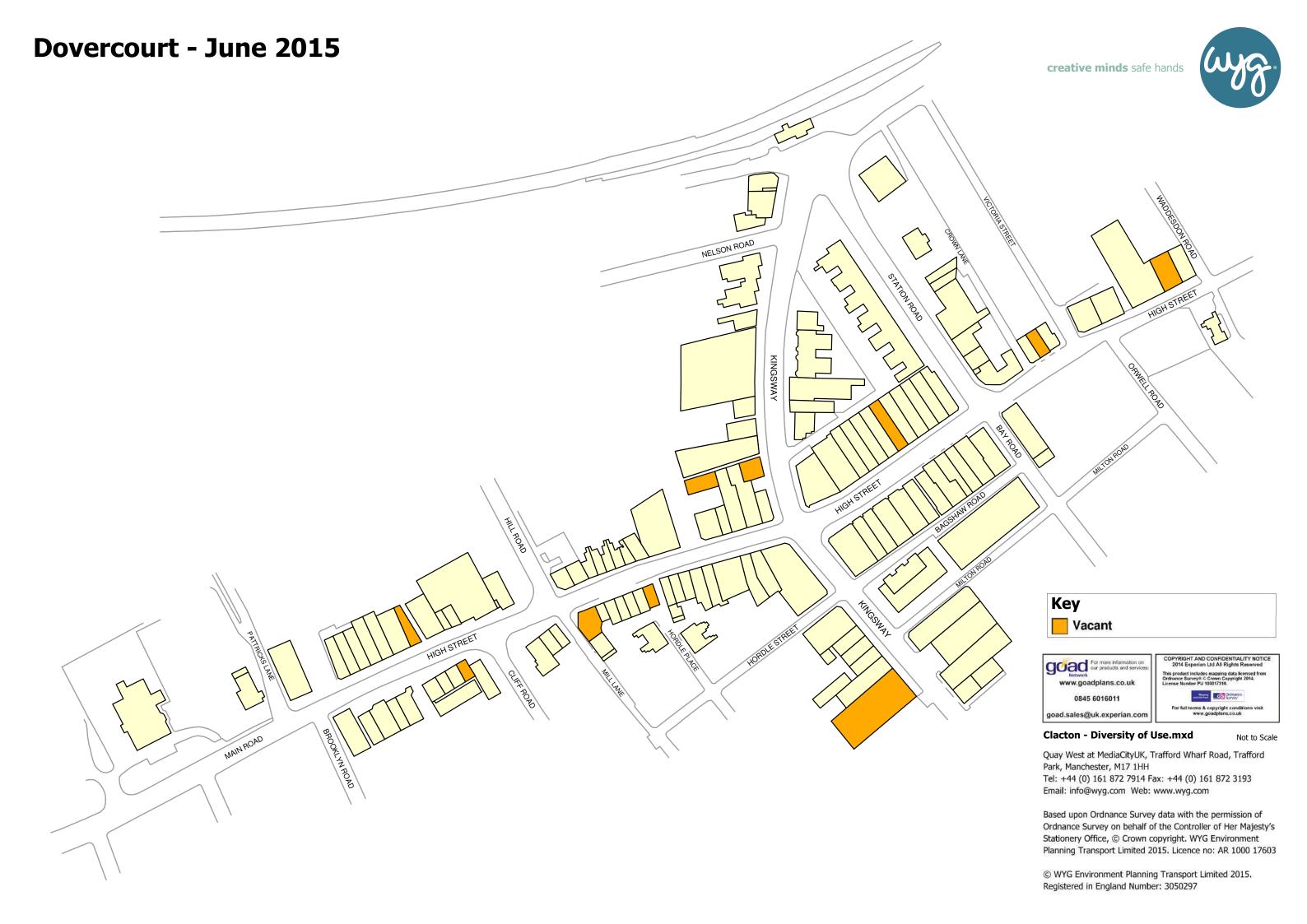
Walton on the Naze - June 2015





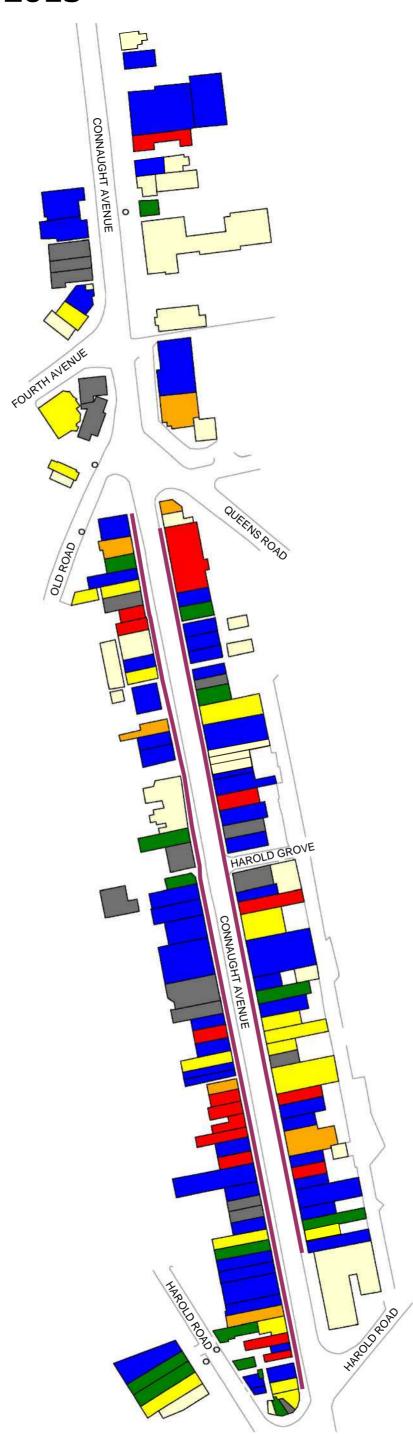
Dovercourt - June 2015





Frinton-on-Sea May 2015











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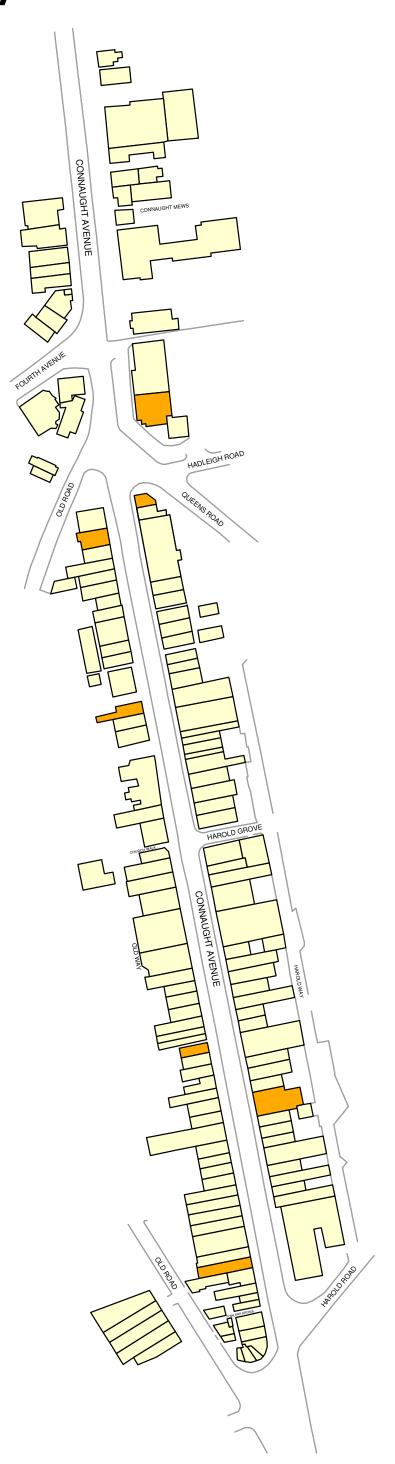
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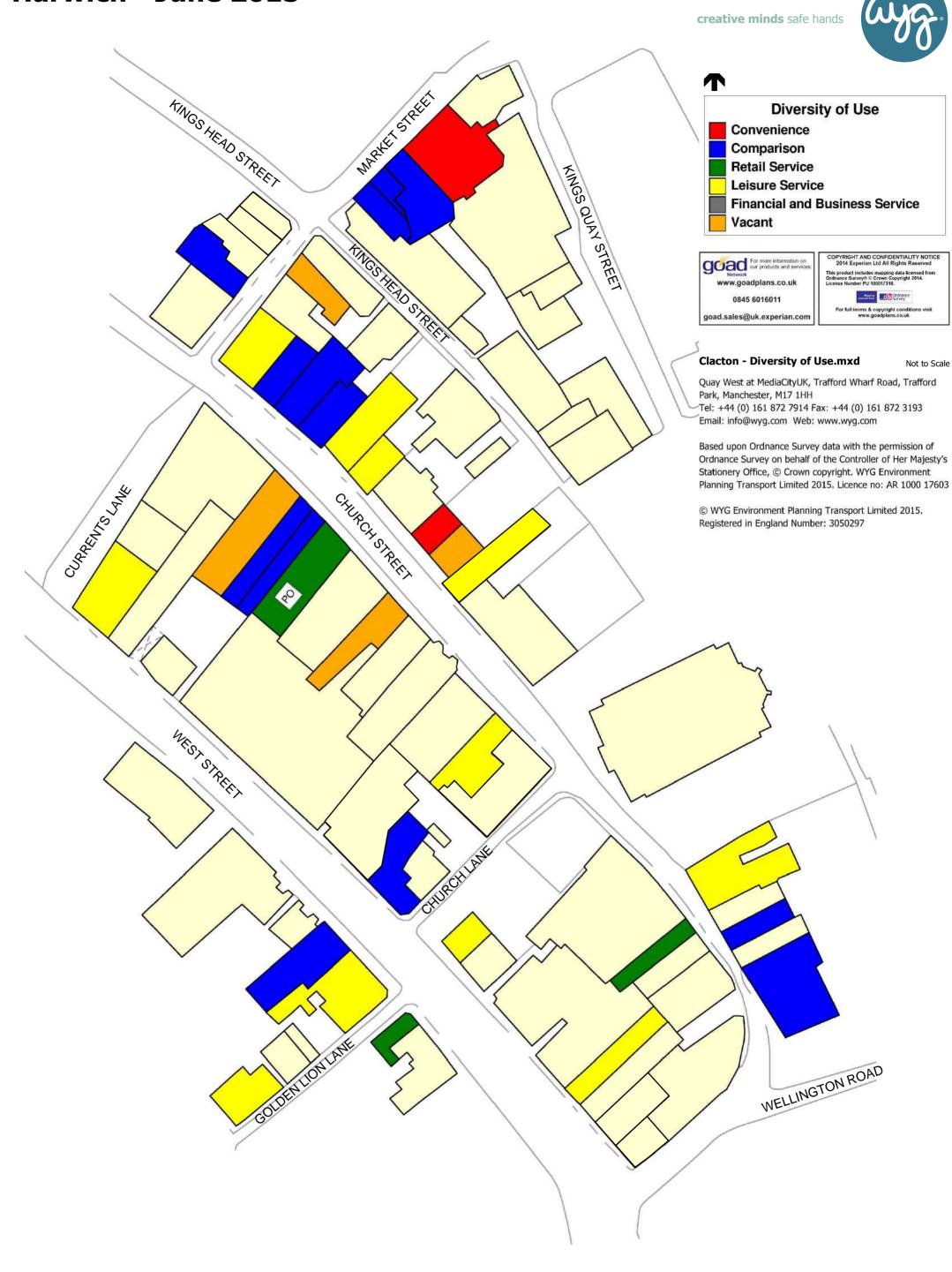
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Harwich - June 2015



Harwich - June 2015

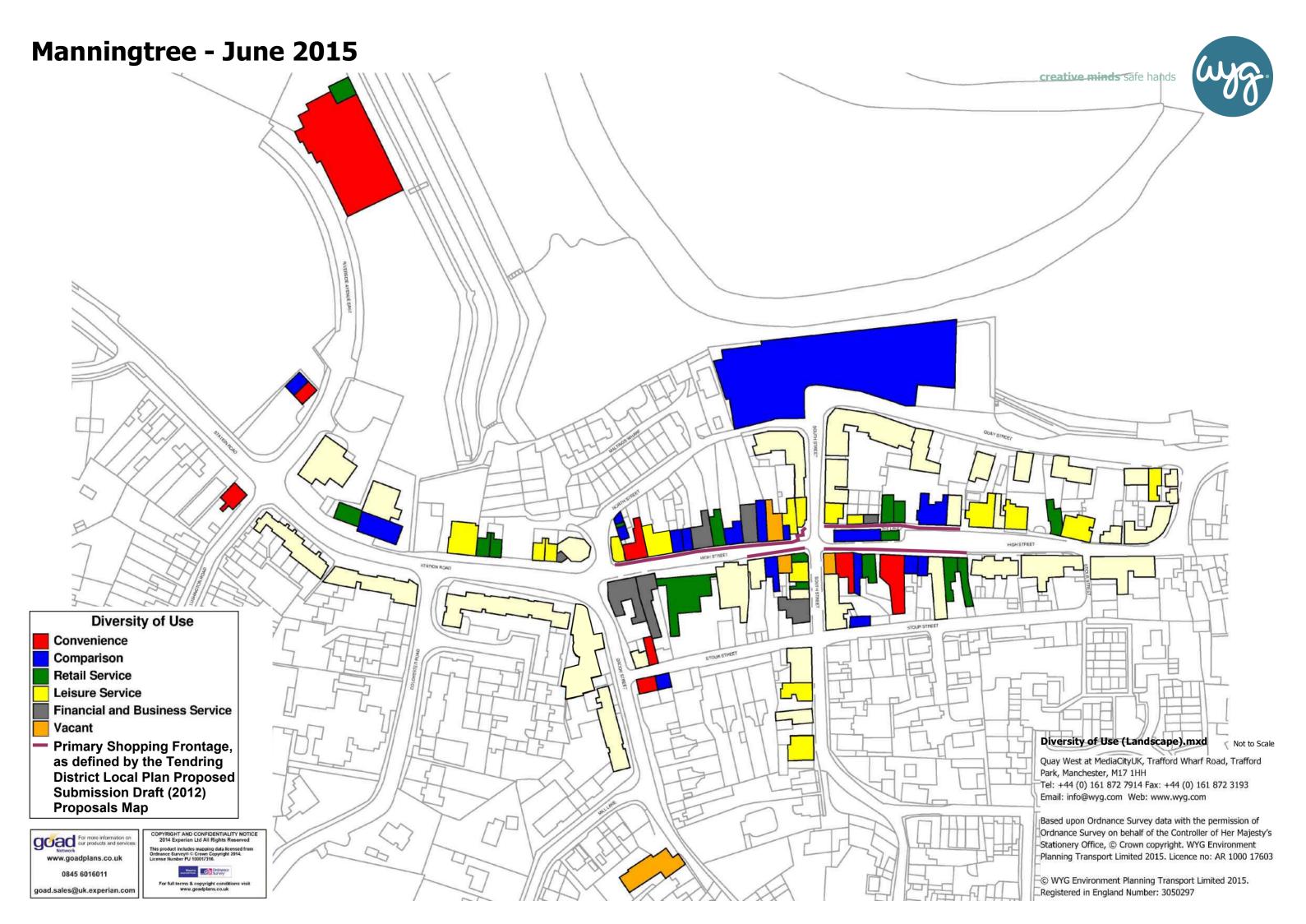
goad.sales@uk.experian.com

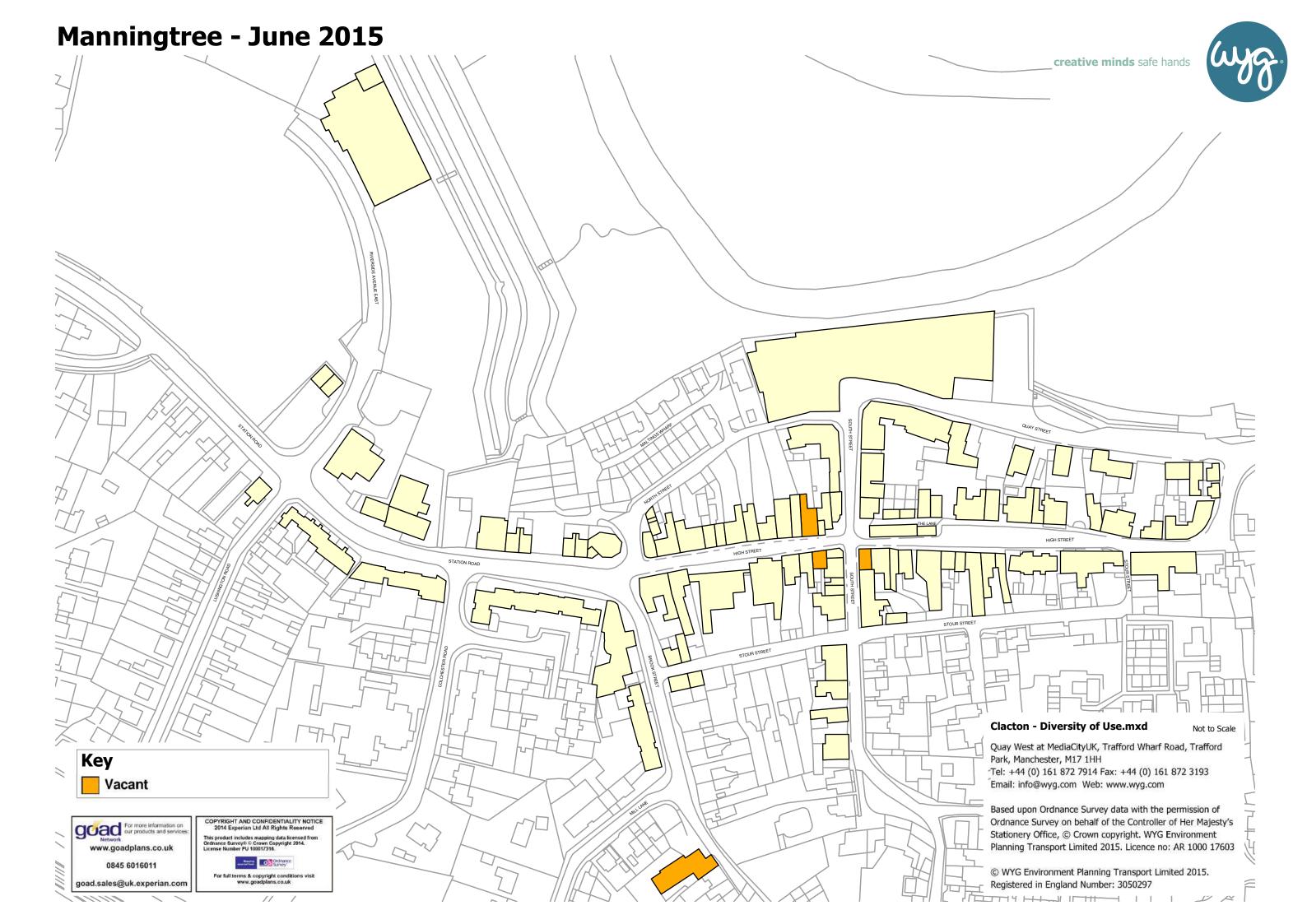


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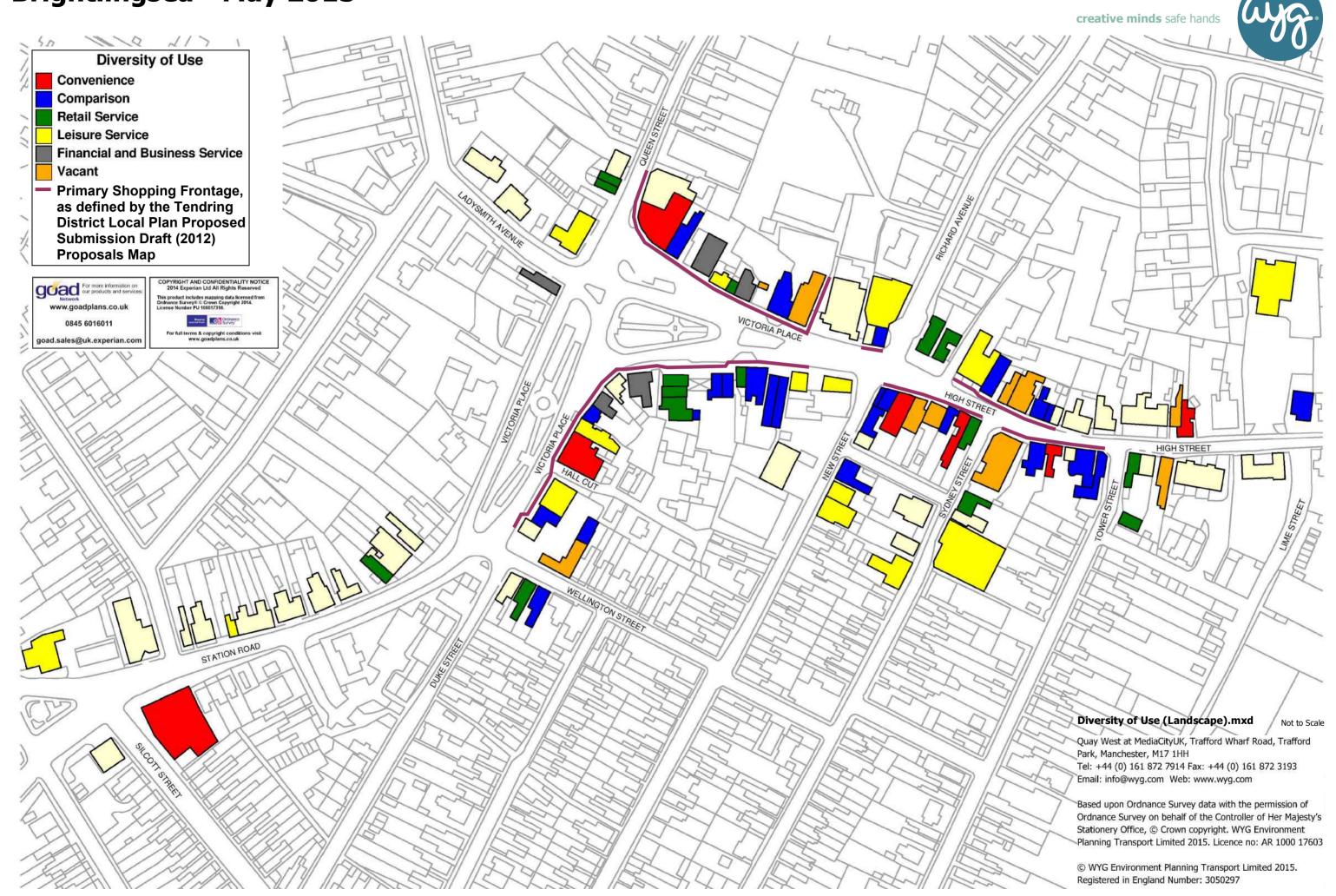
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Appendix D – Quantitative Capacity Assessment

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APPENDIX D

WYG Planning

Tendring Retail Capacity Study

Table 1: Population and Convenience Goods expenditure per capita

Zone		Popu	lation				expenditure ence (£)	1
Zone	2015	2020	2025	2032	2015	2020	2025	2032
1	19,658	20,457	21,288	22,354	2,129	2,144	2,155	2,170
2	66,576	69,282	72,098	75,706	2,011	2,025	2,035	2,049
3	25,526	26,564	27,643	29,026	2,054	2,069	2,079	2,094
4	32,911	34,249	35,641	37,424	2,239	2,255	2,266	2,282
TDC total								
(zone s1-4)	144,671	150,551	156,670	164,510				
5	8,009	8,448	8,806	9,250	2,103	2,118	2,129	2,144
6	142,526	149,994	156,803	165,426	1,990	2,004	2,014	2,028
7	13,530	13,802	14,058	14,451	2,321	2,337	2,349	2,366
Total	308,736	322,795	336,337	353,637				

Notes:

- a. Zones based on the following postcode sectors
- 1 CO13 0, CO13 9 and CO14 8
- 2 CO15 1, CO15 2, CO15 3, CO15 4, CO15 5, CO15 6, CO16 7, CO16 8 and CO16 9
- 3 CO12 3, CO12 4, CO12 5 and CO16 0
- 4 CO11 1, CO11 2, CO7 0, CO7 7 and CO7 8
- 5 CO7 9
- $6 CO1\ 1,\ CO1\ 2,\ CO2\ 7,\ CO2\ 8,\ CO2\ 9,\ CO3\ 0,\ CO3\ 3,\ CO3\ 4,\ CO3\ 8,\ CO3\ 9,\ CO4\ 0,\ CO4\ 3,\ CO4\ 5,\ CO4\ 9,\ CO6\ 3 \ and\ CO6\ 4$
- 7 CO7 6 and IP9 2
- b. Per capita expenditure derived from Experian MMG3 data (2015 report)
- c. For Zones 1-4, 2015 Population derived from Experian MMG3 data (Dec 2015 report) and population growth rate provided by Tendring District Council is applied to project population at 2020, 2025 and 2032.
- d. For Zones 5 7, population is provided by Experian MMG3 data (Dec 2015 report)
- e. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13 (October 2015)
- f. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13

2014 Prices

Table 2A: Total convenience goods expenditure

		Expendit		Growth (£m)		
Zone		Conve	nience			Convenience	е
Zone	2015	2020	2025	2032	2015-20	2015-25	2015-32
1	41.9	43.9	45.9	48.5	2.0	4.0	6.7
2	133.9	140.3	146.7	155.1	6.4	12.9	21.3
3	52.4	54.9	57.5	60.8	2.5	5.0	8.3
4	73.7	77.2	80.8	85.4	3.5	7.1	11.7
TDC total							
(zone 1-4)	301.8	316.3	330.8	349.8	14.5	29.0	48.0
5	16.8	17.9	18.7	19.8	1.0	1.9	3.0
6	283.6	300.6	315.8	335.5	17.0	32.2	51.9
7	31.4	32.3	33.0	34.2	0.9	1.6	2.8
Total	633.7	667.1	698.4	739.4	33.3	64.7	105.6

Table 2B: Convenience goods expenditure split between main food shopping and top-up food shopping spend

	Exp	oenditure (£	Em)
Zone	Con	venience - 2	2015
Zone	Main	Top-up	Total
1	32.8	9.0	41.9
2	110.6	23.2	133.9
3	41.7	10.8	52.4
4	60.6	13.1	73.7
TDC total			
(zone 1-4)	245.7	56.1	301.8
5	13.6	3.2	16.8
6	232.9	50.7	283.6
7	26.0	5.4	31.4
Total	518.2	115.5	633.7

Notes:

- a. Zones based on the following postcode sectors $% \left\{ 1\right\} =\left\{ 1\right\} =\left$
- 1 CO13 0, CO13 9 and CO14 8 $\,$
- 2 CO15 1, CO15 2, CO15 3, CO15 4, CO15 5, CO15 6, CO16 7, CO16 8 and CO16 9
- 3 CO12 3, CO12 4, CO12 5 and CO16 0
- 4 CO11 1, CO11 2, CO7 0, CO7 7 and CO7 8
- 5 CO7 9
- $6-C01\ 1,\ C01\ 2,\ C02\ 7,\ C02\ 8,\ C02\ 9,\ C03\ 0,\ C03\ 3,\ C03\ 4,\ C03\ 8,\ C03\ 9,\ C04\ 0,\ C04\ 3,\ C04\ 5,\ C04\ 9,\ C06\ 3\ and\ C06\ 4$
- 7 CO7 6 and IP9 $2\,$
- b. Per capita expenditure derived from Experian MMG3 data (December 2015 report)
- c. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13
- d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13
- e. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

2014 Prices

Table 3: Convenience goods shopping patterns

Destination	Tot			ne 1		ne 2	Zoi		Zor			ne 5		1e 6	Zon	
Destination	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 (%)	Main food (%)	Top-up (%)
Study Area																
Zone 1 (Frinton and Walton)																
Co-op, Connaught Avenue, Frinton	0.3%	0.6%	6.4%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Co-op, the Triangle, Frinton Iceland, the Triangle, Frinton	1.0%	1.3%	18.6% 3.9%	21.1% 21.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, 74 High Street, Walton on the Naze	0.3%	0.4%	4.5%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.0%	0.0%	1.4%
Tesco Express Walton on the Naze Frinton on Sea Town Centre	0.2%	0.3%	3.2% 0.0%	5.6% 8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Triangle, Frinton (district centre)	0.0%	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walton-on-the-Naze Town Centre Kirby-le-Soken	0.0%	0.3%	0.0%	4.2% 1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Frinton Road, Kirby Cross	0.0%	0.3%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 1)	2.0%	5.1%	36.7%	76.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.8%	0.0%	1.4%
Zone 2 (Clacton, Little Clacton, Jaywick) Sainsbury's, High Street, Clacton	1.1%	3.0%	0.8%	0.0%	4.0%	12.0%	1.3%	1.0%	1.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks &Spencer, Pier Avenue, Clacton	0.3%	0.2%	0.0%	1.4%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Waterglade Retail Park, Clacton Morrisons, Centenary Way,	5.8% 7.8%	2.8% 3.3%	3.2% 17.6%	0.0% 4.2%	22.4% 28.2%	12.0% 11.6%	4.8% 2.2%	0.0%	1.3% 2.3%	0.0%	0.0%	0.0% 1.0%	0.2%	0.0%	0.0%	0.0%
Tesco, Brook Retail Park	7.1%	5.5%	24.9%	6.4%	24.7%	21.0%	0.8%	2.2%	1.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfood, Valleybridge Road Co-op Bull Hill Road	0.0%	0.0%	0.8%	0.0% 2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Waterglade Retail park, Clacton	0.4%	0.4%	0.0%	0.0%	1.3%	1.9%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Old Road/Castle Road, Clacton Lidl, St Osyth Road, Clacton	0.7%	0.5%	0.0% 2.1%	0.0%	2.9% 0.4%	2.1% 0.8%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 1.7%
Tesco Express, St Osyth Road	0.3%	1.2%	2.1%	0.0%	0.7%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton and Spring Roads, St Osyth (local centre) Clacton town Centre	0.0%	0.2% 1.0%	0.0%	0.0%	0.0%	0.8% 3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton district centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Old Road, Clacton (district centre)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, 162-164 Old Road, Clacton One Stop, St. John's Road, Clacton on sea	0.0%	0.7%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Pier Avenue, Clacton	2.7%	1.9%	4.3%	1.0%	8.9%	6.3%	0.8%	0.0%	4.4%	2.2%	0.9%	2.0%	0.0%	0.0%	0.0%	2.6%
Co-op, 53 Frinton Road, Holland On sea Tesco Express, Frinton Road, Holland on Sea	0.1% 0.1%	0.2% 2.0%	0.0%	1.0% 0.0%	0.5%	0.5% 8.2%	0.0%	0.0% 1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bockings Elm, Clacton (local centre)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadway, Jaywick (local centre) Holland on sea (district centre)	0.0%	0.2%	0.0%	0.0% 1.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Street, Little Clacton (local centre)	0.0%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick Little Clacton	0.0%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Coopers Lane, Clacton	0.0%	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 2)	26.9%	24.6%	55.8%	17.6%	95.9%	94.0%	10.0%	4.2%	13.6%	4.9%	0.9%	2.9%	0.6%	1.0%	0.0%	4.4%
Zone 3 (Harwich, Dovercourt, Thorpe Le Soken)																
Tesco Express, Thrope Le Soken Asda, Main Road, Dovercourt	0.0% 1.4%	0.8% 2.8%	0.0%	2.6% 0.0%	0.0%	1.4% 0.0%	0.0% 14.6%	3.2% 28.2%	0.0%	0.0% 1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Dovercourt	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, 246/250 High Street, Dovercourt	0.1%	0.7%	0.0%	0.0%	0.0%	0.0%	1.6% 9.2%	7.0% 3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkestone Road, Harwich Morrisons, Iconfield Park, Garland Road, Harwich	1.0% 5.7%	3.0%	0.8%	1.0%	0.0%	0.0%	60.1%	23.9%	7.1%	1.3% 2.4%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Dovercourt Town Centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Harwich Town Centre High Street, Thorpe-le-Soken (local centre)	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.6%	2.2% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Upper Dovercourt (local centre)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaumont Co-op, Fronks Road, Upper Dovercourt	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0% 6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Ramsey Road, Harwich	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston Premier, Gravel Hill Way, Dovercourt	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7% 2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ramsey	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 3)	8.3%	10.6%	2.6%	3.6%	0.0%	2.3%	86.0%	93.0%	11.1%	5.3%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Zone 4 (Manningtree and Brightlingsea) Co-op, 4 Acacia Court, Blenheim Close, Brantham	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Co-op, Riverside Avenue, Manningtree	0.9%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	9.9%	0.0%	0.0%	0.0%	0.0%	3.3%	5.9%
Co-op, Samson Road, Brightlingsea Co-op, Station Road, Brightlingsea	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0% 0.0%	3.8% 0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, High Street, Manningtree	0.0%	1.2% 0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3% 7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Victoria Road, Brightlingsea Brightlingsea Town Centre	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Clacton Road, Elmstead Market (local centre)	0.0%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manningtree Town Centre Plough Road, Great Bentley (local centre)	0.1%	0.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Station Road, Alresford (local centre)	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alresford Bradfield	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6% 1.9%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Budgens, Clacton Road, Elmstead Market	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley Mistley	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2% 0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Main Road, Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Thorrington SUB TOTAL (ZONE 4)	0.0% 1.7%	0.1% 6.9%	0.0%	0.0%	0.0%	0.0% 1.5%	0.0%	0.0%	0.0% 15.6%	1.3% 57.5%	0.0%	0.0% 2.0%	0.0%	0.0% 0.4%	0.0% 3.3%	0.0% 8.3%
SUB- TOTAL TENDRING (ZONE 1-4)	39.0%	47.2%	95.1%	98.1%	95.9%	97.8%	95.9%	97.2%	40.3%	67.7%	1.5%	5.9%	0.6%	3.1%	3.3%	14.0%
· · ·																
Zono E (Dourhodge)	1	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%
Zone 5 (Rowhedge) One Stop, Vine Parade, Wivenhoe	0.0%						0.00/	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (ZONE 5)	0.0% 0.0% 0.0 %	0.1% 0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	0.076	0.0%	0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (ZONE S) Zone 6 (Colchester)	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%								
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (ZONE 5) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester	0.0% 0.0% 3.6% 3.0%	0.1% 0.2% 3.5% 1.3%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0%	0.0%	0.0% 17.4%	0.0%	7.5% 4.8%	8.0% 2.6%	1.1% 0.0%	0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20ME 5) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester Asda, Turner Rise, Colchester	0.0% 0.0% 3.6% 3.0% 7.7%	0.1% 0.2% 3.5% 1.3% 2.8%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.7%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.6%	0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6%	0.0% 1.6% 1.3%	0.0% 17.4% 2.6%	0.0% 0.0% 0.0%	7.5% 4.8% 14.6%	8.0% 2.6% 6.0%	1.1% 0.0% 0.8%	0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (ZONE 5) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester	3.6% 3.0% 7.7% 1.7% 0.3%	0.1% 0.2% 3.5% 1.3% 2.8% 2.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.8% 0.0%	0.0% 0.0% 0.0% 0.0% 1.0% 0.0%	0.0% 0.0% 0.0% 0.7% 0.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.6% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0%	0.0% 1.6% 1.3% 2.2% 0.0%	0.0% 17.4% 2.6% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 4.8% 14.6% 2.8% 0.6%	8.0% 2.6% 6.0% 4.6% 0.0%	1.1% 0.0% 0.8% 0.8% 0.0%	0.0% 0.0% 0.0% 1.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20ME 5) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester Asda, Turner Rise, Colchester Co-op, Fiveways Retail Park, Colchester Co-op, Regent Street, Rowhedge, Colchester Co-op, The Avenue, Wivenhoe, Colchester	0.0% 0.0% 3.6% 3.0% 7.7% 1.7% 0.3% 0.3%	0.1% 0.2% 3.5% 1.3% 2.8% 2.4% 0.0% 1.8%	0.0% 0.0% 0.0% 0.0% 0.8% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 1.0% 0.0%	0.0% 0.0% 0.0% 0.7% 0.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.6% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0%	0.0% 1.6% 1.3% 2.2% 0.0% 0.0%	0.0% 17.4% 2.6% 0.0% 0.0% 12.8%	0.0% 0.0% 0.0% 0.0% 0.0% 67.8%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0%	8.0% 2.6% 6.0% 4.6% 0.0% 0.5%	1.1% 0.0% 0.8% 0.8% 0.0% 0.0%	0.0% 0.0% 0.0% 1.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (ZONE 5) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester Asda, Turner Rise, Colchester Co-op, Fiveways Retail Park, Colchester Co-op, Regent Street, Rowhedge, Colchester	3.6% 3.0% 7.7% 1.7% 0.3%	0.1% 0.2% 3.5% 1.3% 2.8% 0.0% 1.8% 0.8% 1.8%	0.0% 0.0% 0.0% 0.0% 0.8% 0.0%	0.0% 0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.7% 0.4% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.6% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0%	0.0% 1.6% 1.3% 2.2% 0.0%	0.0% 17.4% 2.6% 0.0% 0.0% 12.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 67.8% 0.0%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0% 1.0% 0.2%	8.0% 2.6% 6.0% 4.6% 0.0% 0.5% 1.7% 3.8%	1.1% 0.0% 0.8% 0.8% 0.0%	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20NE 5) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester Aldi, Magdalen Street, Colchester Co-op, Fiveways Retail Park, Colchester Co-op, Fiveways Retail Park, Colchester Co-op, Te Avenue, Wivenhoe, Colchester Iceland, Turner Bise Retail Park, Colchester Iceland, Turner Bise Retail Park, Colchester Marks & Spencer, High Street, Folchester Sainsbury's, Culver Street/Priory Walk, Colchester	0.0% 0.0% 3.6% 3.0% 7.7% 1.7% 0.3% 0.5% 0.1% 1.8%	0.1% 0.2% 3.5% 1.3% 2.8% 0.0% 1.8% 0.8% 1.8% 1.6%	0.0% 0.0% 0.0% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.7% 0.4% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0% 0.0%	0.0% 1.6% 1.3% 2.2% 0.0% 0.0% 0.0% 0.6%	0.0% 17.4% 2.6% 0.0% 0.0% 12.8% 0.0% 0.6%	0.0% 0.0% 0.0% 0.0% 0.0% 67.8% 0.0% 3.4%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0% 1.0% 0.2% 3.4%	8.0% 2.6% 6.0% 4.6% 0.0% 0.5% 1.7% 3.8% 3.5%	1.1% 0.0% 0.8% 0.8% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20ME 5) Zone 6 (Colchester) Aldi, Lundon Road, Lexden Colchester Aldi, Magdalen Street, Colchester Aldi, Magdalen Street, Colchester Co-op, Freways Retail Park, Colchester Co-op, Riveways Retail Park, Colchester Co-op, The Street, Rowhedge, Colchester Co-op, The Avenue, Wivenhoe, Colchester Ledand, Turner Rise Retail Park, Colchester Ledand, Turner Rise Retail Park, Colchester	0.0% 0.0% 3.6% 3.0% 7.7% 1.7% 0.3% 0.3% 0.5% 0.1%	0.1% 0.2% 3.5% 1.3% 2.8% 0.0% 1.8% 0.8% 1.8%	0.0% 0.0% 0.0% 0.0% 0.8% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.7% 0.4% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0%	0.0% 1.6% 1.3% 2.2% 0.0% 0.0% 0.0%	0.0% 17.4% 2.6% 0.0% 0.0% 12.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 67.8% 0.0%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0% 1.0% 0.2%	8.0% 2.6% 6.0% 4.6% 0.0% 0.5% 1.7% 3.8%	1.1% 0.0% 0.8% 0.8% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (ZONE S) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester Asda, Turner Rise, Colchester Co-op, Feivenays Retail Park, Colchester Co-op, Feivenays Retail Park, Colchester Co-op, Te Avenue, Wivenhoe, Colchester Lealand, Turner Rise Retail Park, Colchester Lealand, Turner Rise Retail Park, Colchester Sainsbury's, Culey Street, Follow Wilk, Colchester Sainsbury's, Tollgate Road, Colchester Tesco Extra, High Woods, Colchester Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester	0.0% 0.0% 3.6% 3.0% 7.7% 1.7% 0.3% 0.5% 0.1% 1.8% 13.4% 14.1% 3.9%	0.1% 0.2% 3.5% 1.3% 2.8% 2.4% 0.0% 1.8% 0.8% 1.6% 3.6% 5.7% 1.1%	0.0% 0.0% 0.0% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 1.0% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0% 4.3% 20.3% 7.2%	0.0% 1.6% 1.3% 2.2% 0.0% 0.0% 0.0% 0.0% 7.8%	0.0% 17.4% 2.6% 0.0% 12.8% 0.6% 0.6% 0.6% 4.1% 40.3%	0.0% 0.0% 0.0% 0.0% 0.0% 67.8% 0.0% 3.4% 0.0% 5.1%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0% 1.0% 0.2% 25.9% 24.3% 4.2%	8.0% 2.6% 6.0% 4.6% 0.0% 0.5% 1.7% 3.8% 3.5% 7.9% 10.9%	1.1% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.8% 0.0%	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20NE 5) Zone 6 (Colchester) Aldi, London Road, Levden Colchester Aldi, Magdalen Street, Colchester Asda, Turner Rise, Colchester Co-op, Freways Retail Park, Colchester Co-op, Regent Street, Rowhedge, Colchester Co-op, Retent Street, Rowhedge, Colchester Co-op, The Avenue, Wivenhoe, Colchester Co-op, The Avenue, Wivenhoe, Colchester Sainsbury's, Culver Street/Priory Walk, Colchester Sainsbury's, Culpate Road, Colchester Tesco Express, Condenster Tesco Supress, London House, Plough Road, Great Bentley, Colchester Tesco Express, London House, Plough Road, Great Bentley, Colchester	0.0% 0.0% 3.6% 3.0% 7.7% 0.3% 0.3% 0.5% 0.1% 1.8% 13.4%	0.1% 0.2% 3.5% 1.3% 2.8% 2.4% 0.0% 1.8% 0.8% 1.8% 1.6% 5.7% 1.1%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.6% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0% 0.6% 4.3% 7.2% 1.0%	0.0% 1.6% 1.3% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 8.7%	0.0% 17.4% 2.6% 0.0% 0.0% 0.6% 0.6% 0.6% 10.2% 4.1% 40.3%	0.0% 0.0% 0.0% 0.0% 0.0% 67.8% 0.0% 3.4% 1.0% 0.0% 5.1%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0% 1.0% 0.2% 3.4% 25.9% 24.3% 4.2%	8.0% 2.6% 6.0% 4.6% 0.0% 0.5% 1.7% 3.8% 3.5% 7.9% 10.9%	1.1% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20NE S) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester Aldi, Magdalen Street, Colchester Asda, Turner Rise, Colchester Co-op, Reyent Street, Rowhedge, Colchester Co-op, Reyent Street, Rowhedge, Colchester Co-op, Reyent Sies Retail Park, Colchester Co-op, The Avenue, Wivenhoe, Colchester Clealan, Turner Rise Retail Park, Colchester Sainsbury's, Culper Street/Priory Walk, Colchester Sainsbury's, Culper Street/Priory Walk, Colchester Tesco Extra, Highwoods, Colchester Tesco Superstor, Greenstead Road, Colchester Waltrose, St Andrews Avenue, Colchester	0.0% 0.0% 3.6% 3.0% 7.7% 1.7% 0.3% 0.3% 0.18% 13.4% 13.4% 14.9% 0.1%	0.1% 0.2% 3.5% 1.3% 2.4% 0.0% 1.8% 1.6% 1.6% 3.6% 1.1% 1.1% 0.2%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.7% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0% 0.6% 4.3% 20.3% 7.2% 1.0%	0.0% 1.6% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 8.7% 0.06%	0.0% 17.4% 0.0% 0.0% 12.8% 0.06 0.6% 0.6% 4.1% 40.3% 1.6% 8.2%	0.0% 0.0% 0.0% 0.0% 0.0% 57.8% 0.0% 1.0% 5.1% 0.0% 5.1%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0% 1.0% 25.9% 24.3% 4.2% 0.0% 6.1.%	8.0% 2.6% 6.0% 4.6% 0.5% 1.7% 3.8% 3.5% 7.9% 10.9% 1.9%	1.1% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0% 10.6% 0.0% 10.6% 0.0%	0.0% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20ME 5) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester Aldi, Magdalen Street, Colchester Co-op, Fiveways Retail Park, Colchester Co-op, Fiveways Retail Park, Colchester Co-op, The Avenue, Wivenhoe, Colchester Co-op, The Avenue, Wivenhoe, Colchester Co-op, The Avenue, Wivenhoe, Colchester Sainsbury's, Culver Street/Priory Walk, Colchester Sainsbury's, Culver Street/Priory Walk, Colchester Tesco Extra, High Woods, Colchester Tesco Extra, Highwoods, Colchester Tesco Extra, Highwoods, Colchester Tesco Extra, Highwoods, Colchester Waltrose, St Andrews Avenue, Colchester Waltrose, St Andrews Avenue, Colchester Budgens, Drury Road, Colchester Co-op, Abbots Road, Colchester	0.0% 0.0% 3.6% 3.0% 7.7% 1.7% 0.3% 0.1% 13.4% 14.1% 3.9% 0.1% 4.0% 0.0% 0.0%	0.1% 0.2% 3.5% 1.3% 2.8% 2.8% 0.0% 1.8% 0.8% 1.6% 3.6% 3.6% 2.1% 0.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.7% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0% 0.6% 4.3% 20.3% 7.2% 1.0% 2.7% 0.0%	0.0% 1.6% 2.2% 0.0% 0.0% 0.0% 0.0% 1.4% 8.7% 0.6% 0.0%	0.0% 17.4% 2.6% 0.0% 0.0% 12.8% 0.6% 0.6% 10.2% 40.3% 40.3% 1.6% 8.2% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 67.8% 0.0% 1.0% 0.0% 5.1% 0.0% 7.8%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0% 1.0% 2.5.9% 24.3% 4.2% 0.0% 0.1% 0.0% 0.5%	8.0% 2.6% 6.0% 4.6% 0.0% 1.7% 3.8% 3.5% 1.9% 10.9% 4.2% 0.4%	1.1% 0.0% 0.8% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20NE S) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester Aldi, Magdalen Street, Colchester Asda, Turner Rise, Colchester Co-op, Reyent Street, Rowhedge, Colchester Co-op, Reyent Street, Rowhedge, Colchester Co-op, Reyent Sies Retail Park, Colchester Co-op, The Avenue, Wivenhoe, Colchester Clealan, Turner Rise Retail Park, Colchester Sainsbury's, Culper Street/Priory Walk, Colchester Sainsbury's, Culper Street/Priory Walk, Colchester Tesco Extra, Highwoods, Colchester Tesco Superstor, Greenstead Road, Colchester Waltrose, St Andrews Avenue, Colchester	0.0% 0.0% 3.6% 3.0% 7.7% 1.7% 0.3% 0.3% 0.18% 13.4% 13.4% 14.9% 0.1%	0.1% 0.2% 3.5% 1.3% 2.8% 2.4% 0.8% 1.8% 1.6% 3.6% 3.6% 2.1% 0.7% 2.1% 0.2% 0.7%	0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0% 4.3% 20.3% 7.2% 1.0% 2.7% 0.0% 0.0%	0.0% 1.6% 2.2% 0.0% 0.0% 0.6% 0.0% 7.8% 1.4% 8.7% 0.6% 0.0%	0.0% 17.4% 2.6% 0.0% 12.8% 0.0% 10.2% 4.1% 40.3% 40.3% 10.6% 8.2% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.0% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0% 1.0% 5.24,3% 4.2% 0.0% 6.1% 0.0% 0.0% 0.0% 0.0%	8.0% 2.6% 6.0% 4.6% 0.05% 1.7% 3.8% 7.9% 10.9% 1.9% 0.4% 4.2% 0.4%	1.1% 0.0% 0.8% 0.8% 0.0% 0.0% 0.0% 10.6% 0.8% 0.0% 10.6% 0.0% 0.0%	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20NE 5) Zone 6 (Colchester) Aldi, London Road, Lexden Colchester Aldi, Magdalen Street, Colchester Aldi, Magdalen Street, Colchester Co-op, Rieways Retail Park, Colchester Co-op, Rieways Retail Park, Colchester Co-op, The Avenue, Wivenhoe, Colchester Co-op, The Avenue, Wivenhoe, Colchester Co-op, The Avenue, Wivenhoe, Colchester Sainsbury's, Culver Street/Priory Walk, Colchester Sainsbury's, Culver Street/Priory Walk, Colchester Sainsbury's, Tollgate Road, Colchester Tesco Extra, Highwoods, Colchester Tesco Extra, Highwoods, Colchester Tesco Extra, Highwoods, Colchester Tesco Extra, London House, Plough Road, Great Bentley, Colchester Waitrose, St Andrews Avenue, Colchester Waitrose, St Andrews Avenue, Colchester Co-op, Abotts Road, Colchester Co-op, Chapel Road, Colchester Co-op, Chapel Road, Colchester	0.0% 0.0% 3.6% 7.7% 1.3% 0.3% 0.5% 0.1% 14.1% 3.9% 0.0% 0.0% 0.0%	0.1% 0.2% 3.5% 3.5% 2.8% 2.4% 0.0% 1.8% 0.8% 1.8% 1.4% 2.1% 2.1% 2.1% 2.1% 2.2% 0.7% 2.9% 0.2% 0.6%	0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 1.0% 0.0% 1.0% 0.0% 0	0.0% 0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.6% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0% 0.6% 4.3% 20.3% 7.2% 1.0% 2.7% 0.0% 0.0% 0.0%	0.0% 1.6% 1.3% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 17.4% 2.6% 0.0% 12.8% 0.0% 0.6% 0.6% 10.2% 4.1% 40.3% 1.6% 8.2% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 67.8% 1.0% 1.0% 5.1% 0.0% 7.8% 0.0% 0.0% 0.0% 0.0%	7.5% 4.8% 14.6% 14.6% 0.0% 1.0% 1.0% 25.9% 24.3% 4.2% 0.0% 0.5% 0.0% 0.0% 0.0%	8.0% 2.6% 6.0% 4.6% 0.0% 0.5% 1.7% 3.5% 7.9% 10.9% 0.7% 4.2% 0.4% 1.7% 6.5% 0.4%	1.1% 0.0% 0.8% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0%
One Stop, Vine Parade, Wivenhoe Wivenhoe Town Centre SUB TOTAL (20ME 5) Zone 6 (Colchester) Aldi, Lundon Road, Levden Colchester Aldi, Magdalen Street, Colchester Aldi, Magdalen Street, Colchester Asda, Turner Rise, Colchester Co-op, Freways Retail Park, Colchester Co-op, Riveways Retail Park, Colchester Co-op, Regent Street, Rowhedge, Colchester Co-op, The Avenue, Wivenhoe, Colchester Sainsbury's, Culver Street/Priory Walk, Colchester Sainsbury's, Culpate Road, Colchester Tesco Express, London House, Plough Road, Great Bentley, Colchester Tesco Express, London House, Plough Road, Great Bentley, Colchester Waltrose, St Andrews Avenue, Colchester Co-op, Abbots Road, Colchester Co-op, Abbots Road, Colchester	0.0% 0.0% 3.6% 3.0% 7.7% 0.3% 0.3% 0.1% 1.1% 4.0% 0.0% 0.0% 0.0%	0.1% 0.2% 3.5% 1.3% 2.8% 2.4% 0.8% 1.8% 1.6% 3.6% 3.6% 2.1% 0.7% 2.1% 0.2% 0.7%	0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.8% 4.6% 2.2% 0.0% 0.0% 0.0% 4.3% 20.3% 7.2% 1.0% 2.7% 0.0% 0.0%	0.0% 1.6% 2.2% 0.0% 0.0% 0.6% 0.0% 7.8% 1.4% 0.6% 0.0% 0.0%	0.0% 17.4% 2.6% 0.0% 12.8% 0.0% 10.2% 4.1% 40.3% 40.3% 10.6% 8.2% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.0% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 4.8% 14.6% 2.8% 0.6% 0.0% 1.0% 5.24,3% 4.2% 0.0% 6.1% 0.0% 0.0% 0.0% 0.0%	8.0% 2.6% 6.0% 4.6% 0.05% 1.7% 3.8% 7.9% 10.9% 1.9% 0.4% 4.2% 0.4%	1.1% 0.0% 0.8% 0.8% 0.0% 0.0% 0.0% 10.6% 0.8% 0.0% 10.6% 0.0% 0.0%	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0%

Marks & Spencer, Simply Food, London Bridge Station, London Marks & Spencer, Westgate Street, Ipswich Morrisons, Calais Street, Hadleigh Morrisons, Sproughton Road, Ipswich Morrisons, Sandon Road, Deresham Newtown, Kent One Stop, Cambridge Drive, Ipswich	0.0% 0.0% 0.5% 0.1% 0.0% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.4% 0.2%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.9% 0.0% 0.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.8% 0.0% 0.0% 0.0% 0.0% 1.0% 0.0%	0.8% 0.0% 0.0% 4.7% 2.3% 0.0% 0.0% 0.0%	0.0% 1.0% 0.0% 0.0% 0.0% 0.0%
Marks & Spencer, Westgate Street, Ipswich Morrisons, Calais Street, Hadleigh Morrisons, Sproughton Road, Ipswich Morrisons, Station Road, Dereham Newtown, Kent	0.0% 0.0% 0.5% 0.1% 0.0%	0.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.9% 0.0% 0.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.8% 0.0% 0.0% 0.0% 0.0% 1.0%	0.0% 0.0% 4.7% 2.3% 0.0% 0.0%	1.0% 0.0% 0.0% 0.0% 0.0%
Marks & Spencer, Westgate Street, Ipswich Morrisons, Calais Street, Hadleigh Morrisons, Sproughton Road, Ipswich Morrisons, Station Road, Dereham	0.0% 0.0% 0.5% 0.1% 0.0%	0.4% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.9% 0.0% 0.4%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.8% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 4.7% 2.3% 0.0%	1.0% 0.0% 0.0% 0.0%
Marks & Spencer, Westgate Street, Ipswich Morrisons, Calais Street, Hadleigh Morrisons, Sproughton Road, Ipswich	0.0% 0.0% 0.5% 0.1%	0.4% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.9% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.8% 0.0% 0.0% 0.0%	0.0% 0.0% 4.7% 2.3%	1.0% 0.0% 0.0%
Marks & Spencer, Westgate Street, Ipswich Morrisons, Calais Street, Hadleigh	0.0% 0.0% 0.5%	0.4% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 2.9%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.8% 0.0% 0.0%	0.0% 0.0% 4.7%	1.0%
Marks & Spencer, Westgate Street, Ipswich	0.0%	0.4% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.0%
	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	
Marks & Spencer, Simply Food, London Bridge Station, London																0.0%
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.076			0.0%	0.0%	0.0%	0.8%	
Lidl, Hening Avenue, Ipswich	0.0%							0.0%	0.0%	0.0%	0.0%				0.8%	1.0%
Lidl, Handford Road, Ipswich	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.9%
Langham	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Co-op, The Street, Holbrook	0.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	27.2%
Co-op, The Street, Capel St Mary	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	18.3%
Co-op, High Street, Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Co-op, Dysart Road, Grantham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Capel St. Mary	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%
Aldi, Girling Street, Sudbury	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	0.0%	0.0%
Asda, Stoke Park Drive, Ipswich			0.0%	0.0%			0.0%	0.0%	5.0%	0.0%		0.0%	0.0%		6.6%	1.4%
	0.8%	0.1%	0.09/	0.0%	0.0%	0.0%	0.00	0.007	E 00/	0.09/	0.0%	0.09/	0.00/	0.0%	6 60/	1 40/
Outside Study Area																
SUB-TOTALSTUDY AREA (ZONE 1 -7)	94.8%	95.0%	100.0%	100.0%	100.0%	100.0%	99.2%	98.2%	88.5%	96.4%	100.0%	100.0%	98.1%	95.4%	23.5%	39.0%
CUD TOTAL CTUDY ADEA (TONE 4 T)	04.57	05.0	400.000	400.0**	400.0	400 0:-	00.00	00.00	00 84	00.40	400.00	400.00	00.40	00.00	20 811	
SUB TOTAL (ZONE 7)	0.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.8%	4.0%	22.7%
East Bergholt						0.0%										
Dedham Fact Borgholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Co-op, High Street, Dedham	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.8%	0.8%	6.1%
Budgens, The Street, East Bergholt	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	6.8%
Zone 7 (Dedham & East Bergholt)	0.404	0.207	0.00/	0.004	0.004	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	2 204	C C**
SUB TOTAL (ZONE 6)	55.6%	46.2%	4.9%	1.9%	4.1%	2.2%	3.3%	1.0%	48.1%	27.4%	98.5%	86.0%	97.5%	91.4%	16.2%	2.4%
West Bergholt	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Tesco Express, St Christophers Road, St. John, Colchester	0.2%	1.6%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.5%	0.0%	0.0%
Tesco Express, Magdalen Street, Colchester	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Tesco Express, Crouch Street, Colchester	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%
Tesco Express, Bromley Road, Colchester	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Sainsbury's, Western Approach, Stanway, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Sainsbury's Local, Layer Road, Colchester	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
Nayland																
	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Marks & Spencer, Colchester Connect BP, Colchester Bypass, Colchester	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Iceland, St. Johns's Walk Shopping Centre, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fordham	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Eight Ash Green	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Colchester	0.0%	1.8%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%
Co-op, The Commons, Prettygate, Colchester	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.9%	0.0%	0.0%
Co-op, The Centre, Greenstead Estate, Colchester	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%

Notes:

a. Zones based on postcode sector

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

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

Table 4: Convenience goods expenditure in 2015																
Destination	Tota Main food	l Top-up	Zo Main food	ne 1 Top-up	Zor Main food	ne 2 Top-up	Zone Main food	3 Top-up	Zor Main food	ne 4 Top-up	Zo Main food	ne 5 Top-up	Zo Main food	ne 6 Top-up	Zor Main food	
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
Study Area																
Zone 1 (Frinton and Walton)																
Co-op, Connaught Avenue, Frinton Co-op, the Triangle, Frinton	2.1 6.1	0.8 1.9	2.1 6.1	0.4 1.9	0.0	0.0	0.0	0.0		0.0	0.0	0.0		0.4		0.0
Iceland, the Triangle, Frinton	1.3	1.9	1.3	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, 74 High Street, Walton on the Naze Tesco Express Walton on the Naze	1.6 1.1	0.5 0.5	1.5 1.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Frinton on Sea Town Centre The Triangle, Frinton (district centre)	0.0	0.8	0.0	0.8	0.0	0.0	0.0	0.0		0.0	0.0	0.0		0.0		0.0
Walton-on-the-Naze Town Centre Kirby-le-Soken	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0
One Stop, Frinton Road, Kirby Cross	0.0	0.1 0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 1)	12.1	7.5	12.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.4	0.0	0.1
Zone 2 (Clacton, Little Clacton, Jaywick) Sainsbury's, High Street, Clacton	5.8	3.1	0.3	0.0	4.4	2.8	0.5	0.1	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Marks &Spencer, Pier Avenue, Clacton	1.7	0.1	0.0	0.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Waterglade Retail Park, Clacton Morrisons, Centenary Way,	40.1	2.8 3.5	1.0 5.8	0.0	31.2	2.8 2.7	2.0 0.9	0.0	1.4	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Tesco, Brook Retail Park Farmfood, Valleybridge Road	36.7 0.3	5.8 0.0	8.2 0.3	0.6	27.3	4.9 0.0	0.3	0.2		0.1	0.0	0.0		0.0		0.0
Co-op Bull Hill Road Iceland, Waterglade Retail park, Clacton	0.3 2.1	0.3 0.4	0.0	0.2	0.3 1.4	0.1	0.0	0.0		0.0	0.0	0.0		0.0		0.0
Lidl, Old Road/Castle Road, Clacton	3.8	0.5	0.0	0.0	3.2	0.5	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, St Osyth Road, Clacton Tesco Express, St Osyth Road	1.8 1.5	0.3 1.2	0.7 0.7	0.0	0.4	0.2 1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Clacton and Spring Roads, St Osyth (local centre) Clacton town Centre	0.0	0.2 1.1	0.0	0.0	0.0	0.2	0.0	0.0		0.0	0.0	0.0		0.0		0.0
Great Clacton district centre Old Road, Clacton (district centre)	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, 162-164 Old Road, Clacton	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop, St. John's Road, Clacton on sea Aldi, Pier Avenue, Clacton	0.0 14.3	0.7 2.0	0.0 1.4	0.0	9.8	0.7 1.5	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, 53 Frinton Road, Holland On sea Tesco Express, Frinton Road, Holland on Sea	0.6	0.2 2.0	0.0	0.1	0.6	0.1 1.9	0.0	0.0		0.0	0.0	0.0		0.0		0.0
Bockings Elm, Clacton (local centre)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway, Jaywick (local centre) Holland on sea (district centre)	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Street, Little Clacton (local centre) Jaywick	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0		0.0	0.0	0.0		0.0		0.0
Little Clacton Co-op, Coopers Lane, Clacton	0.0	0.1 0.2	0.0	0.0	0.0	0.1	0.0	0.0		0.0	0.0	0.0		0.0		0.0
SUB TOTAL (ZONE 2)	138.4	25.4	18.3	1.6	106.1	21.8	4.1	0.5		0.6	0.1	0.1		0.5		
Zone 3 (Harwich, Dovercourt, Thorpe Le Soken)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0		0.0		0.0
Tesco Express, Thrope Le Soken Asda, Main Road, Dovercourt	7.0	0.9 3.2	0.0	0.2	0.0	0.3	0.0 6.1	0.3 3.0		0.0	0.0	0.0		0.0		0.0
Co-op, High Street, Dovercourt (or closed - check) iceland, 246/250 High Street, Dovercourt	0.0	0.3 0.8	0.0	0.0	0.0	0.0	0.0	0.3		0.0	0.0	0.0		0.0		0.0
Lidl, Parkestone Road, Harwich	5.5	0.6	0.3	0.0	0.0	0.0	3.8	0.4	1.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Iconfield Park, Garland Road, Harwich Dovercourt Town Centre	30.0 0.0	3.5 0.6	0.6	0.1	0.0	0.0	25.0 0.0	2.6 0.6	0.0	0.3	0.0	0.0	0.0	0.5	0.0	0.0
Harwich Town Centre High Street, Thorpe-le-Soken (local centre)	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2		0.0	0.0	0.0		0.0		
Upper Dovercourt (local centre) Beaumont	0.0	0.0 0.2	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0		0.0		0.0
Co-op, Fronks Road, Upper Dovercourt	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop, Ramsey Road, Harwich Parkeston	0.0	0.7 0.1	0.0	0.0	0.0	0.0	0.0	0.7 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Gravel Hill Way, Dovercourt Ramsey	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3		0.0	0.0	0.0		0.0		0.0
SUB TOTAL (ZONE 3)	43.4	12.0	0.9	0.3	0.0	0.5	35.8	10.0	6.7	0.7	0.0	0.0	0.0	0.5	0.0	0.0
Zone 4 (Manningtree and Brightlingsea) Co-op, 4 Acacia Court, Blenheim Close, Brantham, Manningtree	2.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	2.4	1.0	0.0	0.0	0.0	0.0	0.0	0.1
Co-op, Riverside Avenue, Manningtree	5.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	4.8	1.3	0.0	0.0	0.0	0.0	0.8	0.3
Co-op, Samson Road, Brightlingsea Co-op, Station Road, Brightlingsea	1.2 0.0	0.5 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Manningtree Tesco Express, Victoria Road, Brightlingsea	0.0	1.5 1.0	0.0	0.0	0.0	0.0	0.0	0.0		1.5	0.0	0.0		0.0		0.0
Brightlingsea Town Centre Clacton Road, Elmstead Market (local centre)	0.0	0.4 0.2	0.0	0.0	0.0	0.0 0.2	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0
Manningtree Town Centre	0.6	0.5	0.0	0.0	0.0	0.2	0.0	0.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.1
Plough Road, Great Bentley (local centre) Station Road, Alresford (local centre)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0		0.0		
Alresford Bradfield	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		0.2	0.0	0.0		0.2		
Budgens, Clacton Road, Elmstead Market	0.0	0.4 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley Mistley Department Main Read Algosford	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Main Road, Alresford Thorrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 4)	10.3	8.6	0.0		0.0		0.0	0.0		7.5	0.0	0.1				
SUB- TOTAL TENDRING (ZONE 1-4)	204.2	53.5	31.2	8.9	106.1	22.7	40.0	10.4		8.9	0.2	0.2		1.6		
Zone 5 (Rowhedge) One Stop, Vine Parade, Wivenhoe	0.0	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0		0.0		
Wivenhoe Town Centre	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 5)	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Zone 6 (Colchester) Aldi, London Road, Lexden Colchester	17.7	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.4	4.0	0.3	0.0
Aldi, Magdalen Street, Colchester Asda, Turner Rise, Colchester	15.2 38.3	1.5 3.2	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.2	2.4	0.0	11.1	1.3	0.0	0.0
Co-op, Fiveways Retail Park, Colchester	8.6	2.7	0.3	0.1	0.4	0.0	0.0	0.0	1.4	0.3	0.0	0.0	6.4	2.3	0.2	0.1
Co-op, Regent Street, Rowhedge, Colchester Co-op, The Avenue, Wivenhoe, Colchester	1.3 1.7	0.0 2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0 1.7	0.0 2.2	0.0	0.0	0.0	0.0
Iceland, Turner Rise Retail Park, Colchester Marks & Spencer, High Street, Colchester	2.4 0.6	0.9 2.1	0.0	0.1	0.0	0.0	0.0	0.0		0.0	0.0	0.0		0.9		
Sainsbury's, Culver Street/Priory Walk, Colchester Sainsbury's, Tollgate Road, Colchester	9.0 66.7	1.8	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.1	0.0	7.9	1.8	0.2	0.0
Tesco Extra, Highwoods, Colchester	72.2	6.7	0.0	0.0	0.0	0.0	0.0	0.0	12.3	1.0	0.6	0.0	56.6	5.5	2.7	0.1
Tesco Superstore, Greenstead Road, Colchester Tesco Express, London House, Plough Road, Great Bentley, Colchester	20.1 0.9	1.3 1.7	0.0	0.0	0.0	0.2	0.2	0.0	0.6	0.2 1.1	5.5 0.2	0.2	0.0	0.9	0.0	0.0
Waitrose, St Andrews Avenue, Colchester Budgens, Drury Road, Colchester	20.3	2.5 0.2	1.3	0.0	0.6	0.0	0.9	0.0	1.6	0.1	1.1	0.2	14.3	2.1 0.2	0.4	0.0
Co-op, Abbots Road, Colchester	1.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.9	0.0	0.0
Co-op, Chapel Road, West Bergholt Co-op, Harwich Road, Colchester	0.0	3.3 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3 0.2	0.0	0.0
Co-op, Mersea Road, Colchester Co-op, Nayland Road, Mile End	0.0	0.7 0.9	0.0	0.0	0.0		0.0	0.0		0.0	0.0	0.0		0.7		
Co-op, Old Heath Road, Colchester Co-op, Shrub End Road, Colchester	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Co-op, The Centre, Greenstead Estate, Colchester	1.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.2	0.0	0.0
Co-op, The Commons, Prettygate, Colchester Colchester	0.6	0.9 2.0	0.0	0.0	0.0		0.0	0.0		0.0	0.0	0.0		0.9 1.8		
					ae 5 c	of 57		-			-				-	

Eight Ash Green	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Fordham	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Iceland, St. Johns's Walk Shopping Centre, Colchester	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Colchester Connect BP, Colchester Bypass, Colchester	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Nayland	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Sainsbury's Local, Layer Road, Colchester	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Sainsbury's, Western Approach, Stanway, Colchester	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Tesco Express, Bromley Road, Colchester	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.6	0.0	0.0
Tesco Express, Crouch Street, Colchester	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0
Tesco Express, Magdalen Street, Colchester	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Tesco Express, St Christophers Road, St. John, Colchester	1.0	1.8	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.8	0.0	0.0
West Bergholt	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
SUB TOTAL (ZONE 6)	281.4	53.6	1.6	0.2	4.5	0.5	1.4	0.1	29.2	3.6	13.4	2.8	227.1	46.4	4.2	0.1
soo to the feetie of	20214	55.0	210	U.E.	4.5	0.5	2.7	012	LJIL	5.0	13.4	2.0	LL//L	40.4	7112	0.1
Zone 7 (Dedham & East Bergholt)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Budgens, The Street, East Bergholt	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.4
Co-op, High Street, Dedham	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.2	0.3
Dedham	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
East Bergholt	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
SUB TOTAL (ZONE 7)	1.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	1.0	1.2
SUB-TOTALSTUDY AREA (ZONE 1-7)	486.6	109.2	32.8	9.0	110.6	23.2	41.3	10.6	53.6	12.6	13.6	3.2	228.5	48.4	6.1	2.1
Outside Study Area	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	4.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	1.7	0.1
Aldi, Girling Street, Sudbury	1.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	0.0	0.0
Capel St. Mary	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Co-op, Dysart Road, Grantham	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Co-op, High Street, Hadleigh	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Co-op, The Street, Capel St Mary	0.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	1.0
Co-op, The Street, Holbrook	0.6	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.5
Langham	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Lidl, Handford Road, Ipswich	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.5	0.1
Lidl, Hening Avenue, Ipswich	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1
Marks & Spencer, Simply Food, London Bridge Station, London	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Marks & Spencer, Westgate Street, Ipswich	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Morrisons, Calais Street, Hadleigh	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Morrisons, Sproughton Road, Ipswich	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Morrisons, Station Road, Dereham	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newtown, Kent	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
One Stop, Cambridge Drive, Ipswich	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Woodbridge Road, Ipswich	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sainsbury's, Cornard Road, Sudbury	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0
Sainsbury's, Felixstowe Road, Warren Heath, Martlesham	3.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Sainsbury's, Hadleigh Road, Ipswich	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5 0.0	0.0
Sainsbury's, Upper Brook Street, Ipswich	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury Tesco Extra, Copdock Interchange, Ipswich	8.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	8.1	0.0
Tesco Extra, Copdock Interchange, Ipswich Tesco Superstore, Cedars Link Road, Stowmarket	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Thurston	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Waitrose, Futura Park, Crane Boulevard, Ipswich	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Waitrose, Futura Park, Crane Boulevard, Ipswich Waitrose, Station Road, Sudbury	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Waitrose, Station Road, Suddury Waitrose, The Podium, Northgate Street, Bath	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
SUB TOTAL (OUSTSIDE STUDY AREA)	31.4	6.1	0.0	0.0	0.0	0.0	0.3	0.0	7.0	0.4	0.0	0.0	4.4	2.2	19.7	3.3
SOD TOTAL (SOSTAINE STORT MEM)	31.4	0.1	0.0	0.0	0.0	0.0	0.3	0.2	7.0	0.4	0.0	0.0	4.4	4.4	15./	3.3
TOTAL	518.0	115.3	32.8	9.0	110.6	23.2	41.7	10.8	60.6	13.0	13.6	3.2	232.9	50.5	25.8	5.4
TOTAL	J16.0	113.3	J2.0	3.0	110.0	23.2	41./	10.0	00.0	13.0	15.0	J.2	232.3	30.3	23.0	3.4

Notes:

a. Zones based on postcode sector

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'ton'r know/varies', markets and internet sales

Table 5: Survey-derived performance of stores compared to expected benchmark performance at 2015

Destination	Gross Floorspace (sq m)	Net Sales (sq m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow Allowance	Estimated Survey T/O with Inflow	Overtrading (£m)
	(34 111)	(34 111)	(A)	(B)	(AxB)	(ZIII)	(%)	(£m)	(2111)
Zone 1 (Frinton and Walton)									
Co-op, Connaught Avenue, Frinton	500	328	312	8,267	2.6	2.9	5.0	3.4	0.8
Co-op, the Triangle, Frinton	1,723	1,257	1,131	8,267	9.4			8.0	-1.3
Iceland, the Triangle	540	446	446	7,727	3.4			3.2	-0.2
Co-op, 74 High Street, Walton on the Naze	430 460	273 302	273 287	8,267 12,277	2.3			2.1 1.6	-0.2 -2.0
Tesco Express Walton on the Naze Frinton on Sea Town Centre	1,590	1,113	-	- 12,277	0.8		5.0	1.2	0.5
The Triangle, Frinton (district centre)	-		-		0.1		5.0	0.1	0.0
Walton-on-the-Naze Town Centre	-	-	-	÷	0.4		5.0	0.9	0.5
Kirby-le-Soken	-				0.1			0.1	0.0
One Stop, Frinton Road, Kirby Cross	224	157	139	8,463	1.2			0.5	-0.7
SUB TOTAL (ZONE 1)					23.6	19.6		21.1	-2.6
Zone 2 (Clacton, Little Clacton, Jaywick)									
Sainsbury's, High Street, Clacton	2,759	1,387	1,318	12,871	17.0	8.9	15.0	10.3	-6.6
Marks &Spencer, Pier Avenue, Clacton	1,087	652	619	11,749	7.3	1.8	15.0	3.3	-4.0
Morrisons, Waterglade Retail Park, Clacton	4,065	2,517	2,139	13,586	29.1	31.9	5.0		3.3
Morrisons, Centenary Way,	4,754	2,358	2,004	13,586	27.2	43.6	5.0		16.8
Tesco, Brook Retail Park	6,899	3,913	3,326	12,277	40.8		5.0		2.1
Farmfood, Valleybridge Road Co-op Bull Hill Road	603 2,776	496 2,017	496 1,815	6,016 8,267	3.0 15.0			0.3	-2.7 -14.4
Iceland, Waterglade Retail park, Clacton	842	2,017	1,815	7,727	3.4			2.6	-14.4
Lidl, Old Road/Castle Road, Clacton	1,445	1,012	910	3,522	3.2		2.5	4.5	1.3
Lidl, St Osyth Road, Clacton	1,524	884	884	3,522	3.1			2.1	-1.0
Tesco Express, St Osyth Road	409	224	213	12,277	2.6	2.6		2.6	0.0
Clacton and Spring Roads, St Osyth (local centre)	-	-	-		0.2			0.2	0.0
Clacton town Centre	-			-	1.1	1.1	15.0	2.5	1.5
Great Clacton district centre Old Road, Clacton (district centre)	-	-	-	-	0.1			0.1	0.0
Co-op, 162-164 Old Road, Clacton	278	185	185	8,267	1.5			0.0	-1.3
One Stop, Saint John's Road, Clacton on sea	247	173	164	8,463	1.4			0.7	-0.7
Aldi, Pier Avenue, Clacton	1,413	774	697	11,748	8.2		2.5	16.6	8.4
Co-op, 53 Frinton Road, Holland On sea	609	365	347	8,267	2.9	0.8		0.8	-2.1
Tesco Express, Frinton Road, Holland on Sea	371	203	193	12,277	2.4			2.3	-0.1
Bockings Elm, Clacton (local centre)	-	-	-		0.0			0.0	0.0
Broadway, Jaywick (local centre) Holland on sea (district centre)	-	-	-	-	0.2			0.2	0.0
The Street, Little Clacton (local centre)	-	-	-	-	0.1 0.2	0.1		0.1	0.0
Jaywick					0.2	0.2		0.2	0.0
Little Clacton	-		-		0.1	0.1		0.1	0.0
Co-op, Coopers Lane, Clacton	161	107	107	8,267	0.9	0.2		0.2	-0.7
SUB TOTAL (ZONE 2)					171.1	163.7		170.0	-1.0
Zone 3 (Harwich, Dovercourt, Thorpe Le Soken)									
Tesco Express, Thrope Le Soken	248	139	132	12,277	1.6	0.9		0.9	-0.7
Asda, Main Road, Dovercourt	2,652	1,756	1,177	14,106	16.6	10.3		10.3	-6.3
Co-op, High Street, Dovercourt	279	185	162	8,267	1.3	0.3		0.3	-1.1
Iceland, 246/250 High Street, Dovercourt	814	429	375	7,727	2.9	1.4		1.4	-1.5
Lidl, Parkestone Road, Dovercourt	1,749	1,014	913	3,522	3.2	6.1		6.1	2.9
Morrisons, Iconfield Park, Garland Road, Harwich	3,956	2,225	1,780	13,586	24.2	33.4		33.4	9.2
Dovercourt Town Centre Harwich Town Centre	-	-	-		0.6	0.6	5.0 5.0	1.1	0.5
High Street, Thorpe-le-Soken (local centre)				-	0.0		5.0	0.0	0.0
Upper Dovercourt (local centre)	-	-	-	-	0.0			0.0	0.0
Beaumont	-	-	-	-	0.2	0.2		0.2	0.0
Co-op, Fronks Road, Upper Dovercourt	917	471	411	8,267	3.4			0.6	-2.8
One Stop, Ramsey Road, Upper Dovercourt	282	197	188	8,463	1.6	0.7		0.7	-0.9
Parkeston Promier Gravel Hill Way Deverseurt	- 405	- 74	- 20	- F.000	0.1	0.1		0.1	0.0
Premier, Gravel Hill Way, Dovercourt Ramsey	105	- 74	70	5,968	0.4	0.3		0.3	-0.1 0.0
SUB TOTAL (ZONE 3)					56.7	55.4		56.4	-0.3
Zone 4 (Manningtree and Brightlingsea)	204	400	457	0.057		2.4		2.4	
Co-op, 4 Acacia Court, Blenheim Close, Brantham Co-op, Riverside Avenue, Manningtree	301 1,948	180 1,119	157 977	8,267 8,267	1.3 8.1	3.4 7.3		3.4 7.3	2.1 -0.8
Co-op, Samson Road, Brightlingsea	2,212	1,115	1,059	8,267	8.8			1.7	-7.0
Co-op, Station Road, Brightlingsea	589	493	444	8,267	3.7			0.1	-7.0
Tesco Express, High Street, Manningtree	411	225	214	12,277	2.6	1.5		1.5	-1.1
Tesco Express, Victoria Road, Brightlingsea	481	165	157	12,277	1.9		5.0		-0.2
Brightlingsea Town Centre	-	-	-		0.4		· ·	0.4	0.0
Clacton Road, Elmstead Market (local centre)	-	-	-	-	0.2			0.2	0.0
Manningtree Town Centre	-	-	-	-	1.1		5.0		0.5
Plough Road, Great Bentley (local centre) Station Road, Alresford (local centre)	-	-	-	-	0.0			0.0	0.0
Alresford		-	-	-	0.4			0.4	0.0
Bradfield	-	-	-	-	0.3			0.3	0.0
Budgens, Clacton Road, Elmstead Market	326	228	205	8,930	1.8	0.4		0.4	-1.5
Great Bentley	-	-	-	-	0.2			0.2	0.0
Mistley	-	-	-	-	0.1			0.1	0.0
Premier, Main Road, Alresford	-	-	-	-	0.0			0.0	0.0
Thorrington	-	-			0.2 31.5			0.2 19.9	0.0 -11.6
SUB TOTAL (ZONE 4)	1				31.5	18.9		19.9	-11.6
TOTAL IN TENDRING					282.9	257.7		267.4	-15.5
	_					_			

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table 6a: Estimated 'capacity' for convenience goods facilities in Tendring district

Year	Benchmark Turnover of Existing Stores Turnover - £m ¹	Market Share of Study Area Expenditure - %	Expenditure Available - £m²	Tendring District Inflow - £m	Surplus Expenditure - £m
2015	282.9	40.7%	257.7	9.7	-15.5
2020	280.6	40.7%	271.2	9.6	0.2
2025	279.2	40.7%	283.9	9.5	14.2
2032	279.2	40.7%	300.6	9.5	30.9
Study Area Market Share (%	(6)				

^{1.} Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (Oct 2015)

2014 prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Tendring district

		Convenience Goods									
Year	Surplus	Floorspace Requi	ement (sq m net)								
	£m	Min ¹	Max ²								
2015	-15.5	-1,170	-2,220								
2020	0.2	10	30								
2025	14.2	1,090	2,050								
2032	30.9	2,370	4,470								

^{1.} Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)

2014 prices

Table 6c: Net quantitative capacity for additional convenience goods floorspace in Tendring district

		С	onvenience Goods		
Year	Surplus	Commitments	Residual	Floorspace Requ	uirement
	£m	£m	£m	Min ¹	Max ²
2015	-15.5	18.1	-33.7	-2,550	-4,810
2020	0.2	17.9	-17.7	-1,350	-2,550
2025	14.2	18.0	-3.8	-290	-550
2032	30.9	18.1	12.8	980	1,850

^{1.} Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)

2014 prices

Table 6d: Extant convenience goods commitments in Tendring district

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
18 Clacton Road, St Osyth							
Clacton	13/01479/FUL	Change of use to retail	79	55	3,500	0.19	approved
							approved
							(Turnover
							estimated to
Bull Hill Road	14/00537	Foodstore (Asda)	3406	1362	14,106	4.20	be £19.21m)
70 - 84A Connaught Avenue							
Frinton On Sea Essex CO13							
9PT	14/00693/FUL	Sainsbury Local	273	191	12,871	2.46	Opened
71 - 84A Connaught Avenue							
Frinton On Sea Essex CO13							
9PT	14/00693/FUL	Retail units	136	95	3500	0.47	approved
Land Site at Martello Caravan							
Park Kirby Road Walton On							
The Naze Essex CO14 8QP	15/00666/FUL	Foodstore (Aldi)	1672	920	11,748	10.01	approved
THE NAZE LOSEN CO14 BUP	13/00000/102	i ooustore (Alul)	1072	920	11,740	10.61	approved
Total			5566	2623		18.14	

^{1. 18} Clacton Road - Assumed 70% of the gross floorspace would be for net convenience use. Sales density is WYG estimate.

^{2.} Assumes constant market share claimed by Tendring facilities at40.7% from Study Area

^{2.} Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

^{3.} Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

^{2.} Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

^{3.} Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)

^{3.} Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

^{2.} Bull Hill Road - Redevelopment for an Asda store was permitted in Dec 2014. Net convenience floorspace was taken from the decision notice. As this new Asda will replace the existing Co-op on site, WYG only consider the potential net increase in turnover of development to avoid double counting.

^{3. 70-84}A, Unit 4 is now occupied by Sainsbury Local (after the household survey). Assumed 70% of the gross floorspace would be for net convenience use. Sales density based on Verdict . Assumed 1/3 of the remaining A1 floorspace would be occupied by convenience goods retailer. Sales density is WYG estimate.

^{4.} Land at Martello Site - planning permission was granted for a foodstore in Nov 2015. Sales area are taken from application submission.

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table C6a - Trading Performance of Existing Convenience Provision in Clacton

Destination	Convenience Sales Area (sg.m)	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Sainsbury's, High Street, Clacton	1,318	12,871	17.0	8.9
Marks &Spencer, Pier Avenue, Clacton	619	11,749	7.3	1.8
Morrisons, Waterglade Retail Park, Clacton	2,139	13,586	29.1	31.9
Morrisons, Centenary Way, Clacton	2,004	13,586	27.2	43.6
Tesco, Brook Retail Park, Clacton	3,326	12,277	40.8	42.5
Farmfood, Valleybridge Road, Clacton	496	6,016	3.0	0.3
Co-op Bull Hill Road, Clacton	1,815	8,267	15.0	0.6
Iceland, Waterglade Retail park, Clacton	444	7,727	3.4	2.6
Lidl, Old Road/Castle Road, Clacton	910	3,522	3.2	4.3
Lidl, St Osyth Road, Clacton	884	3,522	3.1	2.1
Clacton town Centre	-	=	1.1	1.1
Great Clacton district centre	-	=	0.1	0.1
Old Road, Clacton (district centre)	-	=	0.0	0.0
Co-op, 162-164 Old Road, Clacton	185	8,267	1.5	0.2
One Stop, St. John's Road, Clacton	164	8,463	1.4	0.7
Aldi, Pier Avenue, Clacton	697	11,748	8.2	16.4
Bockings Elm, Clacton (local centre)	-	=	0.0	0.0
Holland on sea (district centre)	-	=	0.1	0.1
Co-op, Coopers Lane, Clacton	107	8,267	0.9	0.2
Total	15,109		162.4	157.2

Table C6b: Estimated 'capacity' for convenience goods facilities in Clacton

rable cob. Estimated capacity for conference	able bob! Estimated capacity for conference goods radiicles in diactor.									
Year	Benchmark Turnover of Existing Stores Turnover -	Market Share of Study Area Expenditure - %	Expenditure Available - £m²	Tendring District Inflow - £m	Surplus Expenditure - £m					
2015	162.4	24.8%	157.2	2.4	-2.8					
2020	161.1	24.8%	165.4	2.4	6.8					
2025	160.3	24.8%	173.2	2.3	15.3					
2032	160.3	24.8%	183.4	2.4	25.5					

- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (Oct 2015)
 Assumes constant market share claimed by Tendring facilities at 24.8% from Study Area

2014 prices

Table C6c: Gross quantitative capacity for additional convenience goods floorspace in Clacton

V		Convenience Goods				
Year	Surplus	Floorspace Requi	rement (sq m net)			
	£m	Min ¹	Max ²			
2015	-2.8	-210	-400			
2020	6.8	520	970			
2025	15.3	1,170	2,210			
2032	25.5	1,950	3,680			

- 1. Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)
- 2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
 3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 prices

Table C6d: Net quantitative capacity for additional convenience goods floorspace in Clacton

l				Convenience Goods		
	Year	Surplus Commitments Residual		Floorspace Requ	uirement	
		£m	£m	£m	Min ¹	Max ²
	2015	-2.8	4.2	-7.0	-530	-1,000
	2020	6.8	4.2	2.6	200	370
	2025	15.3	4.2	11.1	850	1,610
	2032	25.5	4.2	21.3	1,630	3,080

- Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)

 Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

 Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)

- A Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

 2014 prices

Table C6e: Extant convenience goods commitm	able C6e: Extant convenience goods commitments in Clacton									
Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)		Estimated Sales	Estimated Comparison Turnover (£m)	Status			
							approved			
							(Turnover			
							estimated to			
Bull Hill Road	14/00537	Foodstore (Asda)	3,406	1,362	14,106	4.2	be £19.21m)			
Total			3,406	1,362		4.2				

^{1.} Bull Hill Road - Redevelopment for an Asda store was permitted in Dec 2014. Net convenience floorspace was taken from the decision notice.

WYG Planning

Tendring Retail Capacity Study

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table F6a - Trading Performance of Existing Convenience Provision in Frinton

Destination	Convenience Sales Area (sa.m)	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Co-op, Connaught Avenue, Frinton	312	8,267	2.6	2.9
Co-op, the Triangle, Frinton	1,131	8,267	9.4	8.0
Iceland, the Triangle, Frinton	446	7,727	3.4	3.2
Frinton on Sea Town Centre			0.8	0.8
The Triangle, Frinton (district centre)			0.1	0.1
Total	1,889		16.2	15.0

Sourced from Table 5

Table F6b: Estimated 'capacity' for convenience goods facilities in Frinton

Year	Benchmark Turnover of Existing Stores Turnover -	Market Share of Study Area Expenditure - %	Expenditure Available - £m²	Tendring District Inflow - £m	Surplus Expenditure - £m
2015	16.2	2.4%	15.0	0.2	-1.0
2020	16.1	2.4%	15.8	0.2	-0.1
2025	16.0	2.4%	16.5	0.2	0.8
2032	16.0	2.4%	17.5	0.2	1.7

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (Oct 2015)
 Assumes constant market share claimed by Frinton facilities at 2.4% from Study Area

Table F6c: Gross quantitative capacity for additional convenience goods floorspace in Frinton

V		Convenience Goods	nience Goods		
Year	Surplus	Floorspace Requirement (sq m net)			
	£m Min ¹		Max ²		
2015	-1.0	-70	-140		
2020	-0.1	-10	-10		
2025	0.8	60	110		
2032	1.7	130	250		

A-VIZ.

1. Average sales density assumed to be £13,211 per st,m based on the average sales density of the leading for supermarkets as identified by Verdict 2014 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

Table F6d: Net quantitative capacity for additional convenience goods floorspace in Frinton

	Convenience Goods					
Year	Surplus	Commitments Residual Floorspace Requir		uirement		
	£m	£m	£m	Min ¹	Max ²	
2015	-1.0	2.9	-3.9	-300	-560	
2020	-0.1	2.9	-3.0	-230	-430	
2025	0.8	2.9	-2.2	-170	-310	
2032	1.7	2.9	-1.2	-90	-170	

^{1.} Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)

Table E6e: Extant convenience goods commitments in Frinten

able Foe: Extant convenience goods commitments in Frinton							
Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)		Density (f/sq m)	Estimated Comparison Turnover (£m)	Status
70 - 84A Connaught Avenue Frinton On							
Sea Essex CO13 9PT	14/00693/FUL	Sainsbury Local	273	191	12,871	2.5	Opened
71 - 84A Connaught Avenue Frinton On							
Sea Essex CO13 9PT	14/00693/FUL	Retail units	136	95	3500	0.5	approved
Total			409	286		2.9	

^{1. 70-84}A, Unit 4 is now occupied by Sainsbury Local (after the household survey). Assumed 70% of the gross floorspace would be for net convenience use. Sales density based on Verdict . Assumed 1/3 of the remaining A1 floorspace would be occupied by convenience goods retailer. Sales density is WYG estimate.

^{3.} Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

^{2.} Average sales density assumed to be £7,000 per s_Am obset on the errors games density of the redung from specimens as defining.

2. Average sales density assumed to be £7,000 per s_Am which is based on WYGs knowledge of discount operators.

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a).

^{3.} Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015) 2014 prices

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table D6a - Trading Performance of Existing Convenience Provision in Dovercourt and Harwich

Destination	Convenience Sales Area (sg.m)	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Asda, Main Road, Dovercourt	1,177	14,106	16.6	10.3
Co-op, High Street, Dovercourt	162	8,267	1.3	0.3
Iceland, 246/250 High Street, Dovercourt	375	7,727	2.9	1.4
Lidl, Parkestone Road, Dovercourt	913	3,522	3.2	6.1
Morrisons, Iconfield Park, Garland Road, Harwich	1,780	13,586	24.2	33.4
Dovercourt Town Centre	-	-	0.6	0.6
Upper Dovercourt (local centre)	-	-	0.0	0.0
Co-op, Fronks Road, Upper Dovercourt	411	8,267	3.4	0.6
One Stop, Ramsey Road, Upper Dovercourt	188	8,463	1.6	0.7
Premier, Gravel Hill Way, Dovercourt	70	5,968	0.4	0.3
Harwich Town Centre			0.5	0.5
Total	5,074	69,906	54.7	54.1

Table D6b: Estimated 'capacity' for convenience goods facilities in Dovercourt and Harwich

Year	Benchmark Turnover of Existing Stores Turnover -	Market Share of Study Area Expenditure - %	Expenditure Available - £m²	Tendring District Inflow - £m	Surplus Expenditure - £m
2015	54.7	8.5%	54.1	0.8	0.3
2020	54.3	8.5%	57.0	0.8	3.5
2025	54.0	8.5%	59.7	0.8	6.5
2032	54.0	8.5%	63.2	0.8	10.0
Study Area Market Share (0/4)					

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (Oct 2015)

2014 prices

Table D6c: Gross quantitative capacity for additional convenience goods floorspace in Dovercourt and Harwich

V	Convenience Goods				
Year	Surplus Floorspace Requirement (sq m net)				
	£m	Min ¹	Max ²		
2015	0.3	20	40		
2020	3.5	270	510		
2025	6.5	500	940		
2032	10.0	770	1,450		

^{1.} Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)

2014 prices

Table D6d: Net quantitative capacity for additional convenience goods floorspace in Dovercourt and Harwich

,,	Convenience Goods					
Year	Surplus Commitments Residual Floorspace Requirement					
	£m	£m	£m	Min ¹	Max ²	
2015	0.3	0.0	0.3	20	40	
2020	3.5	0.0	3.5	270	510	
2025	6.5	0.0	6.5	500	940	
2032	10.0	0.0	10.0	770	1,450	

^{1.} Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)

3. Allows for I

^{2.} Assumes constant market share claimed by Tendring facilities at 8.5% from Study Area

 $^{2. \ \}text{Average sales density assumed to be } \textit{£7,000 per sq.m which is based on WYG's knowledge of discount operators}$

^{3.} Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

^{2.} Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

^{3.} Residual calculated by subtracting turnover of commitments (no commitments in Dovercourt and Harwich) from surplus expenditure (sourced from Table 6a)

 $^{3. \} Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)\\$

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table B6a - Trading Performance of Existing Convenience Provision in Brightlingsea

Table Boa - Trading Ferror mance of Existing Convenience Frovision in Brightingsea								
Destination	Convenience Sales Area	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)				
Co-op, Samson Road, Brightlingsea	1,059	8,267	8.8	1.7				
Co-op, Station Road, Brightlingsea	444	8,267	3.7	0.1				
Tesco Express, Victoria Road, Brightlingsea	157	12,277	1.9	1.3				
Brightlingsea Town Centre	-	=	0.4	0.4				
Total	1,660		14.7	3.4				

Table B6b: Estimated 'capacity' for convenience goods facilities in Brightlingsea

V	Benchmark Turnover of	Market Share of Study Area	Expenditure Available -	Tendring District Inflow -	Surplus
Year	Existing Stores Turnover -	Expenditure - %	£m²	£m	Expenditure - £m
2015	14.7	0.5%	3.4	0.05	-11.2
2020	14.6	0.5%	3.6	0.05	-10.9
2025	14.5	0.5%	3.8	0.05	-10.7
2032	14.5	0.5%	4.0	0.05	-10.5
Study Area Market Share (%)					

- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (Oct 2015)
 Assumes constant market share claimed by Brightlingsea facilities at 0.5% from Study Area

Table B6c: Gross quantitative capacity for additional convenience goods floorspace in Brightlingsea

	Convenience Goods			
Year	Surplus	Surplus Floorspace Requirement (sq		
	£m	Min ¹	Max ²	
2015	-11.2	-850	-1,610	
2020	-10.9	-840	-1,580	
2025	-10.7	-820	-1,550	
2032	-10.5	-800	-1,520	

- 1. Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)
- Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 prices

Table B6d: Net quantitative capacity for additional convenience goods floorspace in Brightlingsea

Year	Convenience Goods						
Tear	Surplus Commitments Residual Floorspace				uirement		
	£m	£m	£m	Min ¹	Max ²		
2015	-11.2	0.0	-11.2	-850	-1,610		
2020	-10.9	0.0	-10.9	-840	-1,580		
2025	-10.7	0.0	-10.7	-820	-1,550		
2032	-10.5	0.0	-10.5	-800	-1,520		

- 1. Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)

 2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

 3. Residual calculated by subtracting turnover of commitments (no commitments in Brightlingsea) from surplus expenditure (sourced from Table 6a)

- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)
 2014 prices

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table Mha - Trading Performance of Existing Convenience Provision in Manningtree

Table Piba - Trading Ferror market of Existing Convenience Frovision in Flamming dee								
Destination	Convenience Sales Area	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)				
Co-op, 4 Acacia Court, Blenheim Close, Brantham, Manningtree	157	8,267	1.3	3.4				
Co-op, Riverside Avenue, Manningtree	977	8,267	8.1	7.3				
Tesco Express, High Street, Manningtree	214	12,277	2.6	1.5				
Manningtree Town Centre	-	-	1.1	1.1				
Total	1,348		13.1	13.3				

Table M6b: Estimated 'capacity' for convenience goods facilities in Manningtree

Year	Benchmark Turnover of Existing Stores Turnover -		Expenditure Available - £m ²	Tendring District Inflow - £m	Surplus Expenditure - £m
2015	13.1	2.1%	13.3	0.20	0.4
2020	13.0	2.1%	14.0	0.20	1.2
2025	12.9	2.1%	14.6	0.20	1.9
2032	12.9	2.1%	15.5	0.20	2.8
Study Area Market Share (%)					

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (Oct 2015)

Table M6c: Gross quantitative capacity for additional convenience goods floorspace in Manningtree

Year	Convenience Goods			
Tear	Surplus Floorspace Requirement (sq m n		rement (sq m net)	
	£m	Min ¹	Max ²	
2015	0.4	30	60	
2020	1.2	90	170	
2025	1.9	150	280	
2032	2.8	210	400	

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Table M6d: Net quantitative capacity for additional convenience goods floorspace in Manningtree

	Convenience Goods					
Year	Surplus	Commitments	Residual	Floorspace Requ	uirement	
	£m	£m	£m	Min ¹	Max ²	
2015	0.4	0.0	0.4	30	60	
2020	1.2	0.0	1.2	90	170	
2025	1.9	0.0	1.9	150	280	
2032	2.8	0.0	2.8	210	400	
Average sales density assumed to be £13,211 per sq.m based on the average sales density	of the leading four supermarkets as ident	ified by Verdict 2014 (2014 prices)				
2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge	of discount operators					
3. Residual calculated by subtracting turnover of commitments (no commitments in Manningtre	3. Residual calculated by subtracting turnover of commitments (no commitments in Manningtree) from surplus expenditure (sourced from Table 6a)					
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)						
2014 prices						

Assumes constant market share claimed by Manningtree facilities at 0.3% from Study Area

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table W6a - Trading Performance of Existing Convenience Provision in Walton

Destination	Convenience Sales Area	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Co-op, 74 High Street, Walton on the Naze	273	8,267	2.3	2.1
Tesco Express Walton on the Naze	287	12,277	3.5	1.6
Walton-on-the-Naze Town Centre	-	-	0.4	0.4
Total	560		6.2	4.0

Table W6b: Estimated 'capacity' for convenience goods facilities in Walton

Year	Benchmark Turnover of Existing Stores Turnover -	Market Share of Study Area Expenditure - %	Expenditure Available - £m²	Tendring District Inflow - £m	Surplus Expenditure - £m
2015	6.2	0.6%	4.0	0.1	-2.1
2020	6.1	0.6%	4.2	0.1	-1.8
2025	6.1	0.6%	4.4	0.1	-1.6
2032	6.1	0.6%	4.7	0.1	-1.3
Study Area Market Share (%)					

Study Area Marker Sharre (V/o)

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (Oct 2015)

2. Assumes constant market share claimed by Walton facilities at 0.6% from Study Area

2014 prices

Table W6c: Gross quantitative capacity for additional convenience goods floorspace in Walton

		Convenience Goods	
Year	Surplus	Floorspace Requir	rement (sq m net)
	£m	Min ¹	Max ²
2015	-2.1	-160	-300
2020	-1.8	-140	-260
2025	-1.6	-120	-230
2032	-1.3	-100	-190

Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)
 Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

Table W6d: Net quantitative capacity for additional convenience goods floorspace in Walton

			Convenience Goods		
Year	Surplus	Commitments	Residual	Floorspace Requ	uirement
	£m	£m	£m	Min ¹	Max ²
2015	-2.1	10.8	-12.9	-980	-1,840
2020	-1.8	10.7	-12.5	-950	-1,800
2025	-1.6	10.7	-12.3	-940	-1,780
2032	-1.3	10.8	-12.1	-930	-1,750

^{1.1.3 -} Average sales density assumed to be £13,211 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2014 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WWGS knowledge of discount operators

3. Residual calculated by subtracting turnover of commitments (no commitments in Walton) from surplus expenditure (sourced from Table 6a)

Table 11 oc. Extant convenience goods committing	ancom wanton						
Destination	Reference	Proposal			Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover	Status
Land Site at Martello Caravan Park Kirby Road Walton On The Naze Essex CO14 8QP		Foodstore (Aldi)	1,672	920	11,748	10.8	approved
Total			1,672	920		10.8	

^{1.} Land at Martello Site - planning permission was granted for a foodstore in Nov 2015. Sales area are taken from application submission.

A. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)
 2014 prices

^{3.} Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015) **2014 prices**

Table 7a: Population from 2015 -2032

		Popu	lation	
Zone	2015	2020	2025	2032
1	19,658	20,457	21,288	22,354
2	66,576	69,282	72,098	75,706
3	25,526	26,564	27,643	29,026
4	32,911	34,249	35,641	37,424
TDC total (zone 1-4)	144,671	150,551	156,670	164,510
5	8,009	8,448	8,806	9,250
6	142,526	149,994	156,803	165,426
7	13,530	13,802	14,058	14,451
Total	308,736	322,795	336,337	353,637

								Compari	ison goods p	ner canita e	cnenditure																																	
Zone			ı	. :	2015 with S	er 	ı	1	ı		l	1	ı	2015	I	I		ı		ı	ı	1	2020	1	1	1	ı		I	ı		2025		l				l	ı	1	2032			1
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	d Recreatio	n Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household Re	creation Che	mist TOT
1	372	225	468	798	205	636	428	140	3,273	329	198	413	705	181	562	377	124	2,890	382	230	480	818	210	652	438	143	3,353	445	268	559	954	245	760	511	167	3,910	555	335	697	1,189	306	948	637 20	09 4,8
2	298	183	397	679	177	542	395	115	2,786	263	162	351	600	156	478	349	101	2,460	306	188	407	696	181	555	405	118	2,855	356	219	475	811	211	647	472	137	3,329	444	273	592	1,012	263	807	588 17	71 4,1
3	311	193	461	760	197	613	435	122	3,093	275	171	407	671	174	541	384	108	2,731	319	198	472	779	202	628	446	125	3,169	372	231	551	908	235	732	520	146	3,695	463	288	687	1,132	293	913	648 18	82 4,6
4	378	242	571	912	236	748	494	163	3,743	333	214	504	805	208	660	436	144	3,305	387	248	585	934	242	766	506	167	3,835	451	290	682	1,090	282	893	590	195	4,472	562	361	850	1,358	351	1,114	736 24	43 5,5
5	331	209	588	842	226	724	453	147	3,521	293	184	519	744	200	640	400	130	3,109	339	214	602	863	232	742	464	151	3,608	396	249	702	1,006	270	865	541	176	4,207	493	311	876	1,255	337	1,079	674 23	20 5,2
6	314	181	508	800	208	646	442	122	3,223	278	160	449	707	184	571	391	108	2,845	322	185	520	820	214	662	453	125	3,302	376	216	607	956	249	772	528	146	3,850	468	269	757	1,192	311	962	659 18	82 4,8
7	424	281	628	1,016	267	843	532	187	4,179	375	248	555	897	236	744	470	166	3,690	435	288	644	1,041	274	863	545	192	4,282	507	335	751	1,214	320	1,007	635	224	4,993	632	418	936	1,514	398	1,255	792 23	79 6,2

Notes:

a. Zime based on the following past code sectors

1 - COLD 6, COLD 9 and COM 8

2 - COLD 1, COLD 9 and COM 8

2 - COLD 1, COLD 9 and COM 8

3 - COLD 1, COLD 9 and COLD 9 and COLD 6

4 - COLD 1, COLD 9, COLD 9 and COLD 6

5 - COLD 9

5 - COLD 9

6 - COLD 1, COLD 9, COLD 9 and COLD 6

5 - COLD 9

6 - COLD 1, COLD 9, CO

Table 8: Total comparison goods expenditure

							(Compariso	n goods per c	apita exper	ıditure (£M))																											
Zone					2015									2020									2025									2032					Compa	rison goods	growth
																																					i i		
	Furniture	DIY	Electrical	Clothes	CDs et	c Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	2015-2020	2015-2025	2015-2032
1	6.5	3.9	8.1	13.9	3.6	11.0	7.4	2.4	56.8	7.8	4.7	9.8	16.7	4.3	13.3	9.0	2.9	68.6	9.5	5.7	11.9	20.3	5.2	16.2	10.9	3.6	83.2	12.4	7.5	15.6	26.6	6.8	21.2	14.2	4.7	109.0	11.8	26.4	52.2
2	17.5	10.8	23.4	39.9	10.4	31.9	23.2	6.7	163.8	21.2	13.0	28.2	48.2	12.6	38.5	28.0	8.1	197.8	25.7	15.8	34.2	58.5	15.2	46.7	34.0	9.9	240.0	33.6	20.6	44.8	76.6	19.9	61.1	44.5	12.9	314.2	34.0	76.2	150.4
3	7.0	4.4	10.4	17.1	4.4	13.8	9.8	2.8	69.7	8.5	5.3	12.5	20.7	5.4	16.7	11.8	3.3	84.2	10.3	6.4	15.2	25.1	6.5	20.2	14.4	4.0	102.1	13.4	8.4	19.9	32.9	8.5	26.5	18.8	5.3	133.7	14.5	32.4	64.0
4	11.0	7.0	16.6	26.5	6.9	21.7	14.4	4.7	108.8	13.3	8.5	20.0	32.0	8.3	26.2	17.3	5.7	131.4	16.1	10.3	24.3	38.8	10.0	31.8	21.0	7.0	159.4	21.0	13.5	31.8	50.8	13.1	41.7	27.5	9.1	208.7	22.6	50.6	99.9
5	2.3	1.5	4.2	6.0	1.6	5.1	3.2	1.0	24.9	2.9	1.8	5.1	7.3	2.0	6.3	3.9	1.3	30.5	3.5	2.2	6.2	8.9	2.4	7.6	4.8	1.6	37.0	4.6	2.9	8.1	11.6	3.1	10.0	6.2	2.0	48.5	5.6	12.1	23.6
6	39.6	22.8	63.9	100.7	26.2	81.3	55.7	15.4	405.6	48.3	27.8	78.1	123.0	32.0	99.3	68.0	18.8	495.3	58.9	33.9	95.2	149.9	39.1	121.0	82.9	22.9	603.7	77.5	44.6	125.2	197.2	51.4	159.2	109.0	30.1	794.0	89.7	198.2	388.5
7	5.1	3.4	7.5	12.1	3.2	10.1	6.4	2.2	49.9	6.0	4.0	8.9	14.4	3.8	11.9	7.5	2.7	59.1	7.1	4.7	10.6	17.1	4.5	14.2	8.9	3.1	70.2	9.1	6.0	13.5	21.9	5.8	18.1	11.4	4.0	90.0	9.2	20.3	40.0
Total	89.0	53.7	134.1	216.2	56.3	175.0	120.0	35.3	879.5	107.9	65.1	162.6	262.3	68.3	212.2	145.6	42.8	1,066.8	131.0	79.0	197.6	318.6	82.9	257.8	176.8	52.0	1,295.7	171.7	103.5	258.9	417.5	108.7	337.8	231.8	68.1	1,698.0	187.3	416.3	818.6

- Notes: 1 CO13 0, CO13 9 and CO14 8 2 CO15 1, CO15 7, CO15 8, CO15 5, CO15 6, CO16 7, CO16 8 and CO16 9 3 CO12 3, CO15 7, CO15 3, CO15 6, CO16 7, CO16 8 and CO16 9 3 CO12 3, CO12 7, CO15 2 and CO16 0 4 CO11 1, CO11 2, CO7 0, CO7 7 and CO7 8

- 4 CU11, CU112, CU17, C

- b. Or copile sependiture derived from Experian MMC3 data (Dec 2015 report)

 Per copile sependiture projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13

 Experian Retail Planner Briefing Note 13

2014 Prices

Table 9: Clothes/shoes shopping patterns

	T-1-1		7	7			76	
Destination	Total Clothes/shoes	Zone 1 Clothes/shoes	Zone 2 Clothes/shoes	Zone 3 Clothes/shoes	Zone 4 Clothes/shoes	Zone 5 Clothes/shoes	Zone 6 Clothes/shoes	Zone 7 Clothes/shoes
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area								
Zone 1 Frinton on Sea	1.3%	19.5%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%
Walton on the Naze	0.1%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 1)	1.5%	21.7%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%
Zone 2								
Brook Retail Park, Clacton	0.7%	0.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton Waterglade Retail Park, Clacton	3.3% 0.7%	2.9% 3.3%	10.9% 2.4%	4.3% 0.0%	2.1% 0.0%	0.0%	0.7% 0.0%	0.0%
Clacton on Sea	9.3%	15.3%	32.4%	13.8%	5.1%	1.5%	0.0%	0.0%
Bockings Elm Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea Jaywick	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 2)	14.0%	22.4%	48.7%	18.1%	7.2%	1.5%	0.7%	0.0%
Zone 3								
Harwich Gateway Retail Park, Harwich	0.7%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	2.1%
Dovercourt Harwich	0.7% 0.9%	0.9% 5.7%	0.0% 0.9%	3.7% 3.9%	2.8% 0.0%	0.8%	0.0%	0.0%
Asda, Main Road, Dovercourt	0.1%	0.0%	0.9%	1.7%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 3)	2.4%	6.6%	0.9%	17.2%	2.8%	0.8%	0.0%	2.1%
Zone 4 Manningtree	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Ardleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmstead Great Bentley	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	0.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 4)	0.3%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
SUB- TOTAL TENDRING (ZONE 1-4)	18.1%	50.7%	50.2%	36.0%	12.4%	2.3%	0.7%	2.1%
	18.1%	50.7%	50.2%	36.0%	12.4%	2.3%	0.7%	2.1%
SUB- TOTAL TENDRING (ZONE 1-4) Zone 5 Wivenhoe	18.1%	50.7%	50.2%	36.0%	0.0%	2.3%	0.7%	0.0%
Zone 5								
Zone 5 Wivenhoe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester	0.0% 0.0%	0.0% 0.0 %	0.0% 0.0%	0.0% 0.0%	0.0% 0.0 %	0.0% 0.0 %	0.0% 0.0 %	0.0% 0.0 %
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester	0.0% 0.0% 0.0% 2.3%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.2%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester	0.0% 0.0% 0.0% 0.0% 2.3% 0.3%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.9% 0.0%	0.0% 0.0% 0.0% 0.0% 3.2% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 3.7% 0.7%	0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester	0.0% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% 1.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 0.0% 2.5%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester	0.0% 0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.4% 0.6%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.7% 0.7% 0.0% 2.5% 1.3%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester	0.0% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% 1.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 0.0% 2.5%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Turner Rise Retail park, Colchester Colchester	0.0% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.9% 29.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 40.9%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 2.5% 1.3% 3.6% 0.7% 69.8%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham	0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.3% 0.6% 0.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Turner Rise Retail park, Colchester Colchester	0.0% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.9% 29.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 40.9%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 2.5% 1.3% 3.6% 0.7% 69.8%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester	0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3% 0.0% 0.0% 0.1% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester	0.0% 0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester	0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3% 0.0% 0.0% 0.1% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley	0.0% 0.0% 0.0% 0.0% 0.0% 2.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3% 0.0% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 3.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester	0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
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Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester Peatree Road Retail Park, Colchester The Stamway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester Filipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0% 0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 3.7% 0.7% 0.0% 2.5% 1.3% 3.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Godray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Sheephen Retail Park, Colchester	0.0% 0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.7% 0.7% 0.0% 2.5% 1.3% 3.6% 0.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colchester Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Cowdray Trade Park, Colchester Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Shrub End	0.0% 0.0% 0.0% 2.3% 0.3% 0.3% 0.6% 2.7% 0.5% 54.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
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Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 SB&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Shephen Retail Park, Colchester Shephen Retail Park, Colchester Shrub End Stanway Tesco Extra, Highwoods, Colchester Tesco Extra, Highwoods, Colchester	0.0% 0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.44% 0.68% 2.7% 0.5% 54.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
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Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Eowdray Trade Park, Colchester Cowdray Trade Park, Colchester Filipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Shephen Retail Park, Colchester Shephen Retail Park, Colchester Shephen Retail Park, Colchester Stanway Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 3.7% 0.7% 0.0% 2.5% 1.3% 3.66% 0.7% 69.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colchester Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Perettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Sheephen Retail Park, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester	0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.4% 0.6% 2.7% 0.5% 54.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.7% 0.7% 0.0% 3.6% 0.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Eowdray Trade Park, Colchester Cowdray Trade Park, Colchester Filipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Shephen Retail Park, Colchester Shephen Retail Park, Colchester Shephen Retail Park, Colchester Stanway Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 3.7% 0.7% 0.0% 2.5% 1.3% 3.66% 0.7% 69.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Peatree Road Retail Park, Colchester Peatree Road Retail Park, Colchester The Stamway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Eowdray Trade Park, Colchester Filipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Sheephen Retail Park, Colchester Sheephen Retail Park, Colchester Sheephen Retail Park, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Capel St Mary Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 3.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.7% 0.7% 0.0% 2.5% 1.3% 3.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 SB&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Shephen Retail Park, Colchester Shephen Retail Park, Colchester Tesco Extra, Highwoods, Colchester Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Sub ToTAL (ZONE 6) Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary Capel St Mary	0.0% 0.0% 0.0% 0.0% 2.3% 0.3% 0.0% 1.44% 0.65% 54.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 3.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 5 Wivenhoe SUB TOTAL (ZONE 5) Zone 6 B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Filipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Sheephen Retail Park, Colchester Sheephen Retail Park, Colchester Sheephen Retail Park, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Capel St Mary Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 3.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.7% 0.7% 0.0% 2.5% 1.3% 3.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%

The Place for Plants, East Bergholt Place, Mill Road, East Bergholt SUB TOTAL (ZONE 7)	0.0% 0.1%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0% 1.9%
SUB-TOTAL STUDY AREA (ZONE 1-7)	81.82%	82.66%	82.87%	88.06%	79.48%	85.58%	85.64%	21.61%
Outside								
Tiptree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Mersea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad Alresford	0.9% 0.0%	2.4% 0.0%	2.9% 0.0%	0.0%	0.7%	0.0%	0.0%	1.6%
Ambleside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Stoke Park Drive, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.5%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%
B&Q, Anglia Parkway South, Bury Road, Ipswich B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%
Banchory, Aberdeenshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Beccles Bildeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bluewater Shopping Centre, Greenhithe	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.6%	0.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Cambridge Campsea Ashe	0.7% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3% 0.0%	2.5%
Central London	0.9%	0.0%	1.5%	1.9%	0.5%	4.1%	0.3%	2.3%
Chelmsford	1.0%	3.3%	0.9%	2.0%	0.0%	2.6%	0.6%	1.3%
Chester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Copdock Copford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cribbs Causeway, Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park, Ipswich	0.0%	0.0%	0.0% 2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairacres Retail Park, Oxford Felixstowe	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fleetwood	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Outlet Shopping Village, Braintree	1.6%	0.9%	1.3%	1.9%	2.3%	2.5%	1.8%	0.0%
Futura Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glasswells Retail Park, Ranelagh Road, Ipswich Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
High Wycombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Felixstowe Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huntingdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hythe Ingatestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interchange Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
lpswich	5.3%	4.6%	1.3%	4.4%	7.2%	1.5%	2.3%	60.6%
Junction 32 Retail Park, Glasshoughton, Castleford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Keswick Lakeside Retail Park, West Thurrock	0.1% 1.1%	0.0% 2.6%	0.0% 2.4%	0.0% 0.7%	0.0% 2.0%	0.0%	0.3% 0.3%	0.0%
Letchworth	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Lincoln	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Long Melford	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Loughborough Marks Tey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%
Martlesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Sproughton Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nacton, Suffolk Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich	1.0%	0.0%	0.0%	0.0%	1.3%	2.9%	1.6%	0.9%
Orwell Retail Park, Ipswich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peterborough Pipps Hill Retail Park, Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Poplar Nurseries, Coggeshall Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ransomes Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romford Sainsbury's, Felixstowe Road, Ipswich	0.1% 0.2%	0.0%	0.5% 0.0%	0.0% 1.0%	0.0% 1.1%	0.0%	0.0%	0.0%
Sainsbury's, Hadleigh Road, Ipswich	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Southend-on-Sea	0.4%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford	0.2%	0.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury Suffolk Retail Park, Ipswich	0.4% 0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9% 0.0%	0.0%
Tesco Extra, Copdock Interchange, Ipswich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Interchange Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westfield Shapping Centre, Stratford City	0.0% 0.2%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0% 0.3%	0.0%
Westfield Shopping Centre, Stratford City White Cliffs Park, Whitfield	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%
White clins rank, Whiteled Whitehouse Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Witham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodbridge	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Woodhall Business Park, Sudbury Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (OUSTSIDE STUDY AREA)	18.2%	17.3%	17.1%	11.9%	20.5%	14.4%	14.4%	78.4%
TOTAL	-400-000	-400-000	-400-000	_400_000	_400-000	_400-000	-400-000	_400-00-1
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 10: Clothes/shoes expenditure in 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Destination	Clothes/shoes	Clothes/shoes	Clothes/shoes	Clothes/shoes	Clothes/shoes	Clothes/shoes		Clothes/shoe
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
Study Area								
Zone 1								
Frinton on Sea Walton on the Naze	3.1 0.3	2.7 0.3	0.2	0.1	0.0	0.0	0.0	0.
Kirby Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
SUB TOTAL (ZONE 1)	3.4	3.0	0.2	0.1	0.0	0.0	0.0	0.
Zone 2								
Brook Retail Park, Clacton	1.3	0.1	1.2	0.0	0.0	0.0	0.0	0.
Clacton Factory Outlet, Clacton Waterglade Retail Park, Clacton	6.7 1.4	0.4	4.3 1.0	0.7	0.6	0.0	0.7	0
Clacton on Sea	18.9	2.1	12.9	2.4	1.4	0.0	0.0	0
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0		0
Hillson Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Holland-on-Sea laywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Little Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
SUB TOTAL (ZONE 2)	28.3	3.1	19.4	3.1	1.9	0.1	0.7	0.
						-		-
Zone 3							ļ	
Harwich Gateway Retail Park, Harwich	1.6	0.0	0.0	1.3	0.0	0.0		0
Dovercourt Harwich	1.6	0.1	0.0	0.6	0.7	0.0	0.0	0.
Asda, Main Road, Dovercourt	0.3	0.0	0.4	0.7	0.0	0.0	0.0	0.
idl, Parkeston Road, Harwich	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.
Parkeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
SUB TOTAL (ZONE 3)	5.3	0.9	0.4	3.0	0.7	0.0	0.0	0.
Zone 4	0.3	0.0	0.0	0.0	0.2	0.0	0.0	
Manningtree Ardleigh	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0		0
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
awford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Brightlingsea	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.
SUB TOTAL (ZONE 4)	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.
SUB- TOTAL TENDRING (ZONE 1-4)	37.6	7.0	20.0	6.2	3.3	0.1	0.7	0.
SOB- TOTAL TENDRING (ZONE 1-4)	37.0	7.0	20.0	0.2	3.3	0.1	0.7	<u> </u>
Zone 5								
Nivenhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
SUB TOTAL (ZONE 5)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Zone 6 3&Q Warehouse, Lightship Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Colchester Retail Park, Colchester	4.9	0.0	0.0	0.3	0.8	0.0		0
Colne View Retail Park, Colchester	0.7	0.0	0.0	0.0	0.0	0.0		0
Peatree Road Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
The Stanway Retail Park, Colchester	2.8	0.0	0.4	0.0	0.0	0.0		0
The Tollgate Centre, Colchester	1.3	0.0	0.0	0.0	0.0	0.0		0.
Foligate Retail Park, Colchester	5.7	0.0	0.2	1.6	0.3	0.0		0
Furner Rise Retail park, Colchester Colchester	1.1 117.0	0.0 4.4	0.4 11.9	0.0 7.0	0.0 16.5	0.0 4.8		0.
Aldham	0.0	0.0	0.0	0.0	0.0	0.0		0
Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0		0
Asda, Turner Rise, Colchester	0.2	0.0	0.2	0.0	0.0	0.0		0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0		0
Cowdray Trade Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0		0.
-iverways Retail Park, Colchester Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0		0.
Highwoods, Colchester	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0		0.
angham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0		0
Prettygate	0.3	0.0	0.0	0.0	0.0	0.0		0
Sainsbury's, Western Approach, Stanway	0.4	0.0	0.0	0.0	0.0	0.1	0.3	0.
Severalls Industrial Park, Colchester Sheephen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0		0.
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Fesco Extra, Highwoods, Colchester	0.3	0.0	0.0	0.0	0.0	0.0		0
Fesco Superstore, Greenstead Road, Colchester	0.9	0.0	0.0	0.0	0.1	0.0	0.7	0
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Wickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0		0
Wyevale Garden Centre, London Road, Colchester SUB TOTAL (ZONE 6)	0.3	0.0	0.0 13.0	0.0	0.0	0.0 5.0		0
OUD TOTAL (ZUNE 0)	136.8	4.4	13.0	8.9	17.8	5.0	85.6	2
Zone 7	1							
			0.0	0.0				

Section	Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Temporal									0.1
Stock									0.0
SECTION STORM ASSESSMENT 1970 1									0.1
Section 1. 1942	The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Company	SUB TOTAL (ZONE 7)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Company									
Section 10	SUB-TOTAL STUDY AREA (ZONE 1-7)	174.7	11.5	33.1	15.1	21.1	5.1	86.3	2.6
Section 10	0.144								
March Proposed 10		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1									
Section									0.2
April									0.0
sea, substract between there with reserve the search share with search share with reserve the search shared with reserve the									0.0
SAS, Aven Selvery Cent July 2004 [1985] SAS, Mondrigh Alzers, Control Selvery 10	Asda, Stoke Park Drive, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Management Man	Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Searcher, Annewedses 00	B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Section	B&Q, Woodhall Business Park, Eastern Bypass, Sudbury						0.0	0.0	0.0
Monte									0.0
Material State									0.0
Manuscrip Supply Carrier Generalize									
12 0 0 0 0 0 0 0 0 0									
Mines									
### 10 10 00 00 00 00 00 0									0.0
Campos general () 0 0 0 0 0 0 0 0 0									0.0
Garges Are	·								0.3
Series 1.9 0.0 0									0.0
Chanastro									0.3
Second	Chelmsford	2.1	0.5	0.4	0.3	0.0	0.2	0.6	0.2
Content	Chester								0.0
Collect Company (Residual Collection 0.0 0									0.0
September									0.0
Self-Long-high 0.0									0.0
Case Peters Park Case									0.0
Fisherone Real Park, Odored Fisherone 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0									0.0
Festoroe									
Rethonord 0.1									
Freegor Dates Streegory Wileys, Brainrere 3.5 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0									0.0
Fixer Security Print, Igosech									0.0
Hedegin		0.0	0.0	0.0				0.0	0.0
High Wycombe	Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebass, Prisistown Road, Ignorich 0.0 0.	Hadleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huempdon Hue	High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hybre 0.0	Homebase, Felixstowe Road, Ipswich								0.0
Inspectations 0.0									0.0
Interchange Retail Park, Josephich 0.2 0.0	-								
Designation 1.1.6									
Danction 2 Retail Park, Glashoughton, Casteford 0.3 0.0 0.									
Sewitk									0.0
Jaseside Real Park, West Thurock 2.3 0.4 1.0 0.1 0.5 0.0 0.3 0.0 Liccion 0.0 <									0.0
Lincoln									0.0
Long NelFlord	Letchworth	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Log/phorough	Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barks Tey 0.0 0									0.0
Martischam 0.0									0.0
Neyflower Retail Park, Basildon									0.0
Morrisons, Sproughton Road, Igowich 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0									0.0
Necton, Suffolk									
Newmarket									0.0
Nerwich									
Orwell Retail Park, Ipswich 0.2 0.0<									0.1
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree									0.2
Pipps Hill Retail Park, Basildon 0.0 <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>									
Pitsea 0.2 0.0<		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	,								0.0
Ransomes Industrial Estate, Ipswich 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.									
Romford 0.2 0.0 0.2 0.0									0.0
Sainsbury's, Felixstowe Road, Ipswich 0.6 0.0 0.0 0.2 0.3 0.0 0.0 0.0 Sainsbury's, Hadleigh Road, Ipswich 0.0									0.0
Sainsbury's, Hadleigh Road, Ipswich 0.0 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>									
Southend-on-Sea 0.7 0.0 0.7 0.0									0.0
Stratford 0.3 0.1 0.2 0.0 0									0.0
Sudbury 0.9 0.0									0.0
Suffolk Retail Park, Ipswich 0.2 0.0									0.0
Tesco Extra, Copdock Interchange, Ipswich 0.0									0.2
Thurrock 0.1 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	Tesco Extra, Copdock Interchange, Ipswich		0.0	0.0	0.0			0.0	
Welshpool 0.0 0	The Interchange Retail Park, Ipswich							0.0	0.0
Westfield Shopping Centre, Stratford City 0.4 0.0									0.0
White Cliffs Park, Whitfield 0.3 0.0	-								
Whitehouse Industrial Estate, Ipswich 0.0									0.1
Witham 0.0<									0.0
Woodbridge 0.1 0.0 0.0 0.1 0.0 0.0 0.0 Woodhall Business Park, Sudbury 0.0									
Woodhall Business Park, Sudbury 0.0									
Wyevale Garden Centre, Grundisburgh Road, Woodbridge 0.0									
									0.0
									9.5

Destination	Total CDs etc (%)	Zone 1 CDs etc (%)	Zone 2 CDs etc (%)	Zone 3 CDs etc (%)	Zone 4 CDs etc (%)	Zone 5 CDs etc (%)	Zone 6 CDs etc (%)	Zone 7 CDs etc (%)
Study Area	(70)	(70)	(70)	(70)	(78)	(70)	(78)	(76)
Zone 1								
Frinton on Sea Walton on the Naze	3.8% 0.0%	57.7% 0.0%	0.0% 0.0%	0.0% 0.0%	1.1% 0.0%	0.0% 0.0%	0.7% 0.0%	0.09
Kirby Cross SUB TOTAL (ZONE 1)	0.0% 3.8%	0.0% 57.7%	0.0% 0.0%	0.0% 0.0%	0.0% 1.1%	0.0%	0.0% 0.7%	0.09
Zone 2	5.0%	27.7.70	0.0 70	0.0 %	2.2.70	0.0 70	3.7 70	
Brook Retail Park, Clacton Clacton Factory Outlet, Clacton	2.3% 0.4%	8.4% 0.0%	8.4% 0.8%	0.0% 2.4%	0.0% 1.1%	0.0% 0.0%	0.0% 0.0%	0.09
Waterglade Retail Park, Clacton Clacton on Sea	0.4% 15.3%	0.0% 21.9%	1.9% 59.5%	0.0% 9.1%	0.0% 4.7%	0.0%	0.0% 0.0%	0.09
Bockings Elm Clacton Garden Centre, St Johns Road, Clacton	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.09
Great Clacton Hilltop Garden Centre, Clacton Road, Clacton	0.0% 0.0%	0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Holland-on-Sea Jaywick	0.0% 0.0%	0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Little Clacton St Osyth	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
SUB TOTAL (ZONE 2)	18.4%	30.3%	70.6%	11.5%	5.8%	0.0%	0.0%	0.0%
Zone 3 Harwich Gateway Retail Park, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Dovercourt Harwich	0.8% 1.2%	0.0% 0.0%	0.0% 0.0%	9.1% 20.9%	2.6% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Asda, Main Road, Dovercourt Lidl, Parkeston Road, Harwich	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Parkeston Thorpe-le-Soken	0.0% 0.1%	0.0% 0.0%	0.0% 0.0%	0.0% 2.4%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
SUB TOTAL (ZONE 3)	2.2%	0.0%	0.0%	32.5%	2.6%	0.0%	0.0%	0.0%
Zone 4 Manningtree Manningtre	0.4%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.09
Ardleigh Craft Nurseries, Harwich Road, Lawford	0.7% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	6.2% 0.0%	0.0%	0.0% 0.0%	0.09
Elmstead Great Bentley	0.0% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.09
Lawford Brightlingsea	0.0% 0.5%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 4.3%	0.0% 0.0%	0.0% 0.0%	0.09
SUB TOTAL (ZONE 4)	1.6%	0.0%	0.0%	0.0%	13.5%	0.0%	0.0%	0.0%
SUB- TOTAL TENDRING (ZONE 1-4)	25.9%	88.0%	70.6%	44.0%	23.1%	0.0%	0.7%	0.0%
Zone 5 Wivenhoe	0.9%	0.0%	0.0%	2.4%	1.1%	25.3%	0.0%	0.09
SUB TOTAL (ZONE 5)	0.9%	0.0%	0.0%	2.4%	1.1%	25.3%	0.0%	0.0%
Zone 6 8&Q Warehouse, Lightship Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Colchester Retail Park, Colchester Colne View Retail Park, Colchester	0.0% 0.0%	0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester	0.0% 1.7%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 3.6%	0.09
The Tollgate Centre, Colchester Tollgate Retail Park, Colchester	0.6% 3.4%	0.0%	0.0% 0.0%	0.0% 0.0%	2.0% 1.6%	0.0% 0.0%	0.7% 6.7%	0.09
Turner Rise Retail park, Colchester Colchester	0.3% 51.4%	0.0% 7.5%	0.0% 12.1%	0.0% 43.4%	0.0% 56.6%	0.0% 72.7%	0.0% 76.3%	5.49 17.09
Aldham Angora Business Park, Stanway	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Asda, Turner Rise, Colchester Blackheath, Colchester	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Fiverways Retail Park, Colchester Great Horkesley	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Highwoods, Colchester Homebase, St Andrews Avenue, Colchester	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Langham Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Prettygate Sainsbury's, Western Approach, Stanway	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Severalls Industrial Park, Colchester Sheephen Retail Park, Colchester	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Shrub End Stanway	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester	2.4% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	5.0% 0.0%	0.09
West Bergholt Wickes, Clarendon Way, Colchester	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.09
Wyevale Garden Centre, London Road, Colchester SUB TOTAL (ZONE 6)	0.3% 60.1%	0.0% 7.5%	0.0% 12.1%	0.0% 43.4%	0.0% 60.2%	0.0% 72.7%	0.7% 93.0%	0.09 22.4 9
Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
oypass Nurseries Garden Centre, London Road, Capel St Mary Capel St Mary Dedham	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.09
Jedinin East Bergholt Holbrook	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.09
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt SUB TOTAL (ZONE 7)	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.09
SUB-TOTAL STUDY AREA (ZONE 1-7)	86.9%	95.5%	82.6%	89.9%	84.4%	98.0%	93.7%	22.4%
Outside Fiptree Weet Mercea	0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.09
West Mersea Abroad Alresford	0.0% 0.0% 0.1%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 1.1%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.09
Arresioru Ambleside Asda, Stoke Park Drive, Ipswich	0.1% 0.0% 0.1%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.09
ASda, Stoke Park Office, Ipswich Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich B&Q, Anglia Parkway South, Bury Road, Ipswich	0.1% 0.5% 0.0%	0.0% 0.0% 0.0%	2.1% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.00
BRQ, Moodhall Business Park, Eastern Bypass, Sudbury Banchory, Aberdeenshire	0.0% 0.0% 0.1%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.09
Sanctiony, Aberdeensiire 3asildon 3eccles	0.1% 0.1% 0.0%	2.3% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.00
secues Sildeston Sluewater Shopping Centre, Greenhithe	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.09
suewater Snopping Centre, Greennithe Braintree Bristol	0.0% 0.0% 0.5%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.09
Bury St Edmunds	0.5%	0.0%	0.0%	0.0%	1.1%	0.0%	1.0%	2.99

SUB TOTAL (OUSTSIDE STUDY AREA)								
ISUB TOTAL (OUSTSIDE STUDY AREA)			-					
	13.1%	4.5%	17.4%	10.1%	15.6%	2.0%	6.3%	77.6%
(Don't know / can't remember) (Don't buy these goods)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet / delivery	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, Grundisburgh Road, Woodbridge Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodhall Business Park, Sudbury Wyeyala Garden Centre, Grundishurah Road, Woodhridge	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitehouse Industrial Estate, Ipswich Witham	0.3% 0.0%	0.0%	0.0%	0.0%	2.6% 0.0%	0.0%	0.0%	0.0%
White Cliffs Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westfield Shopping Centre, Stratford City	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Welshpool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Interchange Retail Park, Ipswich	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%
Tesco Extra, Copdock Interchange, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury Suffolk Retail Park, Ipswich	0.3% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.5%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Hadleigh Road, Ipswich	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%
Romford Sainsbury's, Felixstowe Road, Ipswich	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ransomes Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar Nurseries, Coggeshall Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pipps Hill Retail Park, Basildon Pitsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peterborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich Orwell Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nacton, Suffolk	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon Morrisons, Sproughton Road, Ipswich	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks Tey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Long Melford Loughborough	0.0% 0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 1.9%	0.0%
Lincoln Long Molford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letchworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keswick Lakeside Retail Park, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Junction 32 Retail Park, Glasshoughton, Castleford	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ipswich	5.8%	0.0%	1.8%	10.1%	10.7%	2.0%	1.6%	59.4%
Ingatestone Interchange Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hythe	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huntingdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Felixstowe Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hadleigh High Wycombe	0.1% 0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Futura Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fleetwood Freeport Outlet Shopping Village, Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felixstowe	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairacres Retail Park, Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Edinburgh	0.2% 0.0%	0.0%	1.1% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cribbs Causeway, Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Copford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chester Copdock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	1.9%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.3%	2.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Campsea Ashe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Table 12: Books, CDs, DVDs expenditure

Destination	Total CDs etc	Zone 1 CDs etc	Zone 2 CDs etc	Zone 3 CDs etc	Zone 4 CDs etc	Zone 5 CDs etc	Zone 6 CDs etc	Zone 7 CDs etc
	(£M)							
Study Area								
Zone 1 Frinton on Sea	2.3	2.1	0.0	0.0	0.1	0.0	0.2	0.0
Walton on the Naze Kirby Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 1)	2.3	2.1	0.0	0.0	0.1	0.0	0.2	0.0
Zone 2	12	0.2	0.0	0.0	0.0	2.0		0.0
Brook Retail Park, Clacton Clacton Factory Outlet, Clacton	1.2 0.3	0.3 0.0	0.9 0.1	0.0 0.1	0.0 0.1	0.0	0.0	0.0
Waterglade Retail Park, Clacton Clacton on Sea	0.2 7.7	0.0 0.8	0.2 6.2	0.0 0.4	0.0 0.3	0.0	0.0	0.0
Bockings Elm Clacton Garden Centre, St Johns Road, Clacton	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton Hilltop Garden Centre, Clacton Road, Clacton	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea Jaywick	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL (ZONE 2)	9.3	1.1	7.3	0.5	0.4	0.0	0.0	0.0
Zone 3 Harwich Gateway Retail Park, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dovercourt Harwich	0.6 0.9	0.0 0.0	0.0	0.4 0.9	0.2 0.0	0.0	0.0	0.0
Asda, Main Road, Dovercourt Lidl, Parkeston Road, Harwich	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0
Liui, Parkeston Road, narwich Parkeston Thorpe-le-Soken	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.1	0.0	0.0		0.0
SUB TOTAL (ZONE 3)	0.1 1.6	0.0	0.0	0.1 1.4	0.0	0.0	0.0	
Zone 4								
Manningtree Ardleigh	0.2 0.4	0.0 0.0	0.0 0.0	0.0	0.2 0.4	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford Elmstead	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley Lawford	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0
Brightlingsea SUB TOTAL (ZONE 4)	0.3 0.9	0.0 0.0	0.0 0.0	0.0	0.3 0.9	0.0	0.0	
,								
SUB- TOTAL TENDRING (ZONE 1-4)	14.2	3.1	7.3	2.0	1.6	0.0	0.2	0.0
Zone 5 Wivenhoe	0.6	0.0	0.0	0.1	0.1	0.4	0.0	0.0
SUB TOTAL (ZONE 5)	0.6	0.0	0.0	0.1	0.1	0.4	0.0	
Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Stanway Retail Park, Colchester The Tollgate Centre, Colchester	0.9 0.3	0.0	0.0	0.0	0.0 0.1	0.0	0.2	0.0
Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester	1.9 0.2	0.0	0.0	0.0	0.1 0.0	0.0	0.0	0.2
Colchester Aldham	29.0 0.0	0.3 0.0	1.3 0.0	1.9 0.0	3.9 0.0	1.2 0.0	20.0 0.0	0.0
Angora Business Park, Stanway Asda, Turner Rise, Colchester	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0
Blackheath, Colchester Cowdray Trade Park, Colchester	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Great Horkesley Highwoods, Colchester	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0		0.0
Homebase, St Andrews Avenue, Colchester Langham	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0		0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0		
Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester	0.0 0.0	0.0	0.0	0.0	0.0	0.0		0.0
Sheephen Retail Park, Colchester Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanway Tesco Extra, Highwoods, Colchester	0.0 1.3	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Greenstead Road, Colchester West Bergholt	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0
Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester	0.0 0.2	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0
SUB TOTAL (ZONE 6)	33.8	0.3	1.3	1.9	4.1	1.2		
Zone 7								
Bypass Nurseries Garden Centre, London Road, Capel St Mary Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedham East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holbrook The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB-TOTAL STUDY AREA (ZONE 1-7)	48.6	3.4	8.6	4.0	5.8	1.6	24.6	0.7
Outside								
Tiptree West Mersea	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0		0.0
Abroad Alresford	0.0 0.1	0.0 0.0	0.0 0.0	0.0	0.0 0.1	0.0	0.0	0.0
Ambleside Asda, Stoke Park Drive, Ipswich	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich B&Q, Anglia Parkway South, Bury Road, Ipswich	0.2 0.0	0.0 0.0	0.2 0.0	0.0 0.0	0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury Banchory, Aberdeenshire	0.0 0.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0
Basildon Beccles	0.1 0.0	0.1 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0
Bildeston	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe Braintree Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0

Bury St Edmunds	0.4	0.0	0.0	0.0	0.1	0.0	0.3	0.1
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe	0.0	0.0	0.0					
Central London	0.2	0.1	0.1	0.0				
Chelmsford	0.9	0.0	0.9	0.0				
Chester	0.0	0.0	0.0	0.0				
Copdock Copford	0.0	0.0	0.0	0.0				
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0				
Eastbourne	0.1	0.0	0.1	0.0	0.0			
Edinburgh	0.0	0.0	0.0	0.0	0.0			0.0
Euro Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0			
Felixstowe	0.0	0.0	0.0	0.0	0.0			
Fleetwood	0.0	0.0	0.0	0.0	0.0			
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0			
Futura Retail Park, Ipswich Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0			
Hadleigh	0.1	0.0	0.0	0.0	0.0			
High Wycombe	0.1	0.0	0.1	0.0	0.0			
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0			
Huntingdon	0.0	0.0	0.0	0.0	0.0			
Hythe	0.0	0.0	0.0	0.0	0.0			
Ingatestone	0.0	0.0	0.0	0.0	0.0			
Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0			
Ipswich	3.7	0.0	0.2	0.4	0.7			
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0			
Keswick Lakeside Retail Park, West Thurrock	0.0	0.0	0.0	0.0	0.0			
Letchworth	0.0	0.0	0.0	0.0	0.0			
Lincoln	0.0	0.0	0.0	0.0	0.0			
Long Melford	0.0	0.0	0.0	0.0	0.0			
Loughborough	0.5	0.0	0.0	0.0	0.0			0.0
Marks Tey	0.0	0.0	0.0	0.0	0.0			
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0			
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0			
Nacton, Suffolk	0.0	0.0	0.0	0.0	0.0			
Newmarket	0.0	0.0	0.0	0.0	0.0			
Norwich	0.0	0.0	0.0	0.0	0.0			
Orwell Retail Park, Ipswich Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0	0.0	0.0			
Peterborough	0.0	0.0	0.0	0.0	0.0			
Pipps Hill Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0			
Pitsea	0.0	0.0	0.0	0.0	0.0			
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0			
Ransomes Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0			
Romford	0.0	0.0	0.0	0.0	0.0			
Sainsbury's, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0			
Sainsbury's, Hadleigh Road, Ipswich	0.1	0.0	0.0	0.0	0.0			
Southend-on-Sea Stratford	0.2	0.0	0.2	0.0	0.0			
Sudbury	0.0	0.0	0.0	0.0	0.0			
Suffolk Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0			
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.0			
The Interchange Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0			
Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welshpool	0.0	0.0	0.0	0.0				
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0				
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0				
Whitehouse Industrial Estate, Ipswich	0.2	0.0	0.0	0.0				
Witham Woodbridge	0.0	0.0	0.0	0.0				
Woodbridge Woodhall Business Park, Sudbury	0.0	0.0	0.0	0.0				
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0	0.0	0.0	0.0				
Other	0.0	0.0	0.0	0.0				
Internet / delivery	0.0	0.0	0.0	0.0				
(Don't know / can't remember)	0.0	0.0	0.0	0.0				
(Don't buy these goods)	0.0	0.0	0.0	0.0	0.0			
SUB TOTAL (OUSTSIDE STUDY AREA)	7.7	0.2	1.8	0.4	1.1	0.0	1.7	2.5
·								
TOTAL	56.3	3.6	10.4	4.4	6.9	1.6	26.2	3.2

Table 13: Small household goods shopping patterns

Destination.	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Destination	Household (%)	Household (%)	Household (%)	Household (%)	Household (%)	Household (%)	Household (%)	Household (%)
Study Area								
Zone 1								
Frinton on Sea	1.22%	14.72%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Walton on the Naze	0.29%	4.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirby Cross SUB TOTAL (ZONE 1)	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%
SUBTUTAL (ZUNE 1)	1.51%	19.12%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 2								
Brook Retail Park, Clacton	0.88%	0.00%	2.70%	0.81%	1.00%	0.00%	0.00%	0.00%
Clacton Factory Outlet, Clacton	1.09% 3.32%	1.18%	3.23%	0.81%	0.70% 0.00%	1.70%	0.00% 0.00%	0.00%
Waterglade Retail Park, Clacton Clacton on Sea	15.35%	0.00% 35.97%	13.25% 50.28%	0.00% 1.97%	1.60%	0.00%	0.00%	0.00%
Bockings Elm	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Clacton Garden Centre, St Johns Road, Clacton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Great Clacton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hilltop Garden Centre, Clacton Road, Clacton Holland-on-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jaywick	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Clacton	0.15%	0.00%	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%
St Osyth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SUB TOTAL (ZONE 2)	20.79%	37.16%	70.05%	3.58%	3.30%	1.70%	0.00%	0.00%
Zone 3								
Harwich Gateway Retail Park, Harwich	2.04%	0.00%	0.59%	17.93%	0.00%	0.00%	0.00%	0.00%
Dovercourt	0.65%	0.00%	0.00%	1.61%	4.19%	0.00%	0.00%	0.00%
Harwich	3.81%	0.00%	1.11%	29.40%	3.79%	0.00%	0.00%	0.00%
Asda, Main Road, Dovercourt	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Parkeston Road, Harwich Parkeston	0.20% 0.09%	0.00%	0.00% 0.00%	1.85% 0.81%	0.00%	0.00%	0.00% 0.00%	0.00%
Parkeston Thorpe-le-Soken	0.09%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%
SUB TOTAL (ZONE 3)	6.77%	0.00%	1.70%	51.61%	7.98%	0.00%	0.00%	0.00%
Zone 4								
Manningtree Ardleigh	0.08%	0.00%	0.00%	0.00%	0.70% 0.00%	0.00%	0.00% 0.00%	0.00%
Craft Nurseries, Harwich Road, Lawford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elmstead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Great Bentley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lawford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brightlingsea SUB TOTAL (ZONE 4)	0.03% 0.11%	0.00% 0.00 %	0.00% 0.00%	0.00% 0.00%	0.00% 0.70%	1.18% 1.18%	0.00% 0.00 %	0.00% 0.00%
30B TOTAL (ZONE 4)	0.11/6	0.00%	0.00%	0.00%	0.70%	1.16%	0.00%	0.00%
SUB- TOTAL TENDRING (ZONE 1-4)	29.18%	56.27%	72.75%	55.19%	11.98%	2.88%	0.00%	0.00%
Zone 5 Wivenhoe	0.03%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%
SUB TOTAL (ZONE 5)	0.03%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%
Zone 6								
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester	1.01%	0.00%	0.00%	0.00%	2.90%	0.00%	1.71%	0.00%
Colne View Retail Park, Colchester	1.55% 1.56%	1.18% 0.00%	1.70% 0.00%	3.94% 0.00%	4.59% 5.84%	4.39% 0.00%	0.00% 1.93%	0.00% 3.21%
Peatree Road Retail Park, Colchester	0.16%	1.18%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%
The Stanway Retail Park, Colchester	3.71%	0.00%	0.00%	4.52%	3.98%	2.08%	6.63%	2.01%
The Tollgate Centre, Colchester	1.41%	1.18%	1.18%	0.00%	0.00%	1.18%	2.53%	0.00%
Tollgate Retail Park, Colchester	7.98%	0.00%	0.00%	3.36%	2.40%	7.43%	17.31%	6.01%
Turner Rise Retail park, Colchester Colchester	3.35% 34.83%	0.00% 30.35%	1.52% 17.91%	0.00% 20.20%	1.70% 38.81%	6.61% 54.78%	6.53% 50.69%	0.00% 4.19%
Aldham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Angora Business Park, Stanway	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Turner Rise, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blackheath, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted	0.30% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.75% 0.00%	0.00%
Filipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Great Horkesley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Highwoods, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, St Andrews Avenue, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Langham Peartree Business Centre, Peartree Road, Stanway, Colchester	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%
Peartree Business Centre, Peartree Road, Stanway, Coicnester Prettygate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Western Approach, Stanway	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Severalls Industrial Park, Colchester	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%
Sheephen Retail Park, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shrub End Stanway	0.00% 0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.52%	0.00%
Stanway Tesco Extra, Highwoods, Colchester	1.07%	0.00%	0.00%	0.00%	1.89%	1.70%	1.71%	3.21%
Tesco Superstore, Greenstead Road, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Bergholt	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Clarendon Way, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wyevale Garden Centre, London Road, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SUB TOTAL (ZONE 6)	57.20%	33.89%	22.32%	32.02%	62.81%	78.18%	90.28%	20.03%
Zone 7	1							
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Capel St Mary	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dedham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
East Bergholt Holbrook	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.0076	0.0078	0.0076	0.0076	0.0076	0.0070	0.0076	0.0076

SUB TOTAL (ZONE 7)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
SUB-TOTAL STUDY AREA (ZONE 1-7)	86.40%	90.17%	95.07%	87.21%	74.78%	82.24%	90.28%	20.03
Outside								
Tiptree West Mersea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	1.70%	0.00%	0.00
Alresford	0.08%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00
Ambleside	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Asda, Stoke Park Drive, Ipswich Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.13% 0.43%	0.00%	0.00%	0.00%	0.00% 3.79%	0.00% 0.00%	0.00% 0.00%	3.21 0.00
3&Q, Anglia Parkway South, Bury Road, Ipswich	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
3&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Banchory, Aberdeenshire	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Basildon	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Beccles Bildeston	0.08%	0.00%	0.00%	0.00%	0.00%	3.21% 0.00%	0.00%	0.00
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Braintree	0.21%	3.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Bristol	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Bury St Edmunds Cambridge	0.00% 0.21%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.52%	0.00
Campsea Ashe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Central London	0.08%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00
Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Chester Copdock	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 1.19%	0.00
Lopdock Copford	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Cribbs Causeway, Bristol	0.03%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00
astbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Edinburgh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Euro Retail Park, Ipswich Fairacres Retail Park, Oxford	0.97%	0.00%	0.00%	0.00%	5.84% 0.00%	1.70% 0.00%	0.00%	6.62 0.00
Felixstowe	0.17%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	1.40
Fleetwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
reeport Outlet Shopping Village, Braintree	0.11%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00
Futura Retail Park, Ipswich Glasswells Retail Park, Ranelagh Road, Ipswich	1.60% 0.00%	2.72% 0.00%	1.52% 0.00%	0.81% 0.00%	2.60% 0.00%	0.00% 0.00%	1.19% 0.00%	4.61 0.00
Hadleigh	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40
High Wycombe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
lomebase, Felixstowe Road, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Huntingdon	0.00%	0.00%	0.00%	0.00%	0.00% 0.70%	0.00% 0.00%	0.00%	0.00
lythe ngatestone	0.08%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00
nterchange Retail Park, Ipswich	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.0
pswich	4.81%	2.72%	0.00%	8.62%	6.29%	2.36%	3.04%	43.60
unction 32 Retail Park, Glasshoughton, Castleford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Keswick Lakeside Retail Park, West Thurrock	0.00% 1.95%	0.00%	0.00% 3.41%	0.00% 2.20%	0.00% 1.60%	0.00% 7.61%	0.00% 1.03%	0.00 2.01
etchworth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
incoln	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	0.00
ong Melford	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	0.00
oughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Marks Tey Martlesham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Mayflower Retail Park, Basildon	0.08%	1.18%	0.00%	0.00%	0.00%		0.00%	0.0
Morrisons, Sproughton Road, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Jacton, Suffolk	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Newmarket Norwich	0.00% 0.06%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00%	0.0 1.4
Drwell Retail Park, Ipswich	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.4
errywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Peterborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Pipps Hill Retail Park, Basildon	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.0
Pitsea Poplar Nurseries, Coggeshall Road, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
ansomes Industrial Estate, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Romford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
ainsbury's, Felixstowe Road, Ipswich	0.20%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	2.0
ainsbury's, Hadleigh Road, Ipswich outhend-on-Sea	0.08%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	2.0 0.0
tratford	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.0
udbury	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	1.4
uffolk Retail Park, Ipswich	0.17%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	1.4
esco Extra, Copdock Interchange, Ipswich he Interchange Retail Park, Ipswich	0.00% 0.16%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00%	0.0 4.0
ne Interchange Retail Park, Ipswich hurrock	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Velshpool	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Vestfield Shopping Centre, Stratford City	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
White Cliffs Park, Whitfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Vhitehouse Industrial Estate, Ipswich Vitham	0.06%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	1.4 0.0
vitnam Voodbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Voodbridge Voodhall Business Park, Sudbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Vyevale Garden Centre, Grundisburgh Road, Woodbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
nternet / delivery	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Don't know / can't remember) Don't buy these goods)	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.0
SUB TOTAL (OUSTSIDE STUDY AREA)	13.60%	9.83%	4.93%	12.79%	25.22%	17.76%	9.72%	79.9
•					- "-	1		

Table 14: Small household goods expenditure

Table 14: Small household goods expenditure	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Destination	Household (£M)							
Study Area								
Zone 1								
Frinton on Sea	1.9	1.6	0.3	0.0	0.0	0.0	0.0	0.0
Walton on the Naze Kirby Cross	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 1)	2.4		0.0	0.0		0.0 0.0		0.0
, ,								
Zone 2			2.0	0.4		2.2		
Brook Retail Park, Clacton Clacton Factory Outlet, Clacton	1.2	0.0	0.9 1.0	0.1 0.1	0.2	0.0	0.0	0.0
Waterglade Retail Park, Clacton	4.2	0.0	4.2	0.0		0.0		0.0
Clacton on Sea	20.6	4.0	16.0	0.3	0.3	0.0	0.0	0.0
Bockings Elm Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Holland-on-Sea Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 2)	27.7	4.1	22.3	0.5	0.7	0.1	0.0	0.0
Zone 3								
Harwich Gateway Retail Park, Harwich	2.7	0.0	0.2	2.5	0.0	0.0	0.0	0.0
Dovercourt	1.1	0.0	0.0	0.2	0.9	0.0		0.0
Harwich Asda, Main Road, Dovercourt	5.2	0.0	0.4	4.1 0.0	0.8	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.3	0.0	0.0	0.0	0.0	0.0		0.0
Parkeston	0.1	0.0	0.0	0.1	0.0	0.0		0.0
Thorpe-le-Soken SUB TOTAL (ZONE 3)	0.0	0.0	0.0 0.5	0.0	0.0 1.7	0.0 0.0		0.0
SOU TO THE (LOIGE S)	9.4	0.0	0.5	7.1	1.7	0.0	0.0	0.0
Zone 4	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Manningtree	0.2	0.0	0.0	0.0		0.0		0.0
Ardleigh Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Lawford Brightlingsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 4)	0.2	0.0	0.0			0.1	0.0	0.0
SUB- TOTAL TENDRING (ZONE 1-4)	39.8	6.2	23.2	7.6	2.6	0.1	0.0	0.0
30B- TOTAL TENDRING (20NE 1-4)	35.6	0.2	23.2	7.0	2.0	0.1	0.0	0.0
Zone 5								
Wivenhoe SUB TOTAL (ZONE 5)	0.1	0.0	0.0	0.0	0.0 0.0	0.1 0.1	0.0	0.0 0.0
300 TOTAL (LOTIL 3)	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Zone 6								
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester	2.0	0.0	0.0	0.0	0.6 1.0	0.0	1.4	0.0
Colne View Retail Park, Colchester	3.2	0.0	0.0	0.0	1.3	0.0	1.6	0.3
Peatree Road Retail Park, Colchester	0.3	0.1	0.0			0.0		0.0
The Stanway Retail Park, Colchester	7.2	0.0	0.0	0.6	0.9	0.1	5.4 2.1	0.2
The Tollgate Centre, Colchester Tollgate Retail Park, Colchester	16.0		0.4	0.0	0.0	0.1		0.6
Turner Rise Retail park, Colchester	6.5	0.0	0.5	0.0		0.3	5.3	0.0
Colchester	64.7	3.4	5.7	2.8		2.8		0.4
Aldham Angora Business Park, Stanway	0.0		0.0	0.0		0.0		0.0
Asda, Turner Rise, Colchester	0.0					0.0		0.0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted	0.6		0.0			0.0		0.0
Fiverways Retail Park, Colchester	0.0		0.0	0.0		0.0		0.0
Great Horkesley	0.0		0.0			0.0		0.0
Highwoods, Colchester	0.0		0.0	0.0		0.0		0.0
Homebase, St Andrews Avenue, Colchester Langham	0.0		0.0			0.0		0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0		0.0			0.0		0.0
Prettygate	0.0					0.0		0.0
Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0		0.0		0.0
Sheephen Retail Park, Colchester	0.0		0.0			0.0		0.0
Shrub End	0.0		0.0			0.0		0.0
Stanway Tesco Extra, Highwoods, Colchester	0.4		0.0	0.0		0.0	0.4 1.4	0.0
Tesco Superstore, Greenstead Road, Colchester	0.0		0.0			0.1		0.3
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.0		0.0			0.0		0.0
Wyevale Garden Centre, London Road, Colchester SUB TOTAL (ZONE 6)	0.0 108.4	0.0 3.7	0.0 7.1	0.0 4.4		0.0 4.0		0.0 2.0
	108.4	3.7	,.1	4.4	13.0	4.0	/3.4	2.0
Zone 7						_		
Bypass Nurseries Garden Centre, London Road, Capel St Mary Capel St Mary	0.0		0.0	0.0	0.0	0.0		0.0
Dedham	0.0		0.0	0.0		0.0		0.0
East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holbrook The Place for Place Foot Pourhalt Place Adill Pourh Foot Pourhalt	0.0		0.0			0.0		0.0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

March Marc	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	SUB TOTAL (ZONE 7)
Section	73.4 2.	73.4	4.2	16.2	12.1	30.3	10.0	148.2	SUB-TOTAL STUDY AREA (ZONE 1-7)
March Services									Outside
Street									
Company Comp									
Seed Seed from Deep De									
860, regist privacy sock, then roads (proved) 60									
Section Section Person	0.0 0.	0.0	0.0	0.8	0.0	0.0		0.8	Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich
Searchery, Repostered 190 85 00 00 92 00 00 00 00 00									
Secritary The Company of Company									
Silveston									
Bantese									
Minust									
Surgist Fremwork OD 00 00 00 00 00 00 00 00 00 00 00 00 00									
Camproon Anter Camp	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Bury St Edmunds
Cartest London									
Chester									
Cosposit									
Confort									
Sattocume	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Copford
Selbogn									
Figure Company Compa									
Felestrowed 0.0	0.0 0.	0.0	0.1	1.3	0.0	0.0	0.0	2.0	Euro Retail Park, Ipswich
Fleetwood									,
Treapont Coulded Shopping Village, Prisanteree 0.2 0.0									
Glasswells Retail Park, Eanelagh Road, Jpswich 0.0	0.0 0.	0.0	0.0	0.2	0.0	0.0	0.0	0.2	Freeport Outlet Shopping Village, Braintree
Hastleigh High Wycombe OO OO OO OO OO OO OO OO OO									
International Process 100									
Hentengelon Hotherspelon Hother									
Hyther 0.2 0.0 0.0 0.0 0.2 0.0									
Interchange Retail Park, pseuch 0.2									
Description 9-8 0.3 0.0 1.2 1.4 0.1 2.5									
Bunchon 32 Retail Park, Glasshoughton, Castleford 0.0									
Jakeside Retail Park, West Thurrock 3.2 0.0 1.1 0.3 0.3 0.4 0.8 Letchworth 0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Junction 32 Retail Park, Glasshoughton, Castleford
Letchworth									
Long MeRford									
Loughbrorough									
Marties Tray 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.									
Mayflower Retail Park, Basildon 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Marks Tey
Morrison, Sproughton Road, Ipswich 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.									
Newmarket 0.0									
Norwich		0.0	0.0						Nacton, Suffolk
Onvell Retail Park, Ipswich One The New York (Control of the Park, Ipswich) One Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree One									
Peterborough									
Pipps Hill Retail Park, Basildon 0.0									
Pitsea 0.0 0.									
Ransomes Industrial Estate, Ipswich 0.0 0.	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Pitsea
Romford									
Sainsbury's, Felixstowe Road, Ipswich									
Southend-on-Sea 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.0 0.	0.0	0.0	0.0	0.2	0.0	0.0	0.4	Sainsbury's, Felixstowe Road, Ipswich
Stratford 1.0 0.0									
Sudbury 0.6 0.0									
Tesco Extra, Copdock Interchange, Ipswich 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	0.4 0.	0.4	0.0	0.0	0.0	0.0	0.0	0.6	Sudbury
The Interchange Retail Park, Ipswich 0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0									
Welshpool 0.0 0									
Westfield Shopping Centre, Stratford City 0.0 0									
White Cliffs Park, Whitfield 0.0									
Witham 0.0 0.0 0.0 0.0 0.0 0.0 Woodbridge 0.0 0.0 0.0 0.0 0.0 0.0 Woodhall Business Park, Sudbury 0.0 0.0 0.0 0.0 0.0 0.0 Wyevale Garden Centre, Grundisburgh Road, Woodbridge 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 Internet / delivery 0.0 0.0 0.0 0.0 0.0 0.0 0.0 (Don't know / can't remember) 0.0 0.0 0.0 0.0 0.0 0.0 SUB TOTAL (OUSTSIDE STUDY AREA) 26.8 1.1 1.6 1.8 5.5 0.9 7.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	White Cliffs Park, Whitfield
Woodbridge 0.0									
Woodhall Business Park, Sudbury 0.0									
Other 0.0 </td <td>0.0 0.</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>Woodhall Business Park, Sudbury</td>	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Woodhall Business Park, Sudbury
Internet / delivery									
(Don't buy these goods) SUB TOTAL (OUSTSIDE STUDY AREA) 26.8 1.1 1.6 1.8 5.5 0.9 7.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL (OUSTSIDE STUDY AREA) 26.8 1.1 1.6 1.8 5.5 0.9 7.9									
	7.9 8.	7 9	0.0	5.5	1 8	1.6	11	26 g	
TOTAL 175.0 11.0 21.0 12.0 21.7 -54 21.0	0.	,.,	J. ,	5.5	1.0	1.0		20.0	
TOTAL 175.0 11.0 24.0 12.0 21.7 54.004.2									
175.0 11.0 51.9 13.8 21.7 5.1 81.3	81.3 10.	81.3	5.1	21.7	13.8	31.9	11.0	175.0	TOTAL

Table 15: Recreational goods shopping patterns

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Destination	Recreational (%)	Recreational (%)				Recreational (%)		Recreationa (%)
Study Area	(70)	(70)	(70)	(70)	(70)	(70)	(70)	(70)
Zone 1	1.029/	10 260/	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Frinton on Sea Walton on the Naze	1.03% 0.32%	18.26% 5.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Kirby Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SUB TOTAL (ZONE 1)	1.34%	23.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 2								
Brook Retail Park, Clacton	2.11%	4.78%	4.09%	0.00%	2.05%	0.00%	1.31%	0.00%
Clacton Factory Outlet, Clacton Waterglade Retail Park, Clacton	0.46% 0.22%	0.00%	0.00%	2.65% 0.00%	2.36% 0.00%	0.00%	0.00%	0.00%
Clacton on Sea	13.42%	30.13%	42.22%	7.14%	2.36%	1.41%	0.00%	0.00%
Bockings Elm	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Clacton Garden Centre, St Johns Road, Clacton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Great Clacton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Hilltop Garden Centre, Clacton Road, Clacton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Holland-on-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jaywick Little Clacton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
St Osyth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SUB TOTAL (ZONE 2)	16.21%	34.91%	47.16%	9.78%	6.78%	1.41%	1.31%	0.00%
,								
Zone 3								
Harwich Gateway Retail Park, Harwich	1.28%	0.00%	0.86%	10.55%	2.80%	0.00%	0.00%	0.009
Dovercourt	0.60%	0.00%	0.59%	0.00%	3.84%	0.00%	0.00%	0.009
Harwich Asda Main Road Doversourt	2.26% 0.00%	0.00%	1.62% 0.00%	26.48% 0.00%	0.00%	0.00%	0.00%	0.009
Asda, Main Road, Dovercourt Lidl, Parkeston Road, Harwich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Parkeston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.007
Thorpe-le-Soken	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
SUB TOTAL (ZONE 3)	4.13%	0.00%	3.07%	37.03%	6.64%	0.00%	0.00%	0.00%
Zone 4								
Manningtree Ardlaigh	0.12%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.009
Ardleigh Craft Nurseries, Harwich Road, Lawford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Elmstead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.007
Great Bentley	0.12%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.009
Lawford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brightlingsea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SUB TOTAL (ZONE 4)	0.24%	0.00%	0.00%	0.00%	2.05%	0.00%	0.00%	0.00%
CUID TOTAL TENDRING (TONE 4 4)	24 020/	E0 000/	TO 200/	45.040/	45.450/	4 440/	4.040/	2 222
SUB- TOTAL TENDRING (ZONE 1-4)	21.92%	58.83%	50.23%	46.81%	15.47%	1.41%	1.31%	0.00%
Zone 5								
Wivenhoe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SUB TOTAL (ZONE 5)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester	0.12%	0.00%	0.00%	0.00%	0.00%	3.85%	0.00%	0.009
Colne View Retail Park, Colchester	1.58%	0.00%	0.00%	0.00%	0.00%	13.89%	2.78%	0.009
Peatree Road Retail Park, Colchester	0.16%	0.00%	0.00%	0.00%	0.00%	5.29%	0.00%	0.009
The Stanway Retail Park, Colchester	3.89%	0.00%	0.59%	6.84%	9.88%	1.41%	4.51%	3.659
The Tollgate Centre, Colchester	5.00%	3.00%	0.86%	0.00%	0.00%	0.00%	11.04%	0.00%
Tollgate Retail Park, Colchester	7.43%	0.00%	1.62%	15.42%	2.36%	6.70%	12.69%	3.189
Turner Rise Retail park, Colchester	0.12%	2.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Colchester Aldham	37.27% 0.00%	22.08% 0.00%	26.28% 0.00%	16.40% 0.00%	40.06% 0.00%	46.43% 0.00%	51.99% 0.00%	6.689 0.009
Angora Business Park, Stanway	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Asda, Turner Rise, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Blackheath, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Cowdray Trade Park, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Fillpots Garden Centre, Straight Road, Boxted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Fiverways Retail Park, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Great Horkesley Highwoods Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Highwoods, Colchester Homebase, St Andrews Avenue, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Langham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.599
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	0.009
Prettygate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Sainsbury's, Western Approach, Stanway	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Severalls Industrial Park, Colchester	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	0.009
Sheephen Retail Park, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Shrub End Stanway	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Stanway Tesco Extra, Highwoods, Colchester	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	3.42%	0.009
Tesco Superstore, Greenstead Road, Colchester	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%	1.71%	0.007
West Bergholt	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Wickes, Clarendon Way, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Wyevale Garden Centre, London Road, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
SUB TOTAL (ZONE 6)	58.41%	27.16%	29.34%	38.66%	52.30%	77.57%	89.64%	15.109
Zone 7 Pupper Nurseries Cardon Centre Lendon Boad, Canal St Many	0.000/	0.0001	0.0001	0.000/	0.0001	0.000/	0.0001	0.000
Bypass Nurseries Garden Centre, London Road, Capel St Mary Capel St Mary	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Dedham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
East Bergholt	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009

The Place for Plants, East Bergholt Place, Mill Road, East Bergholt SUB TOTAL (ZONE 7)	0.00% 0.00 %	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%
SUB-TOTAL STUDY AREA (ZONE 1-7)	80.34%	85.99%	79.57%	85.47%	67.77%	78.98%	90.95%	15.10%
Outside Tiptree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Mersea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Abroad Alresford	0.15% 0.00%	0.00%	0.59% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ambleside	0.36%	0.00%	0.00%	0.00%	0.00%	11.85%	0.00%	0.00%
Asda, Stoke Park Drive, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich B&Q, Anglia Parkway South, Bury Road, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Banchory, Aberdeenshire	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Basildon	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Beccles Bildeston	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.17%	3.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bristol Bury St Edmunds	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Campsea Ashe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chelmsford Chester	0.94% 0.00%	0.00%	0.00%	2.65% 0.00%	0.00%	0.00%	1.82% 0.00%	0.00%
Copdock	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.65%
Copford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cribbs Causeway, Bristol	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Eastbourne Edinburgh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.74%	0.00%
Euro Retail Park, Ipswich	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.65%
Fairacres Retail Park, Oxford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Felixstowe Fleetwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Freeport Outlet Shopping Village, Braintree	0.04%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%
Futura Retail Park, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Glasswells Retail Park, Ranelagh Road, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hadleigh High Wycombe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Felixstowe Road, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Huntingdon	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hythe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ingatestone Interchange Retail Park, Ipswich	0.00%	0.00%	1.62%	0.00%	0.00%	0.00%	0.00%	0.00%
lpswich	4.90%	4.78%	0.00%	4.23%	11.06%	0.00%	0.00%	58.47%
Junction 32 Retail Park, Glasshoughton, Castleford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keswick Lakeside Retail Park, West Thurrock	0.00% 0.76%	0.00%	0.00% 1.62%	0.00%	0.00% 2.96%	0.00%	0.00%	0.00%
Letchworth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lincoln	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Long Melford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Loughborough Marks Tey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Martlesham	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Mayflower Retail Park, Basildon	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Sproughton Road, Ipswich Nacton. Suffolk	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Norwich	0.35%	0.00%	1.19%	0.00%	0.00%	1.41%	0.00%	0.00%
Orwell Retail Park, Ipswich	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.65%
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree Peterborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pipps Hill Retail Park, Basildon	0.12%	2.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pitsea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Poplar Nurseries, Coggeshall Road, Colchester Ransomes Industrial Estate, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Romford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Felixstowe Road, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Hadleigh Road, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Southend-on-Sea Stratford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sudbury	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	0.00%
Suffolk Retail Park, Ipswich	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.47%
Tesco Extra, Copdock Interchange, Ipswich The Interchange Retail Park, Ipswich	0.00% 9.85%	0.00% 4.15%	0.00% 15.42%	0.00% 7.65%	0.00% 17.18%	0.00% 6.34%	0.00% 5.75%	0.00% 10.01%
Thurrock	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Welshpool	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Westfield Shopping Centre, Stratford City	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
White Cliffs Park, Whitfield Whitehouse Industrial Estate, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Witham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Woodbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Woodhall Business Park, Sudbury Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivery	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't know / can't remember)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't buy these goods) SUB TOTAL (OUSTSIDE STUDY AREA)	0.00% 19.66%	0.00% 14.01%	0.00% 20.43%	0.00% 14.53%	0.00% 32.23%	0.00% 21.02%	0.00% 9.05%	0.00% 84.90%
SON IS INC (DOSISING STODI MICEN)	13.00%	14.01%	20.43%	14.33%	34.43%	21.02%	5.05%	04.90%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 16: Recreational goods expenditure

Destination	Total Recreational		Zone 2 Recreational			Zone 5 Recreational		
Study Area	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
Zone 1 Frinton on Sea	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.
Walton on the Naze Kirby Cross	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0. 0.
SUB TOTAL (ZONE 1)	1.8	1.8	0.0	0.0	0.0	0.0	0.0	0.
ton 2								
Zone 2 Brook Retail Park, Clacton	2.3	0.4	0.9	0.0	0.3	0.0	0.7	0.
Clacton Factory Outlet, Clacton	0.6	0.0	0.0	0.3	0.3	0.0	0.0	0.
Waterglade Retail Park, Clacton Clacton on Sea	0.2	0.0 2.2	0.2 9.8	0.0	0.0	0.0	0.0	0.
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Clacton Garden Centre, St Johns Road, Clacton Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0. 0.
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Holland-on-Sea aywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
ittle Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
SUB TOTAL (ZONE 2)	16.2	2.6	10.9	1.0	1.0	0.0	0.7	0.
Zone 3								
Harwich Gateway Retail Park, Harwich Dovercourt	1.6	0.0	0.2	1.0 0.0	0.4	0.0	0.0	0. 0.
Harwich	3.0	0.0	0.4	2.6	0.0	0.0	0.0	0.
Asda, Main Road, Dovercourt .idl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
Parkeston Koad, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
horpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
SUB TOTAL (ZONE 3)	5.3	0.0	0.7	3.6	1.0	0.0	0.0	0
Cone 4								
Manningtree Ardleigh	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Imstead Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
awford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Brightlingsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
SUB TOTAL (ZONE 4)	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.
SUB- TOTAL TENDRING (ZONE 1-4)	23.6	4.4	11.7	4.6	2.2	0.0	0.7	0.
Zone 5								
Wivenhoe SUB TOTAL (ZONE 5)	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.
SOB TOTAL (ZONE 5)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	<u>U</u> .
Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
8&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Colne View Retail Park, Colchester	2.0	0.0	0.0	0.0	0.0	0.4	1.5 0.0	0
Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester	5.0	0.0	0.0	0.0	1.4	0.2	2.5	0
he Tollgate Centre, Colchester	6.6	0.2	0.2	0.0	0.0	0.0	6.1	0
ollgate Retail Park, Colchester Turner Rise Retail park, Colchester	9.7	0.0	0.4	1.5 0.0	0.3	0.2 0.0	7.1 0.0	0
Colchester	45.9	1.6	6.1	1.6	5.7	1.5	28.9	0
Aldham Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
slackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
owdray Trade Park, Colchester illpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	C
iverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	C
Great Horkesley Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	C
lomebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	C
angham eartree Business Centre, Peartree Road, Stanway, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0
rettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	C
ainsbury's, Western Approach, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
everalls Industrial Park, Colchester heephen Retail Park, Colchester	0.4	0.0	0.0	0.0	0.0	0.0	0.4	(
hrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(
tanway esco Extra, Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0 1.9	(
esco Superstore, Greenstead Road, Colchester	1.0	0.0	0.0	0.0	0.0	0.0	1.0	(
Vest Bergholt Vickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(
Vyevale Garden Centre, London Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(
UB TOTAL (ZONE 6)	73.5	2.0	6.8	3.8	7.5	2.5	49.9	1
one 7								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Capel St Mary Dedham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
ast Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Holbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	C

SUB TOTAL (ZONE 7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB-TOTAL STUDY AREA (ZONE 1-7)	97.1	6.4	18.5	8.4	9.7	2.5	50.6	1.0
Outside								
Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Mersea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Alresford Ambleside	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Asda, Stoke Park Drive, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0		0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Beccles Bildeston	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Bluewater Shopping Centre, Greenhithe	0.2	0.2	0.0	0.0	0.0	0.0		0.0
Braintree	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Central London Chelmsford	1.3	0.0	0.0	0.0	0.0	0.0		0.0
Chester	0.0	0.0	0.0	0.3	0.0	0.0		0.0
Copdock	0.2	0.0	0.0	0.0	0.0	0.0		0.2
Copford	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Eastbourne	0.0	0.0	0.0	0.0	0.0			0.0
Edinburgh	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Euro Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0		0.2
Fairacres Retail Park, Oxford Felixstowe	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Fleetwood	0.0	0.0	0.0	0.0	0.0			0.0
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Futura Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh	0.0	0.0	0.0	0.0	0.0	0.0		0.0
High Wycombe	0.0	0.0	0.0	0.0	0.0			0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Huntingdon Hythe	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0			0.0
Interchange Retail Park, Ipswich	0.4	0.0	0.4	0.0	0.0			0.0
Ipswich	6.1	0.4	0.0	0.4	1.6			3.7
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Lakeside Retail Park, West Thurrock	0.8	0.0	0.4	0.0	0.4	0.0		0.0
Letchworth	0.0	0.0	0.0	0.0	0.0			0.0
Lincoln Long Melford	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Loughborough	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Marks Tey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayflower Retail Park, Basildon	0.0		0.0	0.0	0.0	0.0		0.0
Morrisons, Sproughton Road, Ipswich	0.0		0.0	0.0	0.0			0.0
Nacton, Suffolk Newmarket	0.0	0.0	0.0	0.0	0.0			0.0
Norwich	0.0		0.0	0.0	0.0			0.0
Orwell Retail Park, Ipswich	0.3	0.0	0.0	0.0	0.0			0.0
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0		0.0		0.0			0.0
Peterborough	0.0	0.0	0.0	0.0	0.0			0.0
Pipps Hill Retail Park, Basildon	0.2	0.2	0.0		0.0			0.0
Pitsea	0.0		0.0					0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0			0.0
Ransomes Industrial Estate, Ipswich	0.0		0.0		0.0			0.0
Romford Sainsbury's, Felixstowe Road, Ipswich	0.0		0.0	0.0	0.0			0.0
Sainsbury's, Hadleigh Road, Ipswich	0.0		0.0	0.0	0.0			0.0
Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Stratford	0.0		0.0		0.0			0.0
Sudbury	0.4	0.0	0.0	0.0	0.0			0.0
Suffolk Retail Park, Ipswich	0.3	0.0	0.0		0.0			0.3
Tesco Extra, Copdock Interchange, Ipswich	0.0		0.0					0.0
The Interchange Retail Park, Ipswich	11.1	0.3	3.6	0.8	2.5			0.6
Thurrock Welshpool	0.0	0.0	0.0	0.0	0.0			0.0
Westfield Shopping Centre, Stratford City	0.0		0.0	0.0	0.0			0.0
White Cliffs Park, Whitfield	0.0		0.0	0.0	0.0			0.0
Whitehouse Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Witham	0.0		0.0		0.0			0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0			0.0
Woodhall Business Park, Sudbury	0.0		0.0	0.0	0.0			0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery (Don't know / can't remember)							 	
(Don't buy these goods)							t	
SUB TOTAL (OUSTSIDE STUDY AREA)	22.9	1.0	4.7	1.4	4.6	0.7	5.0	5.4
·								
TOTAL	120.0	7.4	23.2	9.8	14.4	3.2	55.7	6.4

Table 17: Chemist goods shopping patterns

Table 17: Chemist goods shopping patterns								
Destination	Total Chemist	Zone 1 Chemist	Zone 2 Chemist	Zone 3 Chemist	Zone 4 Chemist	Zone 5 Chemist	Zone 6 Chemist	Zone 7 Chemist
Study Area	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study AirCu								
Zone 1	F 00/	67.20/	0.20/	2.20/	0.00/	0.00/	0.69/	0.00
Frinton on Sea Walton on the Naze	5.0% 1.0%	67.3% 14.7%	0.3%	2.3% 0.0%	0.0%	0.0%	0.6%	0.0%
Kirby Cross	0.2%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 1)	6.1%	84.6%	0.3%	2.3%	0.0%	0.0%	0.6%	0.0%
72								
Zone 2 Brook Retail Park, Clacton	0.9%	1.9%	3.3%	0.0%	0.5%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	20.4%	10.4%	80.5%	4.7%	4.6%	1.6%	0.4%	0.0%
Bockings Elm	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton Great Clacton	0.0%	0.0%	0.0% 1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea	0.7%	0.7%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.7%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton St Osyth	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 2)	23.6%	13.1%	93.1%	4.7%	5.1%	1.6%	0.4%	0.0%
Zone 3								
Harwich Gateway Retail Park, Harwich Dovercourt	0.4% 3.4%	0.0%	0.0%	6.2% 42.0%	0.0% 3.5%	0.0%	0.0%	0.0%
Harwich	2.5%	0.0%	0.0%	31.0%	2.8%	0.0%	0.0%	0.8%
Asda, Main Road, Dovercourt	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thorpe-le-Soken	0.0%	0.0% 0.0%	0.0%	0.0% 80.1%	0.0% 6.3%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 3)	6.5%	0.0%	0.0%	80.1%	6.3%	0.0%	0.0%	0.8%
Zone 4								
Manningtree	2.7%	0.0%	0.6%	0.0%	20.0%	0.0%	0.5%	7.6%
Ardleigh	0.3%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmstead Great Bentley	0.6%	0.0%	0.0% 1.1%	0.0%	3.3%	0.0%	0.0%	0.0%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	1.2%	0.0%	0.4%	0.0%	11.3%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 4)	4.9%	0.0%	2.1%	0.0%	37.6%	0.0%	0.5%	7.6%
SUB- TOTAL TENDRING (ZONE 1-4)	41.0%	97.7%	95.5%	87.1%	48.9%	1.6%	1.5%	8.3%
200 10112121111111111111111111111111111	1210/0	311170	33.370	071270	101570	21070	21070	0.07
Zone 5								
Wivenhoe SUB TOTAL (ZONE 5)	1.7% 1.7%	0.0% 0.0%	0.0%	0.0% 0.0%	2.1% 2.1%	55.8% 55.8%	0.0%	0.0%
308 TOTAL (20NL 3)	1.776	0.078	0.076	0.076	2.176	33.076	0.078	0.076
Zone 6								
B&Q Warehouse, Lightship Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester Retail Park, Colchester Colne View Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peatree Road Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Stanway Retail Park, Colchester	1.5%	0.0%	0.0%	0.0%	0.0%	3.5%	3.0%	0.0%
The Tollgate Centre, Colchester	2.6%	0.0%	0.0%	0.7%	1.1%	0.0%	5.2%	0.0%
Tollgate Retail Park, Colchester	2.9%	0.0%	0.7%	0.0%	0.5%	0.0%	5.9%	0.0%
Turner Rise Retail park, Colchester	0.1%	0.0%	0.0% 2.8%	0.0%	0.0% 43.7%	0.0%	0.3% 68.9%	0.0% 4.9%
Colchester Aldham	39.0% 0.0%	2.3% 0.0%	0.0%	12.2% 0.0%	43.7% 0.0%	38.4% 0.0%	0.0%	0.0%
Angora Business Park, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Turner Rise, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Cowdray Trade Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, St Andrews Avenue, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.7%	0.0%
Sainsbury's, Western Approach, Stanway	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheephen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shrub End	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Stanway Tesco Extra, Highwoods, Colchester	0.0% 1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 3.7%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.7%	0.0%	0.0%	0.0%	0.0%	0.6%	1.5%	0.0%
West Bergholt	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%
Wickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, London Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (ZONE 6)	51.1%	2.3%	3.5%	12.9%	45.3%	42.6%	94.3%	4.9%
Zone 7								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Capel St Mary	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Dedham	0.7%	0.0%	0.0%	0.0%	0.5%	0.0%	0.9%	6.6%
East Bergholt Holbrook	0.7% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	11.6%

SUB TOTAL (ZONE 7)	1.5%	0.0%	0.0%	0.0%	0.5%	0.0%	1.3%	20.9%
SUB-TOTAL STUDY AREA (ZONE 1-7)	95.3%	100.0%	99.0%	100.0%	96.7%	100.0%	97.1%	34.1%
Outside								
Tiptree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Mersea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.8%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Stoke Park Drive, Ipswich Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banchory, Aberdeenshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bildeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bluewater Shopping Centre, Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Campsea Ashe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.1%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Copdock	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Copford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cribbs Causeway, Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairacres Retail Park, Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felixstowe Fleetwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Freeport Outlet Shopping Village, Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Futura Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hadleigh	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
High Wycombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Felixstowe Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huntingdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hythe	0.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%	0.0%
Ingatestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interchange Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ipswich	1.9%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	40.1%
Junction 32 Retail Park, Glasshoughton, Castleford Keswick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letchworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lincoln	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Long Melford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Loughborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks Tey	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Martlesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Sproughton Road, Ipswich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Nacton, Suffolk	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Orwell Retail Park, Ipswich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peterborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pipps Hill Retail Park, Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar Nurseries, Coggeshall Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ransomes Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romford	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Felixstowe Road, Ipswich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Southend-on-Sea Stratford	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Suffolk Retail Park, Ipswich	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Copdock Interchange, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
The Interchange Retail Park, Ipswich	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%
Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Welshpool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westfield Shopping Centre, Stratford City	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
White Cliffs Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitehouse Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Witham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodball Business Bark, Sudhung	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodhall Business Park, Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, Grundisburgh Road, Woodbridge Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet / delivery	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(Don't know / can't remember)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(Don't buy these goods)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (OUSTSIDE STUDY AREA)	4.7%	0.0%	1.0%	0.0%	3.3%	0.0%	2.9%	65.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 18: Chemist goods expenditure

Destination	Total Chemist	Zone 1 Chemist	Zone 2 Chemist	Zone 3 Chemist	Zone 4 Chemist	Zone 5 Chemist	Zone 6 Chemist	Zone 7 Chemist
	(£M)							
Study Area								
Zone 1				4.				_
Frinton on Sea Walton on the Naze	1.8	1.6 0.4	0.0	0.1	0.0	0.0	0.1	0
Kirby Cross	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0
SUB TOTAL (ZONE 1)	2.2	2.1	0.0	0.1	0.0	0.0	0.1	0
Zone 2 Brook Retail Park, Clacton	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0
Clacton Factory Outlet, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Naterglade Retail Park, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	C
Clacton on Sea	6.1	0.3	5.4	0.1	0.2	0.0	0.1	(
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(
Clacton Garden Centre, St Johns Road, Clacton Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(
Holland-on-Sea	0.2	0.0	0.2	0.0	0.0	0.0	0.0	(
aywick	0.2	0.0	0.2	0.0	0.0	0.0	0.0	(
Little Clacton St Osyth	0.1	0.0	0.1	0.0	0.0	0.0	0.0	(
SUB TOTAL (ZONE 2)	7.0	0.3	6.3	0.1	0.2	0.0	0.1	(
Cone 3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	
Harwich Gateway Retail Park, Harwich Dovercourt	0.2 1.3	0.0	0.0	0.2 1.2	0.0	0.0	0.0	(
Harwich	1.0	0.0	0.0	0.9	0.2	0.0	0.0	(
sda, Main Road, Dovercourt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(
idl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Parkeston Phorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
norpe-ie-soken :UB TOTAL (ZONE 3)	2.5	0.0 0.0	0.0	0.0 2.2	0.0 0.3	0.0	0.0 0.0	
· · · · · · · · · · · · · · · · · · ·								
one 4		-						
Manningtree	1.2	0.0	0.0	0.0	1.0	0.0	0.1	
Ardleigh Craft Nurseries, Harwich Road, Lawford	0.1	0.0	0.0	0.0	0.1	0.0	0.0	
Imstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Great Bentley	0.2	0.0	0.1	0.0	0.2	0.0	0.0	(
awford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Brightlingsea SUB TOTAL (ZONE 4)	0.6 2.2	0.0 0.0	0.0 0.1	0.0 0.0	0.5 1.8	0.0 0.0	0.0 0.1	(
SOB TOTAL (ZONE 4)	2.2	0.0	0.1	0.0	1.0	0.0	0.1	,
SUB- TOTAL TENDRING (ZONE 1-4)	14.0	2.4	6.4	2.4	2.3	0.0	0.2	(
Zone 5 Wivenhoe	0.7	0.0	0.0	0.0	0.1	0.6	0.0	(
SUB TOTAL (ZONE 5)	0.7	0.0	0.0	0.0	0.1	0.6	0.0	(
Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	,
3&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(
Colne View Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Peatree Road Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
he Stanway Retail Park, Colchester	0.5	0.0	0.0	0.0	0.0	0.0	0.5	-
The Tollgate Centre, Colchester	0.9	0.0	0.0	0.0	0.1	0.0	0.8	
ollgate Retail Park, Colchester urner Rise Retail park, Colchester	1.0	0.0	0.0	0.0	0.0	0.0	0.9	
Colchester	13.8	0.1	0.2	0.3	2.1	0.4	10.6	
ldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
ngora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
sda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
owdray Trade Park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	
illpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
iverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
lighwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
lomebase, St Andrews Avenue, Colchester angham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
eartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
rettygate	0.1	0.0	0.0	0.0	0.0	0.0	0.1	
ainsbury's, Western Approach, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
everalls Industrial Park, Colchester heephen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
hrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
tanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
esco Extra, Highwoods, Colchester	0.6	0.0	0.0	0.0	0.0	0.0	0.6	
esco Superstore, Greenstead Road, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2	
Vest Bergholt Vickes, Clarendon Way, Colchester	0.5	0.0	0.0	0.0	0.0	0.0	0.5	
Vyevale Garden Centre, London Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
UB TOTAL (ZONE 6)	17.8	0.1	0.2	0.4	2.1	0.4	14.5	
	1							
one 7	-	0.0	0.0		0.0		0.0	
ypass Nurseries Garden Centre, London Road, Capel St Mary apel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
apei St Mary edham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	0.3	0.0	0.0	0.0	0.0	0.0	0.1	
ast Bergholt	0.5						0.1	

SUB TOTAL (ZONE 7)	0.7	0.0	0.0	0.0	0.0	0.0	0.2	0.5
SUB-TOTAL STUDY AREA (ZONE 1-7)	33.2	2.4	6.7	2.8	4.6	1.0	14.9	0.8
Dutalla.								
Outside Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Mersea	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Abroad Alresford	0.1	0.0	0.0		0.0	0.0	0.0	0.0
Ambleside	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.1	0.0	0.0		0.0	0.0	0.0	0.1
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Basildon Beccles	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Bildeston	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Braintree Bristol	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Cambridge	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Campsea Ashe Central London	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Chelmsford	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Chester	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Copdock Copford	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh Euro Retail Park, Ipswich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Fairacres Retail Park, Oxford	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Felixstowe	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Fleetwood Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Hadleigh High Wycombe	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0			0.0	0.0	0.0
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hythe Ingatestone	0.1	0.0	0.0		0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ipswich	1.0	0.0	0.0		0.1	0.0	0.0	0.9
Junction 32 Retail Park, Glasshoughton, Castleford Keswick	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln Long Melford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Marks Tey	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Martlesham Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Nacton, Suffolk	0.0	0.0	0.0			0.0	0.0	0.0
Newmarket Norwich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Orwell Retail Park, Ipswich	0.0	0.0	0.0			0.0	0.0	0.0
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Peterborough Pipps Hill Retail Park, Basildon	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Pitsea	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0			0.0	0.0	0.0
Ransomes Industrial Estate, Ipswich Romford	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.1	0.0	0.0			0.0	0.0	0.0
Sainsbury's, Hadleigh Road, Ipswich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Southend-on-Sea Stratford	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Sudbury	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Suffolk Retail Park, Ipswich	0.0	0.0	0.0				0.0	0.0
Tesco Extra, Copdock Interchange, Ipswich The Interchange Retail Park, Ipswich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Thurrock	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Welshpool Westfield Shapping Control Streetford City	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City White Cliffs Park, Whitfield	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Witham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodbridge Woodhall Business Park, Sudbury	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0	0.0	0.0			0.0	0.0	0.0
Ingatestone Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0			0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0		0.0	0.0	0.0	0.0
(Don't buy these goods) SUB TOTAL (OUSTSIDE STUDY AREA)	0.0 2.2	0.0	0.0 0.1	0.0	0.0 0.2	0.0	0.0 0.5	0.0
SOD TOTAL (OUSTSIDE STUDT AREA)	2.2	0.0	0.1	0.0	0.2	0.0	0.5	1.5
TOTAL	35.3	2.4	6.7	2.8	4.7	1.0	15.4	2.2

Table 19: Electrical goods shopping patterns

Destination	Total Electrical	Zone 1 Electrical	Zone 2 Electrical	Zone 3 Electrical	Zone 4 Electrical	Zone 5 Electrical	Zone 6 Electrical	Zone 7 Electrical
Study Avon	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area								
Cone 1	2.50/	42.40/	4 50/	0.00/	0.70/	0.00/	0.00/	0.0
Frinton on Sea Walton on the Naze	3.5% 0.0%	43.1% 0.0%	1.5% 0.0%	0.0%	0.7%	0.0%	0.0%	0.0
Kirby Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
SUB TOTAL (ZONE 1)	3.5%	43.1%	1.5%	0.0%	0.7%	0.0%	0.0%	0.0
Cone 2								
Brook Retail Park, Clacton	10.4%	11.2%	39.8%	10.4%	5.4%	0.0%	0.0%	0.0
Clacton Factory Outlet, Clacton	0.5%	0.0%	2.1%	0.0%	0.7%	0.0%	0.0%	0.0
Naterglade Retail Park, Clacton	0.3%	0.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0
Clacton on Sea Bockings Elm	13.4%	38.4% 0.0%	46.3% 0.0%	9.5% 0.0%	3.3% 0.0%	1.3%	0.0%	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Hilland on Eco	0.0%	0.0%	0.0% 1.2%	0.0%	0.0%	0.0%	0.0%	0.0
Holland-on-Sea aywick	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
ittle Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
SUB TOTAL (ZONE 2)	24.9%	50.5%	90.5%	19.9%	9.4%	1.3%	0.0%	0.0
one 3								
Harwich Gateway Retail Park, Harwich	1.7%	0.0%	0.0%	16.1%	1.9%	0.0%	0.0%	0.0
Oovercourt	1.5%	0.0%	0.0%	11.3%	3.9%	1.3%	0.0%	0.0
Harwich Asda, Main Road, Dovercourt	1.6% 0.0%	0.0%	0.0%	16.7% 0.0%	0.0%	0.0%	0.0%	0.0
idl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
Parkeston	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0
Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
UB TOTAL (ZONE 3)	4.8%	0.0%	0.0%	44.9%	5.8%	1.3%	0.0%	0.0
Cone 4								
Manningtree	0.2%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0
Ardleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Craft Nurseries, Harwich Road, Lawford Clmstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 1.3%	0.0%	0.0
Great Bentley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
awford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Brightlingsea	0.3%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0
SUB TOTAL (ZONE 4)	0.4%	0.0%	0.0%	0.0%	4.2%	1.3%	0.0%	0.0
SUB- TOTAL TENDRING (ZONE 1-4)	33.7%	93.6%	92.0%	64.8%	20.2%	3.9%	0.0%	0.0
Zone 5								
Wivenhoe	0.2%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0
SUB TOTAL (ZONE 5)	0.2%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0
Zone 6								
3&Q Warehouse, Lightship Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Colchester Retail Park, Colchester Colne View Retail Park, Colchester	0.4%	0.0%	0.4%	0.0%	2.6% 0.0%	3.5% 0.0%	0.0%	3.6
Peatree Road Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
The Stanway Retail Park, Colchester	4.9%	0.0%	0.9%	3.1%	11.8%	7.8%	6.7%	0.0
The Tollgate Centre, Colchester	4.2%	0.9%	0.0%	0.0%	7.4%	3.1%	7.2%	0.0
Follgate Retail Park, Colchester Furner Rise Retail park, Colchester	23.2%	0.9%	1.2% 0.0%	17.0% 0.0%	14.6% 0.0%	27.9% 0.0%	40.9% 0.0%	1.3
Colchester	23.2%	4.6%	4.3%	8.4%	23.7%	38.5%	38.1%	6.6
Aldham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Angora Business Park, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Nsda, Turner Rise, Colchester Blackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Cowdray Trade Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
iverways Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Great Horkesley Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
lighwoods, Colchester Homebase, St Andrews Avenue, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
angham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
rettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
ainsbury's, Western Approach, Stanway everalls Industrial Park, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.
heephen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
hrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
tanway esco Extra, Highwoods, Colchester	0.1% 1.1%	0.0%	0.0%	0.0%	0.7% 3.0%	0.0%	0.0% 1.5%	0. 2.
esco Extra, Highwoods, Colchester esco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
Vest Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Nickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Wyevale Garden Centre, London Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
SUB TOTAL (ZONE 6)	57.6%	6.4%	6.8%	28.5%	63.8%	80.9%	94.8%	18.
Cone 7	0.0-1	0.011	0.001	0.001	0.001	0.001	0.001	
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Capel St Mary		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Dedham	().(1%							
Dedham East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0

SUB TOTAL (ZONE 1)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL STUDY AREA (ZONE 1-7)	91.5%	100.0%	98.8%	93.3%	84.0%	97.4%	94.8%	18.3%
Outside								
Tiptree	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
West Mersea	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Abroad	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Alresford Ambleside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Stoke Park Drive, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.4%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banchory, Aberdeenshire Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bildeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bluewater Shopping Centre, Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bristol Bury St Edmunds	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Campsea Ashe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Checter	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Chester Copdock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Copford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cribbs Causeway, Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park, Ipswich Fairacres Retail Park, Oxford	0.2%	0.0%	0.0%	0.0%	2.0% 0.0%	0.0%	0.0%	1.1%
Felixstowe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fleetwood	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Outlet Shopping Village, Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Futura Retail Park, Ipswich	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	5.2%
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hadleigh High Wycombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Homebase, Felixstowe Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huntingdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hythe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingatestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interchange Retail Park, Ipswich	0.8%	0.0%	0.0%	0.0%	4.3%	0.0%	0.4%	3.8%
Ipswich Junction 32 Retail Park, Glasshoughton, Castleford	3.0% 0.0%	0.0%	0.0%	3.3% 0.0%	2.8% 0.0%	2.6% 0.0%	2.9% 0.0%	23.1%
Keswick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letchworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lincoln	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Long Melford Loughborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks Tey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Sproughton Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nacton, Suffolk	0.1%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Newmarket Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orwell Retail Park, Ipswich	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peterborough	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Pipps Hill Retail Park, Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Penlar Nurseries, Coggeshall Read, Colshester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar Nurseries, Coggeshall Road, Colchester Ransomes Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romford	0.0%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Felixstowe Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park, Ipswich	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.6%
Tesco Extra, Copdock Interchange, Ipswich	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Interchange Retail Park, Ipswich	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.4%
Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Welshpool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westfield Shopping Centre, Stratford City White Cliffs Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitehouse Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%
Witham	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodhall Business Park, Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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%
Internet / delivery (Don't know / can't remember)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(Don't buy these goods)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (OUSTSIDE STUDY AREA)	8.5%	0.0%	1.2%	6.7%	16.0%	2.6%	5.2%	81.7%
~~								
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 20: Electrical goods expenditure

Table 20: Electrical goods expenditure	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Destination	Electrical (£M)							
Study Area								
Zone 1	10	2.5	0.3	0.0	0.1	0.0	0.0	0.0
Frinton on Sea Walton on the Naze	4.0 0.0	3.5 0.0	0.3	0.0	0.1	0.0	0.0	0.0
Kirby Cross SUB TOTAL (ZONE 1)	0.0 4.0	0.0 3.5	0.0 0.3	0.0	0.0 0.1	0.0	0.0	0.0
· · · · · · · · · · · · · · · · · · ·		0.0						0.0
Zone 2 Brook Retail Park, Clacton	12.2	0.9	9.3	1.1	0.9	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	0.6	0.0	0.5	0.0	0.1	0.0	0.0	0.0
Waterglade Retail Park, Clacton Clacton on Sea	0.4 15.5	0.1 3.1	0.3 10.8	0.0 1.0	0.0	0.0	0.0	0.0
Bockings Elm Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton Holland-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 2)	28.9	4.1	21.1	2.1	1.6	0.1	0.0	0.0
Zone 3								
Harwich Gateway Retail Park, Harwich Dovercourt	2.0 1.9	0.0	0.0	1.7 1.2	0.3 0.6	0.0	0.0	0.0
Harwich	1.7	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Asda, Main Road, Dovercourt Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parkeston	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Thorpe-le-Soken SUB TOTAL (ZONE 3)	0.0 5.7	0.0	0.0	0.0 4.7	0.0 1.0	0.0 0.1	0.0	0.0
Toron d								
Zone 4 Manningtree	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Ardleigh Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Great Bentley Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0
SUB TOTAL (ZONE 4)	0.8	0.0	0.0	0.0	0.7	0.1	0.0	0.0
SUB- TOTAL TENDRING (ZONE 1-4)	39.3	7.6	21.5	6.7	3.3	0.2	0.0	0.0
Zone 5 Wivenhoe	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0
SUB TOTAL (ZONE 5)	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Zone 6	-							
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
The Stanway Retail Park, Colchester	7.1	0.0	0.2	0.3	2.0	0.3	4.3	0.0
The Tollgate Centre, Colchester Tollgate Retail Park, Colchester	6.0 32.2	0.1	0.0	0.0	1.2 2.4	0.1 1.2	4.6 26.2	0.0
Turner Rise Retail park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Colchester Aldham	32.6 0.0	0.4	1.0 0.0	0.9	3.9 0.0	1.6 0.0	24.4 0.0	0.5
Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Turner Rise, Colchester Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Horkesley Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Langham Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2 0.0	0.0
Sheephen Retail Park, Colchester Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanway	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester	1.6 0.0	0.0	0.0	0.0	0.5	0.0	1.0 0.0	0.2
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 6)	81.0	0.5	1.6	3.0	10.6	3.4	60.6	1.4
Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedham East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

SUB-TOTAL (ZONE 7) SUB-TOTAL STUDY AREA (ZONE 1-7)							0.0	0.0
SUB-TOTAL STUDY AREA (20NE 1-7)	4000		20.4		40.0			
	120.9	8.1	23.1	9.7	13.9	4.1	60.6	1.4
Outside								
Tiptree	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
West Mersea Abroad	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Alresford	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Ambleside	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich B&Q, Anglia Parkway South, Bury Road, Ipswich	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston Bluewater Shopping Centre, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe Central London	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Chelmsford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.1	0.0	0.0		0.0	0.0	0.0	0.1
Copford Cribbs Causaway Prictal	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Euro Retail Park, Ipswich	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.1
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe Fleetwood	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.6	0.0	0.0	0.0	0.0	0.0	0.2	0.4
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hythe	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	1.2	0.0	0.0	0.0	0.7	0.0	0.2	0.3
Ipswich Junction 32 Retail Park, Glasshoughton, Castleford	4.5 0.0	0.0	0.0	0.3	0.5 0.0	0.1	1.8 0.0	1.7 0.0
Keswick	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Long Melford Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks Tey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayflower Retail Park, Basildon	0.0	0.0						0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Nacton, Suffolk Newmarket	0.1	0.0	0.0		0.0	0.0	0.0	0.0
Norwich	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Orwell Retail Park, Ipswich	0.0	0.0			0.0	0.0	0.0	0.0
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough	0.2	0.0			0.2	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon Pitsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0			0.0	0.0		0.0
Ransomes Industrial Estate, Ipswich	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Romford	0.4	0.0	0.3	0.1	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.1	0.0				0.0	0.0	0.1
Sainsbury's, Hadleigh Road, Ipswich Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Sudbury	0.0	0.0			0.0	0.0	0.0	0.0
Suffolk Retail Park, Ipswich	0.2	0.0			0.0	0.0		0.1
Tesco Extra, Copdock Interchange, Ipswich The Interchange Potal Park, Inswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Interchange Retail Park, Ipswich Thurrock	2.7 0.0	0.0	0.0		0.0	0.0	0.0	2.7 0.0
Welshpool	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.2	0.0			0.0	0.0	0.0	0.2
Witham Woodbridge	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Woodbridge Woodhall Business Park, Sudbury	0.0	0.0				0.0	0.0	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember) (Don't buy these goods)	+							
SUB TOTAL (OUSTSIDE STUDY AREA)	13.2	0.0	0.3	0.7	2.7	0.1	3.3	6.1

Table	21.	DTV	annde	shopping	nattorne

cone 1 rinton on Sea Valton on the Naze irby Cross UB TOTAL (ZONE 1)	1.6%	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)
one 1 rinton on Sea Valton on the Naze irby Cross	1.6%		(%)	(%)	(%)	(%)	(%)	(%)
one 1 rinton on Sea Valton on the Naze irby Cross		47.40/						
rinton on Sea Valton on the Naze irby Cross		47.40/						
Valton on the Naze irby Cross			4 20/	4.00/	4.00/	0.00/	0.00/	0.00
irby Cross		17.4% 0.9%	1.2% 0.0%	1.9% 0.0%	1.0% 0.0%	0.0%	0.0%	0.09
	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
	1.7%	19.9%	1.2%	1.9%	1.0%	0.0%	0.0%	0.09
one 2	45.00/	24.404	55.004	45.50/	0.00/	0.004	0.00/	0.00
rook Retail Park, Clacton Clacton Factory Outlet, Clacton	16.3% 0.2%	24.1% 0.9%	56.3% 0.5%	15.6% 0.0%	8.0% 0.0%	0.0%	0.0%	0.09
Vaterglade Retail Park, Clacton	0.2%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.09
Elacton on Sea	12.6%	49.5%	36.2%	10.5%	4.0%	0.0%	0.3%	0.09
ockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
lacton Garden Centre, St Johns Road, Clacton	0.2%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.09
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
lilltop Garden Centre, Clacton Road, Clacton Iolland-on-Sea	0.1%	1.8% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
aywick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
ittle Clacton	0.3%	2.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.09
t Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.99
UB TOTAL (ZONE 2)	29.9%	79.2%	95.7%	26.1%	12.1%	0.0%	0.3%	0.99
one 3								
larwich Gateway Retail Park, Harwich	1.1%	0.0%	0.0%	13.6%	0.7%	0.0%	0.0%	0.09
Oovercourt	0.7%	0.0%	0.0%	7.1%	1.1%	0.0%	0.0%	0.09
larwich	1.5%	0.0%	0.0%	16.5%	2.0%	0.0%	0.0%	0.09
ısda, Main Road, Harwich idl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
lar, Parkeston Road, Harwich Parkeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
horpe-le-Soken	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
UB TOTAL (ZONE 3)	3.4%	0.0%	0.0%	38.0%	3.9%	0.0%	0.0%	0.0
one 4	+	 	 	 				
Anningtree	0.8%	0.0%	0.0%	4.4%	2.9%	1.8%	0.0%	1.79
ırdleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
raft Nurseries, Harwich Road, Lawford	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.9
Imstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Great Bentley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
awford Frightlingsea	0.6%	0.0%	0.0%	0.8%	4.3% 2.3%	0.8%	0.0%	1.7°
ungntungsea UB TOTAL (ZONE 4)	1.8%	0.0%	0.0%	5.9%	9.5%	2.6%	0.0%	4.49
UB- TOTAL TENDRING (ZONE 1-4)	36.7%	99.1%	96.8%	71.9%	26.5%	2.6%	0.3%	5.29
one 5								
Vivenhoe UB TOTAL (ZONE 5)	0.2% 0.2%	0.0%	0.0%	0.0%	0.0%	6.5% 6.5%	0.0%	0.09
		0.0,1	0.0,1	0.0,1				
one 6	27.40/	0.00/	2.50/	10.20/	F 4 20/	67.40/	27.40/	F 20
&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester	27.1% 0.0%	0.0%	2.5% 0.0%	19.2% 0.0%	54.2% 0.0%	67.4% 0.0%	37.4% 0.0%	5.39
Colne View Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0
eatree Road Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
he Stanway Retail Park, Colchester	2.2%	0.0%	0.0%	1.9%	1.6%	1.1%	4.0%	0.09
he Tollgate Centre, Colchester	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0
ollgate Retail Park, Colchester	8.1%	0.0%	0.0%	0.0%	0.0%	1.8%	17.5%	0.9
urner Rise Retail park, Colchester Colchester	0.1% 12.3%	0.0% 0.9%	0.0% 0.7%	0.0% 3.2%	0.0% 6.8%	0.0% 18.4%	0.3% 22.8%	0.0 5.0
olchester	0.2%	0.9%	0.7%	0.0%	0.0%	0.0%	0.5%	0.0
Ingora Business Park, Stanway	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0
usda, Turner Rise, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
lackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Cowdray Trade Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
illpots Garden Centre, Straight Road, Boxted	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0
iverways Retail Park, Colchester Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
lighwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Iomebase, St Andrews Avenue, Colchester	2.0%	0.0%	0.0%	0.0%	4.1%	0.8%	3.1%	1.7
angham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
eartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
rettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
ainsbury's, Western Approach, Stanway everalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
heephen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
hrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
tanway	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.0
esco Extra, Highwoods, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0
esco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Vest Bergholt Vickes Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Vickes, Clarendon Way, Colchester Vyevale Garden Centre, London Road, Colchester	0.7% 1.1%	0.0%	0.0%	1.8% 0.0%	0.0%	0.0%	1.2% 2.4%	0.0
UB TOTAL (ZONE 6)	55.8%	0.0%	3.2%	26.0%	67.3%	90.9%	93.5%	12.9
one 7	0.0%	0.0%	0.0%	0.09/	0.0%	0.0%	0.0%	0.9
one 7	71 7107	0.0%	U.U%	0.0%	U.U%	0.0%	11 (1%)	0.9
ypass Nurseries Garden Centre, London Road, Capel St Mary								
ypass Nurseries Garden Centre, London Road, Capel St Mary Sapel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9
ypass Nurseries Garden Centre, London Road, Capel St Mary								

SUB TOTAL (ZONE 7)	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%
SUB-TOTAL STUDY AREA (ZONE 1-7)	92.9%	100.0%	100.0%	97.9%	93.8%	100.0%	93.9%	22.5%
Outside								
Tiptree	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
West Mersea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Stoke Park Drive, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury Banchory, Aberdeenshire	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bildeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bluewater Shopping Centre, Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bristol Dura St Edmunds	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Campsea Ashe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Copdock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Copford Cribbs Causeway, Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Euro Retail Park, Ipswich	1.4%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	28.1%
Fairacres Retail Park, Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felixstowe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Fleetwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Outlet Shopping Village, Braintree Futura Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hadleigh	0.7%	0.0%	0.0%	0.0%	2.7%	0.0%	0.3%	5.3%
High Wycombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Felixstowe Road, Ipswich	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%
Huntingdon	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Hythe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingatestone Interchange Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ipswich	1.5%	0.0%	0.0%	2.1%	2.1%	0.0%	0.3%	21.2%
Junction 32 Retail Park, Glasshoughton, Castleford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keswick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letchworth Lincoln	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Long Melford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Loughborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks Tey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Martlesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park, Basildon	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Sproughton Road, Ipswich Nacton, Suffolk	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orwell Retail Park, Ipswich	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%
Peterborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pipps Hill Retail Park, Basildon Pitsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar Nurseries, Coggeshall Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Ransomes Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Felixstowe Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Suffolk Retail Park, Ipswich	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Copdock Interchange, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Interchange Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Welshpool Westfield Shopping Centre, Stratford City	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
White Cliffs Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitehouse Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Witham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodhall Business Park, Sudbury	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Other Internet / delivery	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(Don't know / can't remember)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(Don't buy these goods)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (OUSTSIDE STUDY AREA)	7.1%	0.0%	0.0%	2.1%	6.2%	0.0%	6.1%	77.5%
TOTAL	-100	400-0	400-00	400-	4.00	100	400-00	400-0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 22: DIY goods expenditure								
Destination	Total DIY	Zone 1 DIY	Zone 2 DIY	Zone 3 DIY	Zone 4 DIY	Zone 5 DIY	Zone 6 DIY	Zone 7 DIY
Study Area	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
,								
Zone 1	1.0	0.7	0.1	0.1	0.1	0.0	0.0	0
Frinton on Sea	1.0	0.7	0.1	0.1 0.0	0.1	0.0	0.0	0.
Walton on the Naze Kirby Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
SUB TOTAL (ZONE 1)	1.1	0.8	0.1	0.1	0.1	0.0	0.0	0.
Zone 2								
Brook Retail Park, Clacton	8.2	0.9	6.1	0.7	0.6	0.0	0.0	0.
Clacton Factory Outlet, Clacton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.
Waterglade Retail Park, Clacton	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.
Clacton on Sea	6.6	1.9	3.9	0.5	0.3	0.0	0.1	0.
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Clacton Garden Centre, St Johns Road, Clacton Great Clacton	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Holland-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Little Clacton	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
SUB TOTAL (ZONE 1)	15.5	3.1	10.3	1.1	0.8	0.0	0.1	0
Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Harwich Gateway Retail Park, Harwich	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0
Dovercourt	0.4	0.0	0.0	0.3	0.1	0.0	0.0	0
Harwich Asda Main Road, Doversourt	0.9	0.0	0.0	0.7 0.0	0.1	0.0	0.0	0
Asda, Main Road, Dovercourt Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
SUB TOTAL (ZONE 1)	1.9	0.0	0.0	1.7	0.0	0.0	0.0	0
•	1			=.7				
Zone 4								
Manningtree	0.5	0.0	0.0	0.2	0.2	0.0	0.0	0
Ardleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Craft Nurseries, Harwich Road, Lawford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Lawford	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0
Brightlingsea	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.
SUB TOTAL (ZONE 1)	1.1	0.0	0.0	0.3	0.7	0.0	0.0	0.
SUB- TOTAL TENDRING (ZONE 1-4)	19.6	3.9	10.4	3.1	1.9	0.0	0.1	0.
000 10 ME 12.10 MINO (20112 1 1)	25.0	9.5	2011	0.1	2.0	0.0	0.1	Ţ.
Zone 5								
Wivenhoe	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.
SUB TOTAL (ZONE 1)	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0
Zone 6	11.5		0.0	0.0	2.0		0.5	
B&Q Warehouse, Lightship Way, Colchester	14.6	0.0	0.3	0.8	3.8 0.0	1.0	8.5	0
Colchester Retail Park, Colchester Colne View Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Peatree Road Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
The Stanway Retail Park, Colchester	1.1	0.0	0.0	0.1	0.1	0.0	0.9	0
The Tollgate Centre, Colchester	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0
Tollgate Retail Park, Colchester	4.0	0.0	0.0	0.0	0.0	0.0	4.0	0
Turner Rise Retail park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0
Colchester	6.4	0.0	0.1	0.1	0.5	0.3	5.2	0
Aldham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0
Angora Business Park, Stanway	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Cowdray Trade Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Filipots Garden Centre, Straight Road, Boxted	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0
Fiverways Retail Park, Colchester Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Great Horkesley Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Homebase, St Andrews Avenue, Colchester	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0
Langham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Prettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Sainsbury's, Western Approach, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Sheephen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0
Stanway	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0
Tesco Extra, Highwoods, Colchester		0.0	0.0	0.0	0.0	0.0	0.0	0
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester	0.0		,				0.0	0
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt	0.0	0.0	0.0	0.0	0.0			^
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester	0.0 0.0 0.3	0.0	0.0	0.1	0.0	0.0	0.3	
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester	0.0 0.0 0.3 0.5	0.0 0.0 0.0	0.0	0.1 0.0	0.0	0.0	0.3 0.5	C
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester	0.0 0.0 0.3	0.0	0.0	0.1	0.0	0.0	0.3	C
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester SUB TOTAL (ZONE 1)	0.0 0.0 0.3 0.5	0.0 0.0 0.0	0.0	0.1 0.0	0.0	0.0	0.3 0.5	0
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester	0.0 0.0 0.3 0.5	0.0 0.0 0.0	0.0	0.1 0.0	0.0	0.0	0.3 0.5	0
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester SUB TOTAL (ZONE 1) Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0 0.0 0.3 0.5 29.3	0.0 0.0 0.0	0.0 0.0 0.3	0.1 0.0 1.1	0.0 0.0 4.7	0.0 0.0 1.3	0.3 0.5 21.3	0 0 0
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester SUB TOTAL (ZONE 1)	0.0 0.0 0.3 0.5 29.3	0.0 0.0 0.0 0.0	0.0 0.0 0.3	0.1 0.0 1.1 0.0	0.0 0.0 4.7	0.0 0.0 1.3	0.3 0.5 21.3	0
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester Wyevale Garden Centre, London Road, Colchester SUB TOTAL (ZONE 1) Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary Capel St Mary	0.0 0.0 0.3 0.5 29.3	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.3 0.0 0.0	0.1 0.0 1.1 0.0 0.0	0.0 0.0 4.7 0.0 0.0	0.0 0.0 1.3 0.0	0.3 0.5 21.3 0.0 0.0	() ()

SUB TOTAL (ZONE 1)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
SUB-TOTAL STUDY AREA (ZONE 1-7)	49.1	3.9	10.8	4.3	6.6	1.5	21.4	0.8
Outside								
Tiptree	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
West Mersea Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London Chalmsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chelmsford Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh Euro Retail Park, Ipswich	0.0 1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Felixstowe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh High Wycombe	0.4	0.0	0.0	0.0	0.2	0.0	0.1	0.2
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huntingdon	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Hythe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ipswich Junction 32 Retail Park, Glasshoughton, Castleford	1.0	0.0	0.0	0.1	0.1	0.0	0.1	0.7
Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Melford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Marks Tey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nacton, Suffolk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newmarket	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norwich Orwell Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pitsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Ransomes Industrial Estate, Ipswich Romford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Hadleigh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury Suffolk Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich Witham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Business Park, Sudbury	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember) (Don't buy these goods)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (OUSTSIDE STUDY AREA)	4.5	0.0	0.0	0.0	0.0	0.0	1.4	2.6
, , ,								
TOTAL	53.7	3.9	10.8	4.4	7.0	1.5	22.8	3.4

Table 23: Furniture goods shopping patterns

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Destination	Furniture (%)	Furniture (%)	Furniture (%)	Furniture (%)	Furniture (%)	Furniture (%)	Furniture (%)	Furniture (%)
Study Area	(,,,	(/ 0 /	(/ 0 /	(/ 0 /	(/ 0 /	(/ 0 /	(/ 0 /	(/0/
Zone 1 Frinton on Sea	1.9%	20.0%	0.5%	0.0%	0.0%	0.0%	1.1%	0.09
Walton on the Naze	0.2%	3.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.09
Kirby Cross	0.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
SUB TOTAL (ZONE 1)	2.2%	24.4%	0.5%	0.0%	0.0%	0.0%	1.1%	0.09
Zone 2	0.49/	1 20/	0.70/	2.00/	0.09/	0.09/	0.09/	0.00
Brook Retail Park, Clacton Clacton Factory Outlet, Clacton	0.4%	1.2% 1.7%	0.7%	2.0% 0.0%	0.0%	0.0%	0.0%	0.09
Waterglade Retail Park, Clacton	4.5%	2.9%	19.8%	0.0%	0.0%	0.0%	0.0%	0.09
Clacton on Sea	8.9%	34.8%	27.3%	3.2%	0.8%	0.0%	0.7%	0.09
Bockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Hilltop Garden Centre, Clacton Road, Clacton Holland-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Jaywick	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Little Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
SUB TOTAL (ZONE 2)	14.1%	40.6%	48.2%	5.2%	1.5%	0.0%	0.7%	0.09
72								
Zone 3 Harwich Gateway Retail Park, Harwich	2.4%	2.7%	0.0%	17.8%	4.1%	0.0%	0.0%	0.09
Dovercourt	0.9%	0.0%	0.0%	7.5%	1.9%	0.0%	0.0%	0.09
Harwich	0.7%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.09
Asda, Main Road, Dovercourt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
.idl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Parkeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
SUB TOTAL (ZONE 3)	4.0%	2.7%	0.0%	32.1%	6.0%	0.0%	0.0%	0.09
Zone 4								
Manningtree	1.0%	0.0%	0.0%	2.8%	6.6%	0.0%	0.0%	1.79
Ardleigh	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.09
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Elmstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Great Bentley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Brightlingsea SUB TOTAL (ZONE 4)	0.4% 1.5%	0.0% 0.0%	0.0%	0.0% 2.8%	1.5% 8.8%	2.2% 2.2%	0.5% 0.5%	0.09 1.7 9
JOD TOTAL (LONE 4)	1.5/0	0.070	0.070	2.070	0.070	2.270	0.570	1.77
SUB- TOTAL TENDRING (ZONE 1-4)	21.8%	67.7%	48.7%	40.2%	16.4%	2.2%	2.2%	1.79
Zone 5 Wivenhoe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
SUB TOTAL (ZONE 5)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
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Zone 6								
B&Q Warehouse, Lightship Way, Colchester	1.4%	0.0%	0.0%	2.8%	3.8%	7.7%	1.1%	0.0
Colchester Retail Park, Colchester	2.7%	2.4%	6.2%	5.7%	3.2%	3.1%	0.5%	0.09
Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester	1.5% 2.7%	0.0% 2.4%	0.7% 0.5%	1.2% 1.2%	2.1% 6.4%	2.6% 5.3%	2.0% 3.1%	3.39
The Stanway Retail Park, Colchester	8.9%	2.7%	6.1%	5.8%	3.8%	7.0%	13.5%	2.49
The Tollgate Centre, Colchester	5.2%	0.0%	4.5%	0.0%	11.1%	1.1%	6.8%	0.09
Tollgate Retail Park, Colchester	18.4%	2.4%	3.9%	24.2%	10.4%	29.8%	28.8%	0.09
Turner Rise Retail park, Colchester	1.1%	0.0%	1.8%	0.0%	0.0%	0.0%	1.5%	0.09
Colchester	22.8%	14.4%	21.5%	11.3%	22.1%	22.5%	28.0%	13.7
Aldham Angora Ruciness Park, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.7%	0.0
Angora Business Park, Stanway Asda, Turner Rise, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0
Blackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Cowdray Trade Park, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0
illpots Garden Centre, Straight Road, Boxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
iverways Retail Park, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Homebase, St Andrews Avenue, Colchester Langham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Prettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sainsbury's, Western Approach, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sheephen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Shrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Stanway Fesco Extra, Highwoods, Colchester	1.2% 0.0%	0.0%	0.0%	0.0%	2.5% 0.0%	2.7% 0.0%	1.6% 0.0%	0.09
Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
West Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Wickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Wyevale Garden Centre, London Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
SUB TOTAL (ZONE 6)	66.4%	24.2%	45.2%	52.4%	65.3%	81.8%	88.3%	22.7
Zone 7 Pyrass Nurseries Garden Centre, London Road, Canel St Many	0.00/	0.00/	0.004	0.064	0.064	0.064	0.064	0.00
Bypass Nurseries Garden Centre, London Road, Capel St Mary Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Lapei St Mary Dedham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
East Bergholt	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0
				0.0%		0.0%		0.0
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	U.C

SUB TOTAL (ZONE 7)	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
SUB-TOTAL STUDY AREA (ZONE 1-7)	88.5%	92.0%	93.8%	92.6%	81.7%	84.0%	91.1%	24.4%
Outside								
Tiptree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Mersea	0.0%	0.0%	0.0%	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%	0.0%
Alresford	0.2%	0.0%	0.0%	0.0%	1.5%	3.2%	0.0%	0.0%
Ambleside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Stoke Park Drive, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banchory, Aberdeenshire Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beccles	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.07
Bildeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Bluewater Shopping Centre, Greenhithe	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.09
Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bury St Edmunds	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Campsea Ashe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.5%	3.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Copdock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Copford	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.09
Cribbs Causeway, Bristol	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.89
Eastbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Edinburgh Furo Retail Park Inswich	0.0% 1.3%	0.0%	0.0%	0.0%	0.0% 6.4%	0.0%	0.0%	0.0% 19.2%
Euro Retail Park, Ipswich Fairacres Retail Park, Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Felixstowe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Fleetwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Outlet Shopping Village, Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Futura Retail Park, Ipswich	0.9%	0.0%	0.0%	3.0%	1.1%	0.0%	0.5%	8.6%
Glasswells Retail Park, Ranelagh Road, Ipswich	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
High Wycombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Felixstowe Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huntingdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hythe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingatestone	0.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interchange Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ipswich	2.7% 0.0%	2.4% 0.0%	2.3% 0.0%	0.0%	0.8%	1.1% 0.0%	2.2%	28.7%
Junction 32 Retail Park, Glasshoughton, Castleford Keswick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park, West Thurrock	2.7%	0.0%	3.9%	3.2%	6.8%	10.5%	1.3%	0.0%
Letchworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lincoln	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Long Melford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Loughborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks Tey	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Martlesham	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Mayflower Retail Park, Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Sproughton Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nacton, Suffolk	0.1%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orwell Retail Park, Ipswich	0.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	4.1%
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree Peterborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pipps Hill Retail Park, Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar Nurseries, Coggeshall Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ransomes Industrial Estate, Ipswich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Felixstowe Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
Suffolk Retail Park, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Copdock Interchange, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Interchange Retail Park, Ipswich	0.0% 0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 2.4%
Thurrock Welshpool	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westfield Shopping Centre, Stratford City	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
White Cliffs Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitehouse Industrial Estate, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Witham	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Woodbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Woodhall Business Park, Sudbury	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Internet / delivery	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(Don't know / can't remember)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(Don't buy these goods)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL (OUSTSIDE STUDY AREA)	11.5%	8.0%	6.2%	7.4%	18.3%	16.0%	8.9%	75.6%
TOTAL	100.0%	100.0%	100.0%	100.00/	100.00/	100.0%	100.00	100.00
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 24: Furniture goods expenditure

able 24: Furniture goods expenditure										
Destination	Total Furniture	Zone 1 Furniture	Zone 2 Furniture	Zone 3 Furniture	Zone 4 Furniture	Zone 5 Furniture	Zone 6 Furniture	Zone 7 Furniture		
Study Area	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)		
Study Area										
Zone 1 Frinton on Sea	1.8	1.3	0.1	0.0	0.0	0.0	0.4	0.0		
Walton on the Naze	0.2	0.2	0.0	0.0	0.0	0.0	0.4	0.0		
Kirby Cross	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0		
SUB TOTAL (ZONE 1)	2.1	1.6	0.1	0.0	0.0	0.0	0.4	0.0		
Zone 2										
Brook Retail Park, Clacton	0.3	0.1	0.1	0.1	0.0	0.0	0.0	0.0		
Clacton Factory Outlet, Clacton	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0		
Waterglade Retail Park, Clacton	3.7	0.2	3.5	0.0	0.0	0.0	0.0	0.0		
Clacton on Sea	7.6	2.2	4.8	0.2	0.1	0.0	0.3	0.0		
Bockings Elm Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Holland-on-Sea	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0		
Jaywick Little Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
SUB TOTAL (ZONE 2)	11.9	2.6	8.5	0.4	0.2	0.0	0.3	0.0		
7ana 2										
Zone 3 Harwich Gateway Retail Park, Harwich	1.9	0.2	0.0	1.2	0.5	0.0	0.0	0.0		
Dovercourt	0.7	0.0	0.0	0.5	0.3	0.0	0.0	0.0		
Harwich	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0		
Asda, Main Road, Dovercourt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Parkeston Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
SUB TOTAL (ZONE 3)	3.1	0.2	0.0	2.3	0.7	0.0	0.0	0.0		
Zone 4	1.0	0.0	0.0	0.2	0.7	0.0	0.0	0.1		
Manningtree Ardleigh	1.0 0.1	0.0	0.0	0.2	0.7	0.0	0.0	0.1		
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Imstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
awford Brightlingsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
SUB TOTAL (ZONE 4)	1.5	0.0	0.0	0.0	1.0	0.1	0.2	0.1		
,										
SUB- TOTAL TENDRING (ZONE 1-4)	18.5	4.4	8.5	2.8	1.8	0.1	0.9	0.1		
Zone 5										
Wivenhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
SUB TOTAL (ZONE 5)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Zone 6										
B&Q Warehouse, Lightship Way, Colchester	1.2	0.0	0.0	0.2	0.4	0.2	0.4	0.0		
Colchester Retail Park, Colchester	2.2	0.2	1.1	0.4	0.3	0.1	0.2	0.0		
Colne View Retail Park, Colchester	1.3	0.0	0.1	0.1	0.2	0.1	0.8	0.0		
Peatree Road Retail Park, Colchester The Stanway Petail Park, Colchestor	2.5 7.7	0.2	0.1	0.1	0.7	0.1	1.2 5.3	0.2		
The Stanway Retail Park, Colchester The Tollgate Centre, Colchester	4.7	0.2	0.8	0.4	1.2	0.2	2.7	0.0		
Tollgate Retail Park, Colchester	15.8	0.2	0.7	1.7	1.1	0.7	11.4	0.0		
Turner Rise Retail park, Colchester	0.9	0.0	0.3	0.0	0.0	0.0	0.6	0.0		
Colchester	20.2	0.9	3.8	0.8	2.4	0.5	11.1	0.7		
Aldham Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Cowdray Trade Park, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0		
Fillpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Fiverways Retail Park, Colchester Great Horkeslev	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0		
Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Langham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Prettygate Sainsbury's, Western Approach, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Sheephen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Stanway Tesco Extra, Highwoods, Colchester	1.1 0.0	0.0	0.0	0.0	0.3	0.1	0.6	0.2		
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Vest Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Wickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Wyevale Garden Centre, London Road, Colchester SUB TOTAL (ZONE 6)	0.0 58.3	0.0 1.6	0.0 7.9	0.0 3.7	0.0 7.2	0.0 1.9	0.0 34.9	0.0 1.2		
SOU TO TAL (LONE O)	38.3	1.6	7.9	3./	1.2	1.9	34.9	1.2		
Zone 7										
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Dedham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Fast Bergholt	USI	nn	0.00							
East Bergholt Holbrook	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

SUB TOTAL (ZONE 7)	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
SUB-TOTAL STUDY AREA (ZONE 1-7)	77.1	5.9	16.5	6.5	9.0	2.0	36.1	1.2
Outside								
Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Mersea	0.0	0.0	0.0	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	0.0
Alresford	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0
Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Braintree Brictol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol Bury St Edmunds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.4	0.3	0.0	0.0	0.0	0.0	0.2	0.0
Chelmsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copford	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Cribbs Causeway, Bristol	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh Euro Retail Park, Ipswich	0.0 1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Felixstowe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.9	0.0	0.0	0.2	0.1	0.0	0.2	0.4
Glasswells Retail Park, Ranelagh Road, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Hadleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huntingdon Hythe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingatestone	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ipswich	3.0	0.2	0.4	0.0	0.1	0.0	0.9	1.5
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	2.4	0.0	0.7	0.2	0.7	0.2	0.5	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Melford Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks Tey	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Martlesham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Nacton, Suffolk	0.1	0.0	0.0		0.0	0.0		0.0
Newmarket	0.0	0.0	0.0		0.0	0.0		0.0
Norwich	0.0		0.0		0.0	0.0		0.0
Orwell Retail Park, Ipswich Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Pipps Hill Retail Park, Basildon	0.0	0.0			0.0	0.0		0.0
Pitsea	0.0		0.0		0.0	0.0		0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ransomes Industrial Estate, Ipswich	0.1	0.0			0.0	0.0		0.1
Romford	0.0	0.0	0.0		0.0	0.0		0.0
Sainsbury's, Felixstowe Road, Ipswich	0.0	0.0	0.0		0.0	0.0		0.0
Sainsbury's, Hadleigh Road, Ipswich	0.0	0.0	0.0		0.0	0.0		0.0
Southend-on-Sea Stratford	0.0		0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Suffolk Retail Park, Ipswich	0.0	0.0			0.0	0.0		0.0
Tesco Extra, Copdock Interchange, Ipswich	0.0		0.0		0.0	0.0		0.0
The Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock	0.1	0.0			0.0	0.0		0.1
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Westfield Shopping Centre, Stratford City	0.0	0.0			0.0	0.0		0.0
White Cliffs Park, Whitfield Whitehouse Industrial Estate Inswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich Witham	0.0				0.0	0.0		0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Woodhall Business Park, Sudbury	0.3	0.0			0.0	0.0		0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery								
(Don't know / can't remember)								
(Don't buy these goods)		_		_			_	
SUB TOTAL (OUSTSIDE STUDY AREA)	11.8	0.5	1.1	0.5	2.0	0.4	3.5	3.8
TOTAL	89.0	6.5	17.5	7.0	11.0	2.3	39.6	5.1

Table 25: Total comparison goods expenditure 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	
Destination	Study area	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison	Inflow
Study Area	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
3, 7.11.0.1									
Zone 1									
Frinton on Sea Walton on the Naze	17.2	14.8	0.0	0.3	0.3	0.0	0.7	0.0	2.1
Kirby Cross	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 1)	19.2	16.9	1.1	0.3	0.3	0.0	0.7	0.0	4.1
Zone 2									
Brook Retail Park, Clacton Clacton Factory Outlet, Clacton	27.1 10.0	2.7 0.7	19.6 6.0	2.0 1.2	2.0 1.3	0.0	0.7 0.7	0.0	4.1 4.1
Waterglade Retail Park, Clacton	10.0	0.8	9.4	0.0	0.0	0.0	0.0	0.0	4.1
Clacton on Sea	96.2	16.7	69.9	5.5	3.5	0.2	0.4	0.0	16.4
Bockings Elm Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton Holland-on-Sea	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jaywick	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton St Osyth	0.4	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 2)	144.9	21.0	106.2	8.8	6.8	0.3	1.8	0.0	28.7
Zone 3									
Harwich Gateway Retail Park, Harwich	10.6	0.2	0.4	8.5	1.2	0.0	0.0	0.3	0.0
Dovercourt Harwich	8.3 15.0	0.1	0.1 1.1	4.4 12.0	3.5 1.1	0.1	0.0	0.0	2.1
Asda, Main Road, Dovercourt	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Parkeston Thorpe-le-Soken	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (ZONE 3)	34.8	1.1	1.6	25.9	5.8	0.1	0.0	0.3	4.1
Zone 4	1								
Manningtree	3.8	0.0	0.0	0.4	2.9	0.0	0.1	0.3	2.1
Ardleigh Craft Nurseries, Harwich Road, Lawford	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Elmstead	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Great Bentley	0.4	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0
Lawford Brightlingsea	0.4 2.2	0.0	0.0	0.0	0.3 1.9	0.0	0.0	0.1	0.0 2.1
SUB TOTAL (ZONE 4)	7.6	0.0	0.1	0.5	6.1	0.2	0.3	0.4	4.1
SUB- TOTAL TENDRING (ZONE 1-4)	206.6	39.0	109.1	35.4	19.0	0.6	2.8	0.7	0.0 41.1
Zone 5									
Wivenhoe	2.0	0.0	0.0	0.1	0.2	1.7	0.0	0.0	0.0
SUB TOTAL (ZONE 5)	2.0	0.0	0.0	0.1	0.2	1.7	0.0	0.0	0.0
Zone 6									
B&Q Warehouse, Lightship Way, Colchester	17.8 10.4	0.0	0.3	1.0	4.9	1.2	10.3	0.2	0.0
	17.8 10.4 7.5	0.0 0.3 0.0	0.3 1.7 0.1	1.0 1.3 0.1	4.9 2.6 1.5	1.2 0.6 0.5	10.3 3.9 4.7	0.2 0.0 0.6	0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester	10.4 7.5 3.0	0.3 0.0 0.3	1.7 0.1 0.1	1.3 0.1 0.1	2.6 1.5 0.9	0.6 0.5 0.3	3.9 4.7 1.2	0.0 0.6 0.2	0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester	10.4 7.5	0.3 0.0	1.7 0.1	1.3 0.1	2.6 1.5	0.6 0.5	3.9 4.7	0.0 0.6	0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester	10.4 7.5 3.0 32.4 22.9 86.3	0.3 0.0 0.3 0.2 0.4	1.7 0.1 0.1 1.8 1.4	1.3 0.1 0.1 2.1 0.0 7.0	2.6 1.5 0.9 4.8 2.6 4.9	0.6 0.5 0.3 0.7 0.3 2.5	3.9 4.7 1.2 22.3 18.2 68.9	0.0 0.6 0.2 0.6 0.0	0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Trollgate Retail Park, Colchester Turner Rise Retail Park, Colchester	10.4 7.5 3.0 32.4 22.9 86.3 9.0	0.3 0.0 0.3 0.2 0.4 0.2 0.2	1.7 0.1 0.1 1.8 1.4 1.6	1.3 0.1 0.1 2.1 0.0 7.0 0.0	2.6 1.5 0.9 4.8 2.6 4.9	0.6 0.5 0.3 0.7 0.3 2.5	3.9 4.7 1.2 22.3 18.2 68.9 6.7	0.0 0.6 0.2 0.6 0.0 1.2 0.3	0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Colchester Colchester	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1	0.3 0.0 0.3 0.2 0.4 0.2 0.2 11.1 0.0	1.7 0.1 0.1 1.8 1.4 1.6 1.2 30.0 0.0	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0	2.6 1.5 0.9 4.8 2.6 4.9 0.4 43.5	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0	3.9 4.7 1.2 22.3 18.2 68.9 6.7 211.7	0.0 0.6 0.2 0.6 0.0 1.2 0.3 5.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1	0.3 0.0 0.3 0.2 0.4 0.2 0.2 11.1 0.0 0.0	1.7 0.1 0.1 1.8 1.4 1.6 1.2 30.0 0.0	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0	2.6 1.5 0.9 4.8 2.6 4.9 0.4 43.5 0.0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0	3.9 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1	0.0 0.6 0.2 0.6 0.0 1.2 0.3 5.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1 0.4 0.2 0.1	0.3 0.0 0.3 0.2 0.4 0.2 0.2 11.1 0.0 0.0 0.0	1.7 0.1 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.2 0.0	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0 0.0	2.6 1.5 0.9 4.8 2.6 4.9 0.4 43.5 0.0 0.0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0 0.0 0.0	3.9 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1 0.4 0.0	0.0 0.6 0.2 0.6 0.0 1.2 0.3 5.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1 0.4 0.2 0.1 0.8	0.3 0.0 0.3 0.2 0.4 0.2 0.2 11.1 0.0 0.0 0.0 0.0	1.7 0.1 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.2 0.0 0.0	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0 0.0 0.0	2.6 1.5 0.9 4.8 2.6 4.9 0.4 43.5 0.0 0.0 0.0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0 0.0 0.0 0.0	3.9 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1 0.4 0.0 0.1	0.0 0.6 0.2 0.6 0.0 1.2 0.3 5.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
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B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colchester Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Tollgate Retail Park, Colchester Tourner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester Filiplots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sinsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Sheephen Retail Park, Colchester Sheephen Retail Park, Colchester Shrub End Stanway Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester	10.4 7.5 3.0 3.2.4 22.9 86.3 9.0 329.7 0.1 0.4 0.2 0.1 0.2 0.1 0.2 0.0 0.7 1.1 0.1 0.4 0.4 0.4 1.8 8.0 1.8 8.0 2.1 0.5 0.3	0.3 0.0 0.3 0.0 0.3 0.2 0.4 0.2 11.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.7 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6 1.5 1.9 4.8 2.6 4.9 4.8 43.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	3.9 4.7 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1 0.4 0.0 0.1 0.8 0.1 0.2 0.0 0.7 0.7 0.0 0.4 0.4 0.4 0.5 0.1 1.1 6.5 1.9 0.5	0.0 0.6 0.2 0.6 0.0 1.2 0.6 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Alagora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester Filipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalis Industrial Park, Colchester Shrub End Stanway Tesco Extra, Highwoods, Colchester Shrub End Stanway Tesco Extra, Highwoods, Colchester West Bergholt	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1 0.2 0.1 0.8 0.1 0.2 0.0 0.7 1.1 0.1 0.4 0.7 0.6 0.3 0.1 1.8 8.0 2.1	0.3 0.0 0.3 0.2 0.4 0.2 11.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.7 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6 1.5 1.9 4.8 2.6 4.9 0.4 43.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	3.9 4.7 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1 0.4 0.0 0.1 0.8 0.1 0.2 0.0 0.7 0.7 0.0 0.4 0.6 0.4 0.6 0.4 0.3 0.1 1.1 6.5 1.9 0.5	0.0 0.6 0.2 0.6 0.0 1.2 0.3 5.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
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B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colchester Retail Park, Colchester Peatree Road Retail Park, Colchester The Stamway Retail Park, Colchester The Stamway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail Park, Colchester Colchester Aldham Angora Business Park, Stamway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbur/s, Western Approach, Stanway Severalls Industrial Park, Colchester Sheephen Retail Park, Colchester Sheephen Retail Park, Colchester Sheephen Retail Park, Colchester Tesco Extra, Highwoods, Colchester Tesco Superstore, Greenstead Road, Colchester West Bergholt Wickes, Clarendon Way, Colchester	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1 0.4 0.8 0.1 0.2 0.0 0.7 1.1 0.4 0.4 0.4 0.4 0.5 0.5 0.3 0.1 1.8 8.0 0.1 0.5 0.5 0.3 1.0	0.3 0.0 0.3 0.0 0.3 0.2 0.4 0.2 11.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.7 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6 1.5 0.9 4.8 2.6 4.9 0.4 43.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.6 0.5 0.3 0.7 0.3 2.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	3.9 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1 0.4 0.0 0.1 0.8 0.1 0.2 0.0 0.7 0.7 0.7 0.0 0.4 0.4 0.6 0.4 0.3 0.1 1.1 6.5 1.9 0.5 0.3 1.0 364.6	0.0 0.6 0.2 0.6 0.0 1.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colchester Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail Park, Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester Blackheath, Colchester Filipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Perttygate Sainsbury's, Western Approach, Stanway Severalis Industrial Park, Colchester Shrub End Stanway Tesco Extra, Highwoods, Colchester West Bergholt Wickes, Clarendon Way, Colchester West Bergholt Wickes, Clarendon Way, Colchester West Bergholt Wickes, Clarendon Way, Colchester Sus Total (ZONE 6) Zone 7 Zone 1 Zone 2	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1 0.2 0.1 0.8 0.1 0.2 0.0 0.7 1.1 0.1 0.4 0.7 0.6 0.3 0.1 1.8 8.0 0.1 0.5 0.3 1.0 0.5 539.0	0.3 0.0 0.3 0.2 0.4 0.2 11.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.7 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6 1.5 1.9 4.8 2.6 4.9 0.4 43.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	3.9 4.7 4.7 1.2 22.3 18.2 66.9 6.7 211.7 0.1 0.4 0.0 0.1 0.8 0.1 0.2 0.0 0.7 0.7 0.0 0.4 0.6 0.4 0.3 0.1 1.1 6.5 1.9 0.5 0.3 1.0 364.6	0.0 0.6 0.2 0.6 0.0 1.2 0.3 5.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colchester Retail Park, Colchester Peatree Road Retail Park, Colchester The Stamway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester Fillpots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Sheephen Retail Park, Colchester Sheephen Retail Park, Colchester Sheephen Retail Park, Colchester Steveralls Industrial Park, Colchester Shrub End Stanway Tesco Extra, Highwoods, Colchester Tesco Extra, Highwoods, Colchester West Bergholt Wickes, Clarendon Way, Colchester West Bergholt Wickes, Clarendon Way, Colchester Sub TOTAL (ZONE 6)	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1 0.4 0.2 0.1 0.8 0.1 0.7 0.7 1.1 0.4 0.4 0.4 0.5 0.3 0.1 1.8 8.0 2.1 0.5 3.9 0.3 1.0 539.0	0.3 0.0 0.3 0.0 0.3 0.2 0.4 0.2 0.2 11.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.7 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6 1.5 0.9 4.8 2.6 4.9 0.4 43.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	3.9 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1 0.4 0.0 0.1 0.8 0.1 0.2 0.0 0.7 0.7 0.7 0.0 0.4 0.4 0.6 0.4 0.3 0.1 1.1 6.5 1.9 0.5 0.3 1.0 364.6	0.0 0.6 0.2 0.6 0.0 1.2 0.3 5.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colchester Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester Fillipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Perttygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Shrub End Stanway Tesco Extra, Highwoods, Colchester Tesco Extra, Highwoods, Colchester West Bergholt Wickes, Clarendon Way, Colchester West Bergholt Wickes, Clarendon Way, Colchester Sub TOTAL (ZONE 6) Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary Capel St Mary Dedham East Bergholt Holbrook	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1 0.4 0.2 0.1 0.8 0.1 0.2 0.0 0.7 1.1 0.1 0.4 0.7 0.6 0.3 0.1 1.8 8.0 2.1 0.5 0.3 0.1 1.0 539.0	0.3 0.0 0.0 0.2 0.4 0.2 11.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.7 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6 1.5 1.5 1.6 1.9 4.8 2.6 4.9 0.4 43.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	3.9 4.7 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1 0.4 0.0 0.1 0.8 0.1 0.2 0.0 0.7 0.7 0.7 0.0 0.4 0.6 0.4 0.6 0.4 0.3 0.1 1.1 6.5 1.9 0.5 0.3 1.0 364.6	0.0 0.6 0.2 0.6 0.0 0.2 0.6 0.0 0.0 0.3 5.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colne View Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Centre, Colchester The Tollgate Retail Park, Colchester Turner Rise Retail park, Colchester Turner Rise Retail park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester Filipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Prettygate Sainsbury's, Western Approach, Stanway Severalis Industrial Park, Colchester Shrub End Stanway Tesco Extra, Highwoods, Colchester West Bergholt Wickes, Clarendon Way, Colchester West Bergholt Wickes, Clarendon Nay, Colchester Wyevale Garden Centre, London Road, Colchester Sub Total (ZONE 6) Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary Dedham East Bergholt Hollprook The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1 0.4 0.2 0.1 0.8 0.1 0.2 0.0 0.7 1.1 0.1 0.4 0.7 0.6 0.3 0.1 1.8 8.0 0.1 1.8 8.0 0.1 0.5 0.3 1.0 539,0	0.3 0.0 0.3 0.0 0.3 0.2 0.4 0.2 0.2 11.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.7 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.3 0.1 0.1 2.1 0.0 7.0 0.0 0.0 15.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6 1.5 1.5 1.6 1.9 4.8 2.6 4.9 0.4 43.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	3.9 4.7 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1 0.4 0.0 0.1 0.8 0.1 0.2 0.0 0.7 0.7 0.0 0.4 0.6 0.4 0.3 0.1 1.1 6.5 1.9 0.5 0.3 1.0 364.6	0.0 0.6 0.2 0.6 0.0 1.2 0.3 5.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
B&Q Warehouse, Lightship Way, Colchester Colchester Retail Park, Colchester Colchester Retail Park, Colchester Peatree Road Retail Park, Colchester The Stanway Retail Park, Colchester The Stanway Retail Park, Colchester The Tollgate Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail Park, Colchester Turner Rise Retail Park, Colchester Colchester Aldham Angora Business Park, Stanway Asda, Turner Rise, Colchester Blackheath, Colchester Blackheath, Colchester Cowdray Trade Park, Colchester Fillipots Garden Centre, Straight Road, Boxted Fiverways Retail Park, Colchester Great Horkesley Highwoods, Colchester Homebase, St Andrews Avenue, Colchester Langham Peartree Business Centre, Peartree Road, Stanway, Colchester Perttygate Sainsbury's, Western Approach, Stanway Severalls Industrial Park, Colchester Shrub End Stanway Tesco Extra, Highwoods, Colchester Tesco Extra, Highwoods, Colchester West Bergholt Wickes, Clarendon Way, Colchester West Bergholt Wickes, Clarendon Way, Colchester Sub TOTAL (ZONE 6) Zone 7 Bypass Nurseries Garden Centre, London Road, Capel St Mary Capel St Mary Dedham East Bergholt Holbrook	10.4 7.5 3.0 32.4 22.9 86.3 9.0 329.7 0.1 0.4 0.2 0.1 0.8 0.1 0.2 0.0 0.7 1.1 0.1 0.4 0.7 0.6 0.3 0.1 1.8 8.0 2.1 0.5 0.3 0.1 1.0 539.0	0.3 0.0 0.0 0.2 0.4 0.2 11.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.7 0.1 1.8 1.4 1.6 1.2 30.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	1.3 0.1 0.1 2.1 0.0 7.0 0.0 15.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6 1.5 1.5 1.6 1.9 4.8 2.6 4.9 0.4 43.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.6 0.5 0.3 0.7 0.3 2.5 0.3 13.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	3.9 4.7 4.7 1.2 22.3 18.2 68.9 6.7 211.7 0.1 0.4 0.0 0.1 0.8 0.1 0.2 0.0 0.7 0.7 0.7 0.0 0.4 0.6 0.4 0.6 0.4 0.3 0.1 1.1 6.5 1.9 0.5 0.3 1.0 364.6	0.0 0.6 0.2 0.6 0.0 0.2 0.6 0.0 0.0 0.3 5.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0

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Out-14-								-	
Outside Tietros	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Tiptree West Mersea	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	2.7	0.3	1.3	0.0	0.2	0.1	0.6	0.2	0.0
Alresford	0.5	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0
Ambleside	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	2.8	0.0	0.2	0.0	2.5	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Banchory, Aberdeenshire	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Basildon	0.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Beccles	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Bildeston	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	1.8	0.2	0.4	0.0	0.0	0.0	1.2	0.0	0.0
Braintree Bristol	1.6 0.3	0.5	0.0	0.0	0.0	0.0	1.1 0.3	0.0	0.0
Bury St Edmunds	1.4	0.0	0.0	0.0	0.1	0.0	1.3	0.1	0.0
Cambridge	2.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	2.7	0.3	0.7	0.3	0.3	0.2	0.5	0.3	0.0
Chelmsford	4.5	0.5	1.3	0.6	0.0	0.2	1.6	0.4	0.0
Chester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Copdock	1.4	0.0	0.0	0.0	0.0	0.0	1.0	0.4	0.0
Copford	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Cribbs Causeway, Bristol	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0
Eastbourne	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Euro Retail Park, Ipswich Fairacres Retail Park, Oxford	5.4 1.1	0.0	0.0 1.1	0.0	2.4 0.0	0.1	0.0	2.9 0.0	0.0
Felixstowe	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	3.8	0.1	0.5	0.3	0.8	0.2	1.8	0.0	0.0
Futura Retail Park, Ipswich	4.5	0.3	0.5	0.3	0.7	0.0	1.4	1.3	0.0
Glasswells Retail Park, Ranelagh Road, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Hadleigh	0.8	0.0	0.0	0.0	0.2	0.0	0.1	0.5	0.0
High Wycombe	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Huntingdon	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Hythe	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Ingatestone Interchange Retail Park, Ipswich	0.1 2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ipswich	42.7	1.4	1.1	3.2	6.4	0.4	8.0	22.2	0.0
Junction 32 Retail Park, Glasshoughton, Castleford	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Keswick	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Lakeside Retail Park, West Thurrock	8.6	0.4	3.1	0.7	2.1	0.6	1.6	0.2	0.0
Letchworth	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Lincoln	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Long Melford	1.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Loughborough Marke Tox	0.5 0.2	0.0	0.0	0.0	0.0	0.0	0.5 0.2	0.0	0.0
Marks Tey Martlesham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Mayflower Retail Park, Basildon	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nacton, Suffolk	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Newmarket	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Norwich	2.8	0.0	0.3	0.0	0.5	0.2	1.6	0.3	0.0
Orwell Retail Park, Ipswich	1.1	0.0	0.0	0.0	0.2	0.0	0.0	0.9	0.0
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Peterborough Pipps Hill Retail Park, Basildon	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Pitsea	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ransomes Industrial Estate, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Romford	0.6	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	1.1	0.0	0.0	0.3	0.3	0.0	0.0	0.5	0.0
Sainsbury's, Hadleigh Road, Ipswich	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Southend-on-Sea	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	1.3	0.1	0.2	0.0	0.0	0.0	1.0	0.0	0.0
Sudbury Suffolk Retail Park, Ipswich	2.5 1.1	0.0	0.0	0.0	0.0	0.0	2.4 0.0	0.1	0.0
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.8	0.0
The Interchange Retail Park, Ipswich	14.6	0.3	3.6	0.8	2.5	0.0	3.2	4.1	0.0
Thurrock	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0
White Cliffs Park, Whitfield	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.5	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0
Witham	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Woodbridge Woodhall Business Park, Sudbury	0.1 0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
SUB TOTAL (OUTSIDE)	130.6	5.2	16.4	7.0	21.9	3.0	37.7	39.5	0.0

Tendring Retail Capacity Study

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table 26a: Estimated 'capacity' for comparison goods facilities in Tendring District

Year	Total Turnover of Existing Stores - £m ¹	Market share of Study Area Expenditure	Available Study Area Expenditure - £m²	Study Area Inflow - £m	Surplus Expenditure - £m
2015	247.6	23.5%	206.6	41.1	0.0
2020	276.1	23.5%	250.6	45.5	19.9
2025	304.2	23.5%	304.3	50.6	50.7
2032	349.4	23.5%	398.8	58.9	108.3

Notes:

- 1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 13 (October 2015)
- 2. Assumes constant market share throughout the period

Table 26b: Quantitative need for additional comparison goods floorspace in Tendring District

W.,		Comparison Goods	
Year	Surplus	Floorspace F	Requirement
	£m	Min ¹	Max ²
2015	0.0	0	0
2020	19.9	3,580	5,960
2025	50.7	8,260	13,760
2032	108.3	15,970	26,610

- Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district
- 2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district 3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

Table 26c: Net quantitative need for additional comparison goods floorspace in Tendring District

Was .	Comparison Goods								
Year	Surplus	Commitments	Residual	Floorspace	Requirement				
	£m	£m	£m	Min ¹	Max ²				
2015	0.0	20.5	-20.5	-4,090	-6,820				
2020	19.9	22.8	-2.9	-510	-850				
2025	50.7	25.1	25.6	4,170	6,940				
2032	108.3	27.7	80.6	11,880	19,800				

- 1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)
- $2. \ \hbox{Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)}$

Table 26d: Extant Comparison Goods Commitments in Tendring

Destination	Reference	Proposal			Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover	Status
							approved. Demolition works already
Clacton Factory Shopping Village	14/01445/OUT	Factory outlet extension	2,340	1,638	3,500	5.7	underway
Bull Hill Road	14/00537/FUL	Demolition of existing buildings and construction of replacement foodstore.	3,406	1,362	8,511	11.6	approved
70 - 84A Connaught Avenue Frinton On Sea Essex CO13 9PT	14/00693/FUL	Retail units	271	190	3,500	0.7	approved
Land Site at Martello Caravan Park Kirby Road Walton On The Naze Essex CO14 8QP	15/00666/FUL	Foodstore	1,672	334	7,379	2.5	approved
				3,524		20.5	

- 1 Clacton Factory Shopping Village, net increase of floorspace of 2,340 (paragraph 6.11 of planning committee report) . Assumed 70 per cent is the net comparison floorspace. Sales density is WYG estimate 2. Asda foodstore at Bull Hill Road, net comparison goods floorspace is taken from planning committee report.

Tendring Retail Capacity Study

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table C26a: Estimated 'capacity' for comparison goods facilities in Clacton

Year	Total Turnover of Existing Stores - £m ¹	Market share of Study Area Expenditure	Available Study Area Expenditure - £m²	Study Area Inflow - £m	Surplus Expenditure - £m
2015	150.9	16.4%	144.2	6.7	0.0
2020	168.3	16.4%	174.9	7.5	14.1
2025	185.4	16.4%	212.4	8.3	35.3
2032	213.0	16.4%	278.4	9.7	75.1

- Notes:

 1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 13 (October 2015)
- 2. Assumes constant market share throughout the period

Table C26b: Quantitative need for additional comparison goods floorspace in Clacton

	Comparison Goods					
Year	Surplus	Floorspace F	Requirement			
	£m	Min ¹	Max ²			
2015	0.0	0	0			
2020	14.1	2,530	4,210			
2025	35.3	5,750	9,580			
2032	75 1	11 070	18 450			

- 2032 73.1 1. Average sales density assumed to be £5,000 per sq.m which WTG considers to be towards the higher end of what could be achieved in Tendring district 2. Average sales density assumed to be £3,000 per sq.m which WTG considers to be towards the lower end of what could be achieved in Tendring district 2.
- 3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

Table C26c: Net quantitative need for additional comparison goods floorspace in Clacton

,,	Comparison Goods							
Year	Surplus	Commitments	Residual	Floorspace	Requirement			
	£m	£m	£m	Min ¹	Max ²			
2015	0.0	17.3	-17.3	-3,470	-5,780			
2020	14.1	19.3	-5.2	-940	-1,560			
2025	35.3	21.3	14.0	2,290	3,810			
2032	75.1	23.5	51.6	7,600	12,670			

- Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)
- 2. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table C26d: Extant Comparison Goods Commitments in Clacton

Destination	Reference	Proposal	Gross Floorspace (sq.m)			Estimated Comparison Turnover	Status
							approved.
l							Demolition
							works already
Clacton Factory Shopping Village	14/01445/OUT	Factory outlet extension	2,340	1,638	3,500	5.7	underway
		Demolition of existing buildings and					
		construction of replacement					
Bull Hill Road	14/00537/FUL	foodstore.	3,406	1,362	8,511	11.6	approved
ĺ							
				3,000		17.3	

- 1. Clacton Factory Shopping Village, net increase of floorspace of 2,015. Assumed 70 per cent is the net comparison floorspace. Sales density is WVG estimate 2. 70-84A Connaught Avenue, assumed 2/3 of the open A1 floorspace is for comparison and then 70% is net sales area. Sales Density is WVG estimate

Tendring Retail Capacity Study

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table F26a: Estimated 'capacity' for comparison goods facilities in Frinton

Year	Total Turnover of Existing Stores - £m ¹	Market share of Study Area Expenditure	Available Study Area Expenditure - £m²	Study Area Inflow - £m	Surplus Expenditure - £m
2015	18.0	2.0%	17.2	0.8	0.0
2020	20.1	2.0%	20.9	0.9	1.7
2025	22.1	2.0%	25.3	1.0	4.2
2032	25.4	2.0%	33.2	1.2	9.0

Notes:

- Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 13 (October 2015)
 Assumes constant market share throughout the period

2014 prices

Table F26b: Quantitative need for additional comparison goods floorspace in Frinton

Year		Comparison Goods					
Tedi	Surplus	Floorspace F	Requirement				
	£m	Min ¹	Max ²				
2015	0.0	0	0				
2020	1.7	300	500				
2025	4.2	690	1,140				
2032	9.0	1,320	2,200				

- 2032 9.0 1,220 1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district 2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district
- 3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

Table F26c: Net quantitative need for additional comparison goods floorspace in Frinton

W.	Comparison Goods							
Year	Surplus	Commitments	Residual	Floorspace	Requirement			
	£m	£m	£m	Min ¹	Max ²			
2015	0.0	0.7	-0.7	-130	-220			
2020	1.7	0.7	0.9	170	280			
2025	4.2	0.8	3.4	550	920			
2032	9.0	0.9	8.1	1,190	1,980			

- 1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)
- 2. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

Table F26d: Extant Comparison Goods Commitments in Frinton

Table F260: Extant Comparison G00	able r28d: Extant Comparison Goods Commitments in Frinton						
Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover	Status
70 - 84A Connaught Avenue Frinton							
On Sea Essex CO13 9PT	14/00693/FUL	Retail units	271	190	3,500	0.7	approved
				190		0.7	

- 1 Clacton Factory Shopping Village, net increase of floorspace of 2,015. Assumed 70 per cent is the net comparison floorspace. Sales density is WYG estimate 2. 70-84A Connaught Avenue, assumed 2/3 of the open A1 floorspace is for comparison and then 70% is net sales area. Sales Density is WYG estimate

Tendring Retail Capacity Study

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table D26a: Estimated 'capacity' for comparison goods facilities in Dovercourt and Harwich

Year	Total Turnover of Existing Stores - £m ¹	Market share of Study Area Expenditure	Available Study Area Expenditure - £m²	Study Area Inflow - £m	Surplus Expenditure - £m
2015	36.8	3.9%	34.5	2.3	0.0
2020	41.0	3.9%	41.8	2.6	3.4
2025	45.2	3.9%	50.8	2.9	8.5
2032	51.9	3.9%	66.6	3.3	18.0

- Notes:

 1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 13 (October 2015)

 2. Assumes constant market share throughout the period

Table D26b: Quantitative need for additional comparison goods floorspace in Dovercourt and Harwich

rable P2001 Quantitative need for additional companion goods nooropade in Povercourt and rid men							
Year	Comparison Goods						
теаг	Surplus	Floorspace I	Requirement				
	£m	Min ¹	Max ²				
2015	0.0	0	0				
2020	3.4	600	1,010				
2025	8.5	1,380	2,290				
2032	18.0	2,650	4,420				

LAVISCE expensions assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district 2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district 2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district

- 3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

Table D26c: Net quantitative need for additional comparison goods floorspace in Dovercourt and Harwich

, ,		Comparison Goods							
Year	Surplus	Commitments	Residual	Floorspace	Requirement				
	£m	£m	£m	Min ¹	Max ²				
2015	0.0	0.0	0.0	0	0				
2020	3.4	0.0	3.4	600	1,010				
2025	8.5	0.0	8.5	1,380	2,290				
2032	18.0	0.0	18.0	2,650	4,420				

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1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)

2. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

WYG Planning Tendring Retail Capacity Study

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table B26a: Estimated 'capacity' for comparison goods facilities in Brightlingsea

Year	Total Turnover of Existing Stores - £m ¹			Study Area Inflow - £m	Surplus Expenditure - £m	
2015	2.3	0.3%	2.2	0.1	0.0	
2020	2.6	0.3%	2.7	0.1	0.2	
2025	2.9	0.3%	3.3	0.1	0.5	
2032	3.3	0.3%	4.3	0.1	1.2	

Notes:

- Notes: 1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 13 (October 2015)
 2. Assumes constant market share throughout the period

2014 prices

Table B26b: Quantitative need for additional comparison goods floorspace in Brightlingsea

Year	Comparison Goods				
real	Surplus	Floorspace I	Requirement		
	£m	Min ¹	Max ²		
2015	0.0	0	0		
2020	0.2	40	70		
2025	0.5	90	150		
2032	1.2	170	290		

- 2032

 1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district

 2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district
- 3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

Table B26c: Net quantitative need for additional comparison goods floorspace in Brightlingsea

Year	Comparison Goods					
rear	Surplus	Surplus Commitments Residual Floo		Floorspace	pace Requirement	
	£m	£m	£m	Min ¹	Max ²	
2015	0.0	0.0	0.0	0	0	
2020	0.2	0.0	0.2	40	70	
2025	0.5	0.0	0.5	90	150	
2032	1.2	0.0	1.2	170	290	

- 1. Residual calculated by subtracting turnover of commitments (no commitments in Brightlingsea) from surplus expenditure (sourced from Table 26a)
- 2. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

WYG Planning Tendring Retail Capacity Study

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table M26a: Estimated 'capacity' for comparison goods facilities in Manningtree

Year	Total Turnover of Existing Stores - £m ¹			Study Area Inflow - £m	Surplus Expenditure - £m
2015	4.0	0.4%	3.8	0.2	0.0
2020	4.4	0.4%	4.6	0.2	0.4
2025	4.9	0.4%	5.6	0.2	0.9
2032	5.6	0.4%	7.3	0.3	2.0

Notes:

- Notes: 1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 13 (October 2015)
 2. Assumes constant market share throughout the period

2014 prices

Table M26b: Quantitative need for additional comparison goods floorspace in Manningtree

W.,	Comparison Goods				
Year	Surplus Floo		pace Requirement		
	£m	Min ¹	Max ²		
2015	0.0	0	0		
2020	0.4	70	110		
2025	0.9	150	250		
2032	2.0	290	490		

- 2032

 1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district.

 2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district.
- 3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

Table M26c: Net quantitative need for additional comparison goods floorspace in Manningtree

W.	Comparison Goods					
Year	Surplus	Commitments	Residual	Floorspace	Requirement	
	£m	£m	£m	Min ¹	Max ²	
2015	0.0	0.0	0.0	0	0	
2020	0.4	0.0	0.4	70	110	
2025	0.9	0.0	0.9	150	250	
2032	2.0	0.0	2.0	290	490	

- 1. Residual calculated by subtracting turnover of commitments (no commitments in Manningtree) from surplus expenditure (sourced from Table 26a)
- 2. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Tendring Retail Capacity Study

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table W26a: Estimated 'capacity' for comparison goods facilities in Walton

Year	Total Turnover of Existing Stores - £m ¹			Study Area Inflow - £m	Surplus Expenditure - £m
2015	1.9	0.2%	1.8	0.1	0.0
2020	2.1	0.2%	2.2	0.1	0.2
2025	2.3	0.2%	2.7	0.1	0.4
2032	2.7	0.2%	3.5	0.1	0.9

- Notes:

 1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 13 (October 2015)

 2. Assumes constant market share throughout the period

Table W26b: Quantitative need for additional comparison goods floorspace in Walton

rabic trabbi Quanticative neca i	able 112001 Quantitative field for additional comparison goods field space in Traiton					
Year		Comparison Goods				
Tear	Surplus	Floorspace I	Requirement			
	£m	Min ¹	Max ²			
2015	0.0	0	0			
2020	0.2	30	50			
2025	0.4	70	120			
2032	0.9	140	230			

- LAVISE energy assets density assumed to be £5,000 per sq.m which WTG considers to be towards the higher end of what could be achieved in Tendring district 2. Average sales density assumed to be £3,000 per sq.m which WTG considers to be towards the lower end of what could be achieved in Tendring district 2.
- 3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

Table W26c: Net quantitative need for additional comparison goods floorspace in Walton

Year	Comparison Goods					
теаг	Surplus	Commitments	Residual	Floorspace	Requirement	
	£m £m £m		£m	Min ¹	Max ²	
2015	0.0	2.5	-2.5	-490	-820	
2020	0.2	2.7	-2.6	-460	-770	
2025	0.4	3.0	-2.6	-420	-700	
2032	0.9	3.3	-2.4	-350	-590	

- Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)
- 2. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26d: Extant Comparison Goods Commitments in Walton

Destination	Reference	Proposal	Gross Floorspace (sq.m)		Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover	Status
Land Site at Martello Caravan Park Kirby Road Walton On The Naze							
Essex CO14 8QP	15/00666/FUL	Foodstore	1,672	334	7,379	2.5	approved
				334		2.5	