

## **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**



	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q01 Where did you last go to undertake your main food and grocery shopping?																
Aldi, Girling Street, Sudbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0
Aldi, London Road, Lexden, Colchester	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	34	0.9%	0
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	2.6%	26	3.5%	2	8.6%	19	0.8%	1	3.9%	4	0.8%	0	0.0%	0	0.0%	0
Asda, Main Road, Dovercourt, Harwich	1.3%	13	0.0%	0	0.0%	0	13.5%	11	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	5.7%	2
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	1.6%	16	0.6%	0	0.4%	1	0.0%	0	2.0%	2	0.0%	0	2.7%	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	0.0%	0	0.7%	0
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	0.7%	0
Co-op, Regent Street, Rowhedge, 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, 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	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 246/250 High Street, Dovercourt	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St. Johns's Walk Shopping Centre, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
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	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	0.3%	3	1.7%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.2%	1	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Avenue, Clacton																
Morrisons, Calais Street, Hadleigh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	4.0%	2
Morrisons, Centenary Way, Clacton	7.4%	74	14.4%	9	27.5%	60	2.0%	2	2.0%	2	0.0%	0	0.3%	2	0.0%	0
Morrisons, Iconfield Park, Garland Road, Harwich	5.4%	54	1.5%	1	0.0%	0	55.3%	47	6.4%	7	0.0%	0	0.0%	0	0.0%	0
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, Colchester	12.7%	127	0.0%	0	2.0%	4	0.0%	0	3.9%	4	9.7%	3	25.2%	116	0.0%	0
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 Road, 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
Tesco Express, High Street, Walton on the Naze	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London House, Plough Road, Great Bentley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	0	0.0%	0	0.0%	0
Tesco Express, St Christophers Road, St. John, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
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 Interchange, Ipswich	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	27.0%	12
Tesco Extra, Highwoods, Colchester	13.3%	134	0.0%	0	0.0%	0	0.0%	0	18.3%	20	3.9%	1	23.6%	109	9.1%	4
Tesco Superstore, Brook Retail Park, Clacton	6.7%	67	20.3%	13	24.1%	52	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
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 Avenue, Colchester	3.8%	38	3.3%	2	0.6%	1	2.0%	2	2.4%	3	7.8%	2	6.0%	27	1.3%	1
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
Manningtree Town 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
Station Road, Alresford (local centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Internet	5.4%	54	18.6%	12	2.4%	5	7.9%	7	10.2%	11	4.8%	1	2.7%	12	13.8%	6
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102



	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q02 Which retailer do you purchase your main food internet / home delivery shopping from?</b>																
<i>Those that said 'Internet' at Q01</i>																
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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																
Accessibility by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 available	5.1%	51	6.3%	4	4.3%	9	6.5%	5	6.2%	7	2.0%	1	5.4%	25	0.7%	0
Choice of shops nearby selling non-food goods	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
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	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.2%	1	0.0%	0
Convenient opening hours	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethical	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good location	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Can leave food in donation boxes in 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
Internet - online availability is good	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

By Zone  
Weighted:

Tendring Household Survey  
for WYG

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED 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%	7	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	10.0%	100	7.9%	5	8.1%	18	8.8%	7	9.7%	11	12.4%	3	11.7%	54	4.7%	2
No petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Poor internal layout	0.2%	2	0.0%	0	0.2%	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Car park is unclean	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled toilets are dirty	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Doesn't have a cafe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have self-service checkouts	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Don't have enough checkout staff	0.6%	6	0.6%	0	0.7%	2	1.1%	1	0.9%	1	0.0%	0	0.2%	1	2.2%	1
Don't like the people who wash the cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
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	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Rundown / untidy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.3%	2	0.0%	0
Shelves are too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	0
The coffee shop is depressing	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.3%	3	0.0%	0	0.8%	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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
They keep changing their products / discontinuing items	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	0	0.2%	1	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
restocking shelves																
Unclean / smells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1
(Don't know)	0.5%	5	0.9%	1	0.6%	1	0.0%	0	0.0%	0	1.3%	0	0.3%	2	2.8%	1
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

Mean score: [£]

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

£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	9.8%	8	15.3%	17	16.3%	4	10.2%	47	15.8%	7
£101 - £110	1.1%	11	0.0%	0	1.3%	3	0.8%	1	0.0%	0	0.8%	0	1.4%	7	0.9%	0
£111 - £120	4.0%	41	1.7%	1	4.6%	10	9.2%	8	4.5%	5	2.7%	1	3.3%	15	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	11.8%	7	6.8%	15	11.2%	9	10.7%	12	8.2%	2	10.9%	50	8.2%	4
(Refused)	2.0%	20	0.6%	0	0.2%	1	2.6%	2	1.1%	1	1.1%	0	2.9%	13	3.6%	2
Mean:		76.73		70.72		78.20		84.95		80.21		84.18		73.40		83.21
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 week]

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

Daily	2.1%	21	7.7%	5	1.0%	2	1.6%	1	3.8%	4	2.5%	1	1.5%	7	2.2%	1
At least two times a week	10.4%	104	16.2%	10	8.1%	18	7.1%	6	10.2%	11	16.0%	4	11.3%	52	7.2%	3
At least once a week	65.4%	655	56.7%	36	71.0%	154	81.8%	69	59.8%	65	60.4%	16	62.8%	289	62.4%	28
At least once a fortnight	12.0%	120	12.7%	8	9.1%	20	3.1%	3	10.9%	12	13.1%	3	15.0%	69	12.6%	6
At least once a month	7.7%	78	2.9%	2	9.0%	20	2.5%	2	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%	0	1.1%	1	1.1%	0	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:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
<b>Q07 How do you normally travel to (STORE MENTIONED AT Q01)?</b>																
<i>Not those that said 'Internet' at Q01</i>																
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
Taxi	1.0%	9	1.6%	1	2.0%	4	1.1%	1	0.0%	0	0.0%	0	0.7%	3	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
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: [Number of minutes]

<b>Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?</b>																
<i>Not those that said 'Internet' at Q01</i>																
1 - 10 mins	69.0%	654	33.4%	17	80.4%	170	82.5%	64	29.0%	28	51.8%	13	76.9%	344	47.0%	18
11 - 20 mins	21.9%	208	40.1%	21	12.3%	26	7.4%	6	50.6%	49	39.5%	10	17.7%	79	45.6%	17
21 - 30 mins	5.5%	52	9.5%	5	3.1%	7	8.6%	7	14.3%	14	3.6%	1	3.7%	17	7.4%	3
31 - 45 mins	0.8%	8	2.1%	1	0.7%	1	0.6%	0	3.5%	3	1.4%	0	0.2%	1	0.0%	0
46 - 60 mins	0.8%	7	6.0%	3	1.5%	3	1.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
61 - 90 mins	0.4%	4	2.1%	1	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 120 mins	0.1%	1	0.8%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
More than 2 hours	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.1%	11	0.0%	0	0.6%	1	0.0%	0	2.3%	2	2.4%	1	1.5%	7	0.0%	0
(Refused)	0.2%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Mean:		11.49		23.94		10.44		9.21		17.44		13.10		9.42		13.76
Weighted base:		948		51		212		78		97		25		448		38
Sample:		944		88		177		95		131		95		269		89

<b>Q09 When do you normally do your main food shopping?</b>																
Weekdays during the day	51.9%	520	60.2%	38	51.3%	111	49.0%	41	55.6%	60	60.9%	16	50.4%	232	49.8%	22
Weekdays during the evening	9.3%	93	9.1%	6	11.7%	25	4.2%	4	15.2%	16	3.2%	1	7.5%	35	15.5%	7
Saturday	13.0%	131	7.1%	4	16.7%	36	9.5%	8	7.9%	9	14.6%	4	13.7%	63	14.2%	6
Sunday	2.8%	28	1.3%	1	7.3%	16	5.1%	4	3.7%	4	0.6%	0	0.6%	3	1.5%	1
(Don't know / varies)	23.0%	230	22.3%	14	13.1%	28	32.2%	27	17.7%	19	20.7%	5	27.8%	128	19.0%	8
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
<b>Q10 When you go main food shopping is your trip linked with any other activity?</b>																
<i>Not those that said 'Internet' at Q01</i>																
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 work	5.1%	49	3.3%	2	4.4%	9	5.6%	4	8.8%	9	2.3%	1	4.5%	20	10.7%	4
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
Sample:	944			88		177		95		131		95		269		89

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q11 Where do you do this linked trip?</b>																
<i>Those who said 'non-food', 'other food' or 'financial institutions' at Q10</i>																
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
Tollgate 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
Turner 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	53.8%	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
Ipswich	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.4%	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
Wivenhoe	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
<b>Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?</b>																
Yes	71.6%	718	66.1%	42	74.4%	161	77.6%	65	67.3%	73	58.5%	15	71.5%	329	73.4%	32
No	28.4%	285	33.9%	21	25.6%	55	22.4%	19	32.7%	35	41.5%	11	28.5%	131	26.6%	12
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102



	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
<b>Q13 Where did you last go to undertake this ‘top up’ shopping?</b>																
<i>Those who do top-up shopping at Q12</i>																
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, Elmstead Market	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Budgens, Drury Road, 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
Budgens, The Street, East Bergholt	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Co-op, 162-164 Old Road, Clacton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 Acacia Court, Blenheim Close, Brantham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0	0.0%	0	1.3%	0
Co-op, 53 Frinton Road, Holland On sea	0.2%	1	1.0%	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	0.3%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.3%	0
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, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Co-op, Fiverways Retail Park, Colchester	2.3%	16	1.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	4.2%	14	0.9%	0
Co-op, Fronks Road, Upper Dovercourt	0.5%	4	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harwich Road, 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, 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 End	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5	0.0%	0
Co-op, Old Heath Road, 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, Riverside Avenue, Manningtree	1.2%	9	0.0%	0	0.0%	0	0.0%	0	9.7%	7	0.0%	0	0.0%	0	5.4%	2
Co-op, Samson Road, Brightlingsea	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Shrub End 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, Station Road, Brightlingsea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Avenue, Wivenhoe	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.6%	0	67.8%	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 Mary	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	5
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:	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Co-op, The Triangle, Frinton	1.2%	9	21.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 246/250 High Street, Dovercourt	0.6%	5	0.0%	0	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 Park, Clacton	0.4%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Handford Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	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	0.9%	0
Lidl, Old Road/Castle road, Clacton	0.5%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkestone Road, Harwich	0.5%	3	0.0%	0	0.0%	0	3.9%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, St Osyth Road, Clacton	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Marks & Spencer, Colchester Connect BP, Colchester Bypass, Colchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
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, Alresford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
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, Sudbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0
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 Road, Colchester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.1%	4	0.0%	0
Tesco Express, Crouch Street, Colchester	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	15	0.0%	0
Tesco Express, Frinton Road, Holland on Sea	1.9%	14	0.0%	0	8.1%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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

	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 John, Colchester	1.5%	11	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	11	0.0%	0
Tesco Express, St Osyth Road, Clacton	1.1%	8	0.0%	0	5.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Thrope Le Soken	0.8%	5	2.6%	1	1.4%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Victoria Road, Brightlingsea	0.8%	5	0.0%	0	0.0%	0	0.0%	0	7.5%	5	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	0.0%	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	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	5.9%	2
Clacton and Spring Roads, St Osyth (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 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%	3	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bentley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Great Clacton (district centre)	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 centre)	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Little Clacton	0.1%	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	0.4%	3	0.0%	0	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.9%	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	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	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	0.0%	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	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	0.0%	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

	Total		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	0.4%	3	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.3%	1	0.9%	0
(Don't know / can't remember)	3.7%	27	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	6.9%	23	7.0%	2
Weighted base:		718		42		161		65		73		15		329		32
Sample:		680		66		133		73		89		59		186		74

Mean score: [Number of visits per week]

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

*Those who do top-up shopping at Q12*

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

*Those who do top-up shopping at 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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q16 Where did you last go to buy clothing or footwear goods?																
Asda, Main Road, Harwich	0.1%	1	0.0%	0	0.0%	0	1.3%	1	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	0.0%	0	0.0%	0	0.7%	0
Asda, Turner Rise, Colchester	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
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	0.5%	5	0.6%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Factory Outlet, Clacton	2.5%	25	2.1%	1	7.9%	17	3.2%	3	1.6%	2	0.0%	0	0.5%	2	0.0%	0
Colchester Retail Park, Colchester	1.7%	17	0.0%	0	0.0%	0	1.4%	1	2.5%	3	0.0%	0	2.9%	13	0.0%	0
Colne View Retail Park, 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
Fairacres Retail Park, Oxford	0.4%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Braintree	1.3%	13	0.6%	0	0.9%	2	1.4%	1	1.8%	2	1.9%	0	1.4%	7	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
Sheepen 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
The Stanway Retail Park, Colchester	1.0%	10	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	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	0.2%	1	0.0%	0
Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Braintree	0.4%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0
Brightlingsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	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	0.7%	7	0.0%	0	1.1%	2	1.4%	1	0.4%	0	3.1%	1	0.2%	1	1.6%	1
Chelmsford	0.7%	7	2.4%	2	0.7%	1	1.5%	1	0.0%	0	2.0%	1	0.5%	2	0.9%	0
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Dovercourt	0.5%	5	0.6%	0	0.0%	0	2.8%	2	2.2%	2	0.6%	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
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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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
Ipswich	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
Long 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
Walton 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
Welshpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Woodbridge	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
Internet / 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 remember)	2.6%	26	3.2%	2	4.4%	10	3.4%	3	2.8%	3	1.0%	0	1.1%	5	6.5%	3
(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
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]

**Q16A**How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?

*Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q16*

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
At least two times a week	0.5%	4	0.9%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	2	0.0%	0
At least once a week	3.9%	29	0.9%	0	5.8%	9	3.6%	2	6.1%	5	4.0%	1	3.2%	12	0.9%	0
At least once a fortnight	8.2%	62	1.6%	1	9.6%	15	11.9%	7	9.0%	8	8.9%	2	7.2%	26	12.9%	4
At least once a month	22.4%	170	18.2%	8	26.6%	41	31.2%	20	25.7%	21	15.2%	3	19.0%	69	25.5%	8
At least every two months	14.3%	108	15.3%	7	17.6%	27	6.9%	4	8.0%	7	30.3%	6	14.2%	52	19.3%	6
At least every 3 months	16.3%	124	11.8%	5	12.8%	20	18.9%	12	22.9%	19	9.6%	2	17.2%	63	11.2%	3
At least every 6 months	13.3%	101	23.3%	10	8.0%	12	4.8%	3	5.5%	5	11.5%	2	17.9%	65	9.8%	3
Less often than once every 6 months	7.6%	58	11.8%	5	8.8%	13	7.8%	5	13.2%	11	9.3%	2	5.2%	19	8.5%	3
Have only visited once	3.1%	24	0.9%	0	4.9%	7	0.7%	0	0.5%	0	1.8%	0	3.6%	13	4.9%	1
(Don't know / varies)	10.3%	78	13.8%	6	5.9%	9	14.2%	9	7.3%	6	9.4%	2	12.0%	44	6.9%	2
Mean:		0.86		1.13		0.89		0.94		1.03		0.78		0.76		0.76
Weighted base:		759		45		152		63		83		20		365		31
Sample:		750		68		134		78		103		75		224		68

**Q17** How do you normally travel to (LOCATION MENTIONED AT Q16)?

*Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q16*

Car / van (as driver)	60.1%	456	59.2%	26	68.9%	105	62.0%	39	75.3%	63	49.4%	10	52.6%	192	67.9%	21
Car / van (as passenger)	9.2%	70	15.8%	7	11.8%	18	24.0%	15	4.8%	4	3.0%	1	5.9%	21	12.1%	4
Bus, minibus or coach	16.2%	123	13.2%	6	5.5%	8	5.8%	4	12.8%	11	31.6%	6	23.0%	84	13.0%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Walk	8.4%	64	7.2%	3	7.2%	11	1.0%	1	1.6%	1	0.0%	0	13.0%	48	0.0%	0
Taxi	0.6%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.8%	0	0.9%	3	0.9%	0
Train	3.3%	25	4.6%	2	5.3%	8	6.5%	4	4.8%	4	13.4%	3	1.0%	4	3.3%	1
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	0.8%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.8%	0	1.1%	4	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	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
Park & Ride	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	2.8%	1
(Don't know / varies)	0.8%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0
Weighted base:		759		45		152		63		83		20		365		31
Sample:		750		68		134		78		103		75		224		68

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>																
<i>Not those who said 'Internet / delivery' or 'Abroad' or (Don't buy these goods) at Q16</i>																
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
Sample:		776		70		141		81		107		76		227		74

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q19 Where did you last go to buy Books, CDs, DVDs?																
Asda, Stoke Park Drive, 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
Asda, Whitehouse Industrial Estate, Goddard Road, 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
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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Bury St Edmunds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.3%	2	0.9%	0
Central London	0.1%	1	0.6%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0
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	16.4%	10	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.2%	1	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	0.4%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.2%	1	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%	0
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%	3	0.0%	0	0.0%	0	0.5%	0	0.4%	0	7.3%	2	0.0%	0	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:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102



	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Mean score: [Number of visits per month]																
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																
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	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?																
Asda, Stoke Park Drive, 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
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 Park, Harwich	1.1%	11	0.0%	0	0.4%	1	11.7%	10	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	0.0%	0	0.0%	0	0.9%	0
Lakeside Retail Park, West Thurrock	1.0%	10	0.0%	0	2.0%	4	1.4%	1	0.9%	1	3.7%	1	0.5%	2	0.9%	0
Mayflower 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
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	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Clacton on Sea	8.0%	80	19.6%	12	30.2%	66	1.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	18.1%	181	16.5%	10	10.8%	23	13.2%	11	21.2%	23	26.6%	7	23.0%	106	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	0.0%	0
Dovercourt	0.3%	3	0.0%	0	0.0%	0	1.1%	1	2.3%	2	0.0%	0	0.0%	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%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0

	Total		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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q21 Where did you last go to buy goods such as toys, games, bicycles and recreational goods?																
Tesco Extra, Highwoods, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%	0
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	0.7%	7	1.5%	1	1.7%	4	0.0%	0	0.8%	1	0.0%	0	0.4%	2	0.0%	0
Clacton Factory Outlet, Clacton	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Freeport Outlet Shopping Village, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Peartree Business Centre, Peartree Road, Stanway, 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
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
The Interchange Retail Park, Ipswich	3.4%	34	1.3%	1	6.4%	14	2.2%	2	6.4%	7	2.6%	1	1.8%	8	4.1%	2
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Bildeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Dovercourt	0.2%	2	0.0%	0	0.2%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.1%	1	0.0%	0	0.0%	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	1.7%	17	1.5%	1	0.0%	0	1.2%	1	4.1%	4	0.0%	0	0.0%	0	24.1%	11
Langham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	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	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	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
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	22.2%	48	26.7%	23	19.7%	21	23.2%	6	14.3%	66	9.1%	4
(Don't know / can't remember)	3.1%	31	7.2%	5	2.0%	4	3.5%	3	4.5%	5	3.9%	1	2.4%	11	5.2%	2
(Don't buy these goods)	44.3%	444	42.0%	27	34.4%	75	41.1%	35	38.8%	42	32.3%	8	51.8%	238	44.5%	20
Weighted base:	1003		63		217		84		108		26		460		44	
Sample:	1002		100		183		100		141		100		276		102	

	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	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q22 Where did you last go to buy chemist goods (including health and beauty products)?																
Asda, Main Road, Harwich	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
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	1.3%	1
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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Bockings Elm	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	0
Clacton on Sea	17.7%	178	9.5%	6	75.0%	163	3.5%	3	3.8%	4	1.4%	0	0.3%	2	0.0%	0
Colchester	33.9%	340	2.1%	1	2.6%	6	9.1%	8	35.9%	39	33.9%	9	59.9%	276	4.1%	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	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	4.3%	43	61.4%	39	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.5%	2	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	2.2%	22	0.0%	0	0.0%	0	23.1%	20	2.3%	2	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	0.0%	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	0.0%	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	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	2.4%	24	0.0%	0	0.6%	1	0.0%	0	16.5%	18	0.0%	0	0.4%	2	6.3%	3
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	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0
Southend-on-Sea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Osyth	0.3%	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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	1.5%	1
Internet / delivery	5.1%	51	3.7%	2	3.3%	7	5.3%	4	6.7%	7	4.0%	1	5.7%	26	6.9%	3
(Don't know / can't remember)	1.0%	10	0.0%	0	0.0%	0	6.2%	5	3.4%	4	1.1%	0	0.0%	0	2.0%	1

	Total		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:	1003		63		217		84		108		26		460		44	
Sample:	1002		100		183		100		141		100		276		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	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?																
Asda, Stoke Park Drive, 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
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 Park, Harwich	1.0%	10	0.0%	0	0.0%	0	10.8%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Clacton on Sea	8.0%	81	26.9%	17	25.8%	56	6.4%	5	1.8%	2	0.6%	0	0.0%	0	0.0%	0
Colchester	13.9%	139	3.2%	2	2.4%	5	5.6%	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	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	0.9%	9	0.0%	0	0.0%	0	11.1%	9	0.0%	0	0.0%	0	0.0%	0	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%	0
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	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Romford	0.2%	2	0.0%	0	0.7%	1	0.8%	1	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	0.4%	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%	0
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%	2	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)	5.8%	58	4.1%	3	2.3%	5	7.7%	6	4.2%	5	4.6%	1	7.7%	35	7.4%	3
(Don't buy these goods)	13.9%	139	12.5%	8	15.8%	34	7.7%	6	14.6%	16	16.3%	4	13.8%	63	15.9%	7
Weighted base:	1003			63		217		84		108		26		460		44
Sample:	1002			100		183		100		141		100		276		102



	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Mean score: [Number of visits per month]																
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																
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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q24 Where did you last go to buy DIY or gardening goods?																
Asda, Stoke Park Drive, 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
B&Q Warehouse, Lightship Way, Colchester	20.3%	203	0.0%	0	1.9%	4	13.2%	11	42.0%	45	49.6%	13	27.8%	128	4.0%	2
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3
B&Q, Woodhall Business Park, Eastern Bypass, 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
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	0.7%	0
Clacton Garden Centre, St Johns Road, Clacton-on-Sea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft Nurseries, Harwich Road, Lawford	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Fillpots Garden Centre, Straight Road, Boxted	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Hilltop Garden Centre, Clacton Road, Clacton-on-Sea	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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, Tiptree	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6	0.0%	0
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, Woodbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
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	12.2%	122	17.3%	11	44.0%	95	10.7%	9	6.2%	7	0.0%	0	0.0%	0	0.0%	0
Clacton Factory Outlet, Clacton	0.1%	1	0.6%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.2%	1	0.0%	0
Euro Retail Park, Ipswich	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	21.1%	9
Harwich Gateway Retail Park, Harwich	0.8%	8	0.0%	0	0.0%	0	9.3%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Orwell Retail Park, 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
The Stanway Retail Park, Colchester	1.6%	16	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.8%	0	3.0%	14	0.0%	0
The Tollgate Centre, Colchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	7	0.0%	0
Tollgate Retail Park, Colchester	6.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	13.0%	60	0.7%	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
Waterglade Retail Park, Clacton	0.2%	2	0.6%	0	0.7%	2	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
Aldham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
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
Capel St Mary	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Clacton on Sea	9.4%	94	35.6%	23	28.3%	61	7.2%	6	3.1%	3	0.0%	0	0.2%	1	0.0%	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

	Total		Zone 1		Zone 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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q25 Where did you last go to buy furniture, carpets and floor coverings?																
B&Q Warehouse, Lightship Way, Colchester	0.7%	7	0.0%	0	0.0%	0	1.7%	1	1.9%	2	3.9%	1	0.5%	2	0.0%	0
B&Q, Anglia Parkway South, Bury 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
Angora Business Park, Stanway	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Bluewater Shopping Centre, Greenhithe	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	0.2%	2	0.6%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Factory Outlet, Clacton	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	1.4%	14	1.3%	1	3.2%	7	3.5%	3	1.6%	2	1.6%	0	0.2%	1	0.0%	0
Colne View Retail Park, Colchester	0.8%	8	0.0%	0	0.4%	1	0.8%	1	1.1%	1	1.3%	0	1.0%	5	0.0%	0
Cowdray Trade 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
Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Euro Retail Park, Ipswich	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	7.5%	3
Fiverways 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
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, Ranelagh Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Harwich Gateway Retail Park, Harwich	1.2%	12	1.5%	1	0.0%	0	10.8%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	1.4%	14	0.0%	0	2.0%	4	2.0%	2	3.4%	4	5.4%	1	0.6%	3	0.0%	0
Orwell Retail Park, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	1
Peatree Road Retail Park, Colchester	1.4%	14	1.3%	1	0.2%	1	0.8%	1	3.2%	3	2.7%	1	1.6%	7	1.3%	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	11.7%	118	7.7%	5	11.0%	24	6.9%	6	11.0%	12	11.5%	3	14.3%	66	5.4%	2
Copford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Dovercourt	0.5%	5	0.0%	0	0.0%	0	4.6%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0
East Bergholt	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Frinton on Sea	1.0%	10	10.8%	7	0.2%	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	0.7%	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%	0
Stanway	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	0	0.8%	4	1.3%	1
Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Thurrock	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	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.2%	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 remember)	8.2%	82	6.7%	4	6.5%	14	14.8%	12	6.9%	7	6.0%	2	8.1%	37	11.0%	5

	Total		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:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

Mean score: [Number of visits per month]

**Q25A**How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?  
*Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q25*

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	51.7%	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 any of the following centres? [MR/PR]

Clacton-on-Sea	49.4%	495	87.0%	55	91.0%	197	63.9%	54	57.0%	62	35.2%	9	23.4%	108	23.2%	10
Frinton-on-Sea	38.0%	381	92.2%	58	57.1%	124	34.6%	29	35.0%	38	35.6%	9	24.3%	112	24.0%	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	10.3%	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	24.7%	54	11.9%	10	42.9%	46	50.9%	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 centres do you visit the most?  
*Not those who said '(Don't visit any of these centres)' at Q26*

Clacton-on-Sea	35.3%	270	24.4%	15	81.5%	170	11.1%	9	12.7%	13	27.3%	5	22.5%	57	1.6%	1
Frinton-on-Sea	16.3%	125	59.5%	37	11.9%	25	2.1%	2	1.3%	1	23.1%	4	21.3%	55	3.5%	1
Walton-on-the-Naze	5.7%	44	15.5%	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	89.0%	33
Brightlingsea	11.1%	85	0.0%	0	1.3%	3	0.0%	0	28.7%	29	36.6%	7	18.2%	47	0.8%	0
(Don't know / varies)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Weighted base:		765		62		209		82		101		19		256		37
Sample:		814		98		174		96		130		73		159		84

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Mean score: [Number of visits per month]																
Q28 How often do you visit (ALL CENTRES AT Q27)?																
Not those who said '(Don't visit any of these centres)' at Q26																
Daily	12.9%	99	17.8%	11	20.7%	43	28.2%	23	17.1%	17	0.0%	0	1.4%	4	1.1%	0
At least two times a week	14.9%	114	31.7%	20	19.6%	41	24.1%	20	21.1%	21	0.8%	0	3.7%	9	7.7%	3
At least once a week	20.7%	159	30.3%	19	23.6%	49	25.5%	21	28.7%	29	15.4%	3	12.5%	32	15.4%	6
At least once a fortnight	13.0%	100	12.1%	8	17.9%	37	12.2%	10	11.6%	12	11.3%	2	8.4%	21	26.0%	10
At least once a month	11.9%	91	2.0%	1	12.5%	26	5.5%	5	11.0%	11	31.5%	6	13.6%	35	19.2%	7
At least every two months	7.4%	57	1.5%	1	1.7%	4	0.0%	0	2.6%	3	17.3%	3	16.7%	43	10.4%	4
At least every 3 months	7.7%	59	0.0%	0	1.8%	4	1.1%	1	3.1%	3	7.8%	1	18.6%	47	5.1%	2
At least every 6 months	6.4%	49	1.5%	1	0.4%	1	1.6%	1	0.8%	1	9.3%	2	16.2%	41	5.0%	2
Less often than once every 6 months	3.5%	27	0.0%	0	0.4%	1	0.0%	0	3.4%	3	2.4%	0	7.7%	20	6.4%	2
Have only visited once	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)	1.5%	12	3.1%	2	1.1%	2	1.8%	1	0.6%	1	4.3%	1	1.3%	3	3.7%	1
Mean:	6.44		9.67		9.33		11.94		8.37		1.41		1.72		2.46	
Weighted base:	765		62		209		82		101		19		256		37	
Sample:	814		98		174		96		130		73		159		84	

Mean score: [Number of visits per month]																
Q28AHow often do you visit (CLACTON-ON-SEA AT Q27)?																
Those who said 'Clacton-on-Sea' 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	22.0%	59	26.2%	4	25.0%	43	29.2%	3	19.3%	2	25.5%	1	11.4%	7	0.0%	0
At least once a fortnight	12.4%	34	16.1%	2	15.9%	27	7.0%	1	9.6%	1	21.5%	1	1.9%	1	0.0%	0
At least once a month	11.7%	32	0.0%	0	9.6%	16	19.4%	2	38.9%	5	34.4%	2	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	5.2%	14	6.2%	1	0.0%	0	4.8%	0	3.2%	0	3.0%	0	20.5%	12	50.0%	0
Less often than once every 6 months	4.1%	11	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	18.0%	10	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	0.0%	0
(Don't know / varies)	1.2%	3	10.0%	2	1.0%	2	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: [Number of visits per month]																
Q28BHow often do you visit (FRINTON-ON-SEA AT Q27)?																
Those who said 'Frinton-on-Sea' 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	8.6%	11	27.5%	10	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	15.6%	20	37.0%	14	8.0%	2	74.2%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0
At least once a fortnight	13.4%	17	12.6%	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	6.7%	8	0.0%	0	3.1%	1	0.0%	0	0.0%	0	29.3%	1	11.6%	6	0.0%	0
At least every 3 months	11.6%	14	0.0%	0	5.3%	1	0.0%	0	69.7%	1	3.5%	0	21.5%	12	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	29.9%	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	0.6%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	5.9%	3	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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		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%	0
At least two times a week	11.6%	5	43.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
At least once a week	11.7%	5	8.5%	1	100.0%	2	0.0%	0	50.0%	0	0.0%	0	4.9%	2	0.0%	0
At least once a fortnight	4.4%	2	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	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%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	7	0.0%	0
At least every 3 months	34.6%	16	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	47.4%	15	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 months	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.6%	2	4.2%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	3.4%	1	0.0%	0
Mean:	4.48	16.58		4.00		0.00		2.15		0.00		0.96		0.00		
Weighted base:	45	10		2		0		1		0		32		0		
Sample:	39	18		2		0		2		1		16		0		

Mean score: [Number of visits per month]															
Q28DHow often do you visit (DOVERCOURT AT Q27)?															
Those who said 'Dovercourt' at Q27															
Daily	25.9%	16	0.0%	0	0.0%	0	36.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	14.9%	9	0.0%	0	0.0%	0	19.7%	9	9.3%	1	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%	1	100.0%
At least once a fortnight	21.5%	13	0.0%	0	74.3%	2	18.1%	8	14.8%	1	0.0%	0	38.8%	3	0.0%
At least once a month	12.5%	8	0.0%	0	0.0%	0	3.5%	2	38.8%	2	100.0%	1	32.8%	2	0.0%
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least every 3 months	2.6%	2	0.0%	0	25.7%	1	0.0%	0	0.0%	0	0.0%	0	14.2%	1	0.0%
At least every 6 months	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less often than once 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%
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%
(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%
Mean:	10.50	0.00		1.56		14.05		2.91		1.00		1.72		4.00	
Weighted base:	62	0		2		44		6		1		8		1	
Sample:	72	0		3		53		9		1		4		2	

Mean score: [Number of visits per month]															
Q28EHow often do you visit (HARWICH AT Q27)?															
Those who said 'Harwich' at Q27															
Daily	13.4%	7	0.0%	0	0.0%	0	25.4%	7	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%	9	21.3%	1	0.0%	0	0.0%	0	0.0%
At least once a week	28.4%	14	100.1%	0	29.5%	1	34.4%	9	42.6%	1	0.0%	0	16.5%	3	0.0%
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%	1	0.0%
At least once a month	8.1%	4	0.0%	0	50.0%	1	3.0%	1	0.0%	0	43.4%	0	9.7%	2	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%
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%
At least every 6 months	11.3%	6	0.0%	0	0.0%	0	0.0%	0	14.8%	0	0.0%	0	31.9%	5	0.0%
Less often than once every 6 months	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0	6.7%	1	50.0%
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	0.0%
(Don't know / varies)	1.1%	1	0.0%	0	20.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	7.04	4.00		2.11		11.90		3.87		0.93		1.05		0.20	
Weighted base:	49	0		3		26		3		1		16		1	
Sample:	49	1		4		22		5		4		11		2	

	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	21.5%	28	0.0%	0	36.5%	1	0.0%	0	35.9%	17	0.0%	0	11.7%	5	13.5%	4
At least once a fortnight	20.1%	26	0.0%	0	13.4%	1	53.5%	1	11.8%	6	0.0%	0	21.6%	10	29.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	2	0.0%	0	0.0%	0	23.3%	0	0.0%	0	0.0%	0	2.4%	1	2.9%	1
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 you visit (BRIGHTLINGSEA AT Q27)?																
Those who said 'Brightlingsea' 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%	12	100.0%	0
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	12.0%	1	12.6%	6	0.0%	0
At least every 6 months	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	13.3%	6	0.0%	0
Less often than once every 6 months	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	7.0%	3	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	0.0%	0
(Don't know / varies)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	7.3%	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 travel to (ALL CENTRES AT Q27) (main part of journey)?																
Not those who said '(Don't visit any of these centres)' at Q26																
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 passenger)	10.7%	82	7.6%	5	6.7%	14	11.4%	9	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	0.9%	7	1.6%	1	1.4%	3	2.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.4%	3	0.7%	0	0.5%	1	1.2%	1	0.4%	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



	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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**Q29AHow do you usually travel to (CLACTON-ON-SEA AT Q27)(main part of journey)?**

*Those who said 'Clacton-on-Sea' at Q27*

Car / van (as driver)	62.6%	169	63.0%	10	57.6%	98	64.6%	6	84.0%	11	59.7%	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%	7	100.0%	1
Bus, minibus or coach	7.7%	21	19.3%	3	5.1%	9	0.0%	0	9.6%	1	30.8%	2	11.3%	6	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	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	1.1%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.4%	1	0.0%	0	0.6%	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	0.0%	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:		270		15		170		9		13		5		57		1
Sample:		252		23		138		15		19		23		32		2

**Q29BHow do you usually travel to (FRINTON-ON-SEA AT Q27) (main part of journey)?**

*Those who said 'Frinton-on-Sea' at Q27*

Car / van (as 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 passenger)	15.3%	19	4.4%	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	35.7%	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	1.3%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	11.5%	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	0.8%	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:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

**Q29CHow do you usually travel to (WALTON-ON-THE-NAZ AT Q27) (main part of journey)?**

*Those who said 'Walton-on-the-Naze' at Q27*

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	1.8%	1	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	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	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	2	9.7%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	0	3.4%	1	0.0%	0
Weighted base:		45		10		2		0		1		0		32		0
Sample:		39		18		2		0		2		1		16		0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q29DHow do you usually travel to (DOVERCOURT AT Q27) (main part of journey)?</b>																
<i>Those who said 'Dovercourt' at Q27</i>																
Car / van (as driver)	50.0%	31	0.0%	0	74.3%	2	50.7%	22	58.3%	4	0.0%	0	47.0%	4	0.0%	0
Car / van (as passenger)	11.8%	7	0.0%	0	25.7%	1	8.0%	3	0.0%	0	100.0%	1	14.2%	1	100.0%	1
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
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	30.6%	19	0.0%	0	0.0%	0	34.0%	15	17.6%	1	0.0%	0	38.8%	3	0.0%	0
Taxi	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.3%	1	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	0.0%	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	1.6%	1	0.0%	0	0.0%	0	2.3%	1	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)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	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
<b>Q29EHow do you usually travel to (HARWICH AT Q27) (main part of journey)?</b>																
<i>Those who said 'Harwich' at Q27</i>																
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%	6	0.0%	0	0.0%	0	6.9%	2	21.3%	1	37.7%	0	18.7%	3	0.0%	0
Bus, minibus or coach	2.5%	1	0.0%	0	29.5%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2	0.0%	0
Walk	19.2%	9	0.0%	0	0.0%	0	36.5%	9	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
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	4.9%	2	0.0%	0	0.0%	0	9.4%	2	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	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:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2
<b>Q29FHow do you usually travel to (MANNINGTREE AT Q27) (main part of journey)?</b>																
<i>Those who said 'Manningtree' at Q27</i>																
Car / van (as driver)	75.3%	99	0.0%	0	100.0%	4	53.5%	1	61.4%	29	100.0%	0	77.9%	34	89.9%	30
Car / van (as passenger)	9.5%	12	0.0%	0	0.0%	0	46.5%	1	5.6%	3	0.0%	0	14.1%	6	8.1%	3
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%	0
Motorcycle, scooter or moped	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Walk	9.0%	12	0.0%	0	0.0%	0	0.0%	0	24.7%	12	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	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	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	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 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	0.5%	1	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%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	2.4%	1	0.0%	0
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
<b>Q29G    How do you usually travel to (BRIGHTLINGSEA AT Q27) (main part of journey)?</b>																
<i>Those who said 'Brightlingsea' at Q27</i>																
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
Car / van (as passenger)	5.1%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	1	11.6%	1	4.6%	2	0.0%	0
Bus, minibus or coach	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	7.3%	0	2.3%	1	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	11.4%	10	0.0%	0	0.0%	0	0.0%	0	33.8%	10	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
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	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		85		0		3		0		29		7		47		0
Sample:		103		0		3		0		39		29		31		1

<b>Q30 What is the main reason for visiting (ALL CENTRES AT Q27)?</b>																
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																
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
Strength of supermarket provision	3.6%	27	7.6%	5	1.5%	3	5.8%	5	8.3%	8	7.2%	1	1.2%	3	5.1%	2
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
Easily accessible by public transport	1.1%	9	0.0%	0	1.1%	2	0.5%	0	2.2%	2	0.0%	0	0.4%	1	7.3%	3
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
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 / browsing	1.7%	13	1.8%	1	1.2%	3	2.0%	2	0.0%	0	0.8%	0	3.0%	8	0.8%	0
Good market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	2.9%	1
Habit	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Nice location / good for a day out	2.7%	20	0.7%	0	0.0%	0	0.5%	0	0.4%	0	4.3%	1	7.0%	18	0.8%	0
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	0.0%	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
Sample:		814		98		174		96		130		73		159		84

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
<b>Q30AWhat is the main reason for visiting (CLACTON-ON-SEA AT Q27)?</b>																
<i>Those who said 'Clacton-on-Sea' at Q27</i>																
Choice and range of shops	28.2%	76	31.9%	5	24.0%	41	32.7%	3	67.4%	9	22.0%	1	31.0%	18	0.0%	0
Strength of supermarket provision	1.6%	4	6.5%	1	1.9%	3	0.0%	0	0.0%	0	4.3%	0	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
<b>Q30BWhat is the main reason for visiting (FRINTON-ON-SEA AT Q27)?</b>																
<i>Those who said 'Frinton-on-Sea' at Q27</i>																
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	6.3%	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	8.0%	0	6.5%	4	0.0%	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	22.5%	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:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q30CWhat is the main reason for visiting (WALTON-ON-THE-NAZ AT Q27)?</b>																
<i>Those who said 'Walton-on-the-Naze' at Q27</i>																
Choice and range of shops	8.1%	4	26.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Strength of supermarket provision	2.2%	1	10.3%	1	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)	19.4%	9	0.0%	0	50.0%	1	0.0%	0	100.0%	1	0.0%	0	21.0%	7	0.0%	0
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:		45		10		2		0		1		0		32		0
Sample:		39		18		2		0		2		1		16		0
<b>Q30DWhat is the main reason for visiting (DOVERCOURT AT Q27)?</b>																
<i>Those who said 'Dovercourt' at Q27</i>																
Choice and range of shops	26.2%	16	0.0%	0	0.0%	0	25.7%	11	41.7%	3	100.0%	1	14.2%	1	0.0%	0
Strength of supermarket provision	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	4.8%	3	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	30.3%	0
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	69.7%	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:		62		0		2		44		6		1		8		1
Sample:		72		0		3		53		9		1		4		2
<b>Q30EWhat is the main reason for visiting (HARWICH AT Q27)?</b>																
<i>Those who said 'Harwich' at Q27</i>																
Choice and range of shops	19.4%	9	0.0%	0	29.5%	1	28.0%	7	14.8%	0	0.0%	0	6.7%	1	0.0%	0
Strength of supermarket provision	15.6%	8	100.1%	0	0.0%	0	18.6%	5	42.6%	1	18.9%	0	6.7%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	18.5%	9	0.0%	0	0.0%	0	10.4%	3	21.3%	1	62.3%	0	31.4%	5	50.0%	0
Choice of services (hairdressers, banks etc)	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	5.3%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	13.5%	2	0.0%	0
Close to home	9.9%	5	0.0%	0	0.0%	0	12.8%	3	0.0%	0	0.0%	0	9.7%	2	0.0%	0
Close to work	9.8%	5	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0	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	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0	18.4%	3	0.0%	0
(Nothing in particular)	9.9%	5	0.0%	0	40.9%	1	12.4%	3	21.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q30F What is the main reason for visiting (MANNINGTREE AT Q27)?</b>																
<i>Those who said 'Manningtree' at Q27</i>																
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 (hairdressers, banks etc)	8.2%	11	0.0%	0	0.0%	0	0.0%	0	3.2%	2	59.1%	0	4.3%	2	21.5%	7
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 main reason for visiting (BRIGHTLINGSEA AT Q27)?***Those who said 'Brightlingsea' at Q27*

Choice and range of shops	6.9%	6	0.0%	0	0.0%	0	0.0%	0	15.1%	4	22.1%	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%	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	17.0%	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	11.6%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
<b>Q31A</b> Are there any measures that would encourage you to visit (ALL CENTRES AT Q27) more often? 1st Mention																
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																
Increased general choice and range of shops	15.1%	115	15.8%	10	21.4%	45	29.9%	25	22.2%	22	2.6%	0	4.2%	11	6.9%	3
Improved food shops within the town centre	2.6%	20	2.2%	1	0.6%	1	2.2%	2	7.8%	8	2.7%	0	2.2%	6	4.8%	2
Discount foodstores within the town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	0
Improved non-food shops within the town centre	3.2%	25	0.7%	0	6.5%	14	7.8%	6	0.9%	1	1.2%	0	1.0%	3	1.9%	1
Improved leisure facilities	0.8%	6	0.0%	0	0.4%	1	4.4%	4	0.0%	0	0.0%	0	0.4%	1	1.1%	0
Improved quality of shops	2.2%	17	3.4%	2	1.4%	3	3.2%	3	2.3%	2	0.0%	0	2.6%	7	0.0%	0
More parking	7.5%	57	10.7%	7	9.2%	19	8.3%	7	6.6%	7	7.5%	1	5.3%	14	7.7%	3
Cheaper parking	0.4%	3	2.7%	2	0.3%	1	0.0%	0	0.6%	1	0.8%	0	0.0%	0	0.8%	0
Improved street cleaning	1.1%	8	0.7%	0	2.2%	5	1.3%	1	0.8%	1	0.0%	0	0.6%	2	0.0%	0
Increased public transport	1.3%	10	1.8%	1	0.3%	1	1.6%	1	4.3%	4	0.0%	0	1.0%	2	0.8%	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	0.0%	0
Better environment	1.6%	12	2.2%	1	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%	1	0.0%	0	0.0%	0
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
Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda store	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bank	0.2%	2	1.5%	1	0.0%	0	0.0%	0	0.6%	1	1.9%	0	0.0%	0	0.0%	0
Better enforcement of the parking rules	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	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 to the Co-op	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in the Co-op	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clear the shingle on the beach	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family pubs	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Heated swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Home furnishings store	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the camp site's facilities for visitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	0.8%	6	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
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%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the railway bridge for traffic flow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improve the sea front	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the weather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Improved bus service	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.4%	1	0.8%	0
Improved road layout / access	1.0%	8	6.8%	4	0.4%	1	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Increase the size of the station car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Less beggars / homeless people	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	1	0.0%	0	0.7%	1	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%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Less traffic congestion	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.8%	0
Lidl store	0.1%	0	0.7%	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	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	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%	0
More facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More for children / young people to do	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 free parking	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More greenery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
More independent stores	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More jobs	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 places to eat	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	6.8%	1	0.0%	0	0.8%	0
Remove the Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
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 line	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 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%
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%
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%
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%
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%
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%
(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%
(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%
Weighted base:		765		62		209		82		101		19		256	
Sample:		814		98		174		96		130		73		159	

**Q31AA Are there any measures that would encourage you to visit (CLACTON-ON-SEA AT Q27) more often? 1st Mention**

*Those who said 'Clacton-on-Sea' at Q27*

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 / give it a refurb	1.7%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved road layout / access	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 beggars / homeless people	0.8%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children / young people to do	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Weighted base:		270		15		170		9		13		5		57		1
Sample:		252		23		138		15		19		23		32		2



	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31AB Are there any measures that would encourage you to visit (FRINTON-ON-SEA AT Q27) more often? 1st Mention</b>																
<i>Those who said 'Frinton-on-Sea' at Q27</i>																
Increased general choice and range of shops	4.7%	6	9.9%	4	3.1%	1	0.0%	0	30.3%	0	0.0%	0	2.0%	1	0.0%	0
Improved food shops within the town centre	1.1%	1	3.6%	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	1.4%	2	0.0%	0	0.0%	0	37.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
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
More parking	6.0%	7	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%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better enforcement of the parking rules	1.2%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in the Co-op	0.3%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the sea front	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 bus service	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Improved road layout / access	3.4%	4	11.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
More places to eat	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	1	0.0%	0	0.0%	0
Sewing shop	0.3%	0	1.1%	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	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Stop the cafes taking up so much pavement space	0.3%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(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
Weighted base:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

<b>Q31AC Are there any measures that would encourage you to visit (WALTON-ON-THE-NAZ AT Q27) more often? 1st Mention</b> <i>Those who said 'Walton-on-the-Naze' at Q27</i>																
Increased general choice and range of shops	7.9%	4	12.7%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Improved food shops within the town 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
Improved quality of shops	4.8%	2	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
More parking	21.1%	9	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	9	0.0%	0
Cheaper parking	3.8%	2	17.6%	2	0.0%	0	0.0%	0	0.0%	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%	0	4.9%	2	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
A village hall	0.9%	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
Lidl store	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	40.1%	18	37.0%	4	50.0%	1	0.0%	0	100.0%	1	0.0%	0	38.9%	12	0.0%	0
(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		1		0		32		0
Sample:		39		18		2		0		2		1		16		0

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
<b>Q31AD Are there any measures that would encourage you to visit (DOVERCOURT AT Q27) more often? 1st Mention</b>																
<i>Those who said 'Dovercourt' at Q27</i>																
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
Improved 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
Improved 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
Increased 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
Better 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
Clear 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
Less 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
Less 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
More 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
More 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
More 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
Weighted base:		62		0		2		44		6		1		8		1
Sample:		72		0		3		53		9		1		4		2

**Q31AE Are there any measures that would encourage you to visit (HARWICH AT Q27) more often? 1st Mention**

*Those who said 'Harwich' at Q27*

Increased general choice and range of shops	15.7%	8	0.0%	0	0.0%	0	23.3%	6	21.3%	1	0.0%	0	6.7%	1	0.0%	0
Improved food shops within the town centre	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 non-food shops within the town centre	4.7%	2	0.0%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	7.4%	4	0.0%	0	0.0%	0	14.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.2%	1	0.0%	0	0.0%	0	0.0%	0	21.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.2%	1	0.0%	0	0.0%	0	0.0%	0	21.3%	1	0.0%	0	0.0%	0	0.0%	0
Better security	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family pubs	2.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the railway	1.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0
(Nothing / Nothing else)	58.1%	28	100.1%	0	100.0%	3	37.5%	10	36.1%	1	81.2%	1	86.5%	14	50.0%	0
(Don't know)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0	6.7%	1	0.0%	0
Weighted base:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31AF Are there any measures that would encourage you to visit (MANNINGTREE AT Q27) more often? 1st Mention</b>																
<i>Those who said 'Manningtree' at Q27</i>																
Increased general choice and range of shops	8.6%	11	0.0%	0	0.0%	0	0.0%	0	18.8%	9	0.0%	0	0.0%	0	6.9%	2
Improved food shops within the town centre	8.3%	11	0.0%	0	30.8%	1	0.0%	0	16.5%	8	0.0%	0	0.0%	0	5.4%	2
Discount foodstores within the town centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.9%	0
Improved non-food shops within the town centre	2.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.5%	2	2.1%	1
Improved leisure facilities	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Improved quality of shops	1.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
More parking	3.9%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	8.6%	3
Cheaper parking	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Increased public transport	3.2%	4	0.0%	0	0.0%	0	23.3%	0	2.0%	1	0.0%	0	5.6%	2	0.9%	0
Better environment	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0
Longer opening hours	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Aldi store	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Better market	0.3%	0	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 to the Co-op	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Improve the railway bridge for traffic flow	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
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%	0
Improved road layout / access	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Increase the size of the station car park	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Less traffic congestion	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	0
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%	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%	0
Remove the Tesco	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco store	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Yellow lines need to be put on Station Road	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
(Nothing / Nothing else)	55.3%	73	0.0%	0	69.2%	3	76.8%	1	34.4%	16	59.1%	0	71.1%	31	61.5%	20
(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
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72
<b>Q31AG Are there any measures that would encourage you to visit (BRIGHTLINGSEA AT Q27) more often? 1st Mention</b>																
<i>Those who said 'Brightlingsea' at Q27</i>																
Increased general choice and range of shops	7.2%	6	0.0%	0	0.0%	0	0.0%	0	16.7%	5	3.2%	0	2.3%	1	0.0%	0
Improved food shops within the town centre	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0
Improved leisure facilities	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	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%	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
Improved street cleaning	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	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%	0
Bank	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.1%	0	0.0%	0	0.0%	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%	0
Improve the camp site's facilities for visitors	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Improve the weather	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0
Improved bus service	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 road layout / access	1.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0
More banks	2.1%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	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%	0
Reopen Barclays Bank	1.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0
Restoration of the railway line	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	71.1%	61	0.0%	0	100.0%	3	0.0%	0	34.3%	10	70.9%	5	92.0%	43	100.0%	0
Weighted base:		85		0		3		0		29		7		47		0
Sample:		103		0		3		0		39		29		31		1

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31B</b> Are there any measures that would encourage you to visit (ALL CENTRES AT Q27) more often? 2nd Mention																
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																
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:		765		62		209		82		101		19		256		37
Sample:		814		98		174		96		130		73		159		84

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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**Q31BA Are there any measures that would encourage you to visit (CLACTON-ON-SEA AT Q27) more often? 2nd Mention**  
*Those who said 'Clacton-on-Sea' at Q27*

Increased general choice and range of shops	3.8%	10	0.0%	0	5.5%	9	11.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	1.1%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 / give it a refurb	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 road layout / access	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beggars / homeless people	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Weighted base:		270		15		170		9		13		5		57		1
Sample:		252		23		138		15		19		23		32		2

**Q31BB Are there any measures that would encourage you to visit (FRINTON-ON-SEA AT Q27) more often? 2nd Mention**  
*Those who said 'Frinton-on-Sea' at Q27*

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%	24	100.0%	2	100.0%	1	54.7%	2	95.2%	52	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:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

**Q31BC Are there any measures that would encourage you to visit (WALTON-ON-THE-NAZ AT Q27) more often? 2nd Mention**  
*Those who said 'Walton-on-the-Naze' at Q27*

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	2.5%	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%	6	100.0%	2	0.0%	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%	0	100.0%	0	3.4%	1	0.0%	0
Weighted base:		45		10		2		0		1		0		32		0
Sample:		39		18		2		0		2		1		16		0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31BD Are there any measures that would encourage you to visit (DOVERCOURT AT Q27) more often? 2nd Mention</b>																
<i>Those who said 'Dovercourt' at Q27</i>																
Increased general choice and range of shops	7.6%	5	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	32.8%	2	0.0%	0
Improved food shops within the town centre	2.0%	1	0.0%	0	0.0%	0	1.5%	1	9.3%	1	0.0%	0	0.0%	0	0.0%	0
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%	0
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%	3	100.0%	1	67.3%	5	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
<b>Q31BE Are there any measures that would encourage you to visit (HARWICH AT Q27) more often? 2nd Mention</b>																
<i>Those who said 'Harwich' at Q27</i>																
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%	41	100.1%	0	100.0%	3	82.2%	21	78.7%	2	81.2%	1	86.5%	14	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:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2
<b>Q31BF Are there any measures that would encourage you to visit (MANNINGTREE AT Q27) more often? 2nd Mention</b>																
<i>Those who said 'Manningtree' at Q27</i>																
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	1.7%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	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%	0	100.0%	4	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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31BG Are there any measures that would encourage you to visit (BRIGHTLINGSEA AT Q27) more often? 2nd Mention</b>																
<i>Those who said 'Brightlingsea' at Q27</i>																
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%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Indoor swimming pool	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
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)	92.1%	79	0.0%	0	100.0%	3	0.0%	0	83.2%	24	94.9%	6	96.7%	45	100.0%	0
(Don't know)	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0
Weighted base:		85		0		3		0		29		7		47		0
Sample:		103		0		3		0		39		29		31		1
<b>Q31CAre there any measures that would encourage you to visit (ALL CENTRES AT Q27) more often? 3rd Mention</b>																
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																
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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog park	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 bedsits	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 cinema in the town centre	0.2%	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)	92.1%	705	93.8%	58	91.1%	190	82.7%	68	93.3%	94	93.1%	17	95.0%	243	91.1%	34
(Don't know)	2.9%	22	0.7%	0	1.4%	3	6.1%	5	1.4%	1	5.1%	1	3.4%	9	7.1%	3
Weighted base:		765		62		209		82		101		19		256		37
Sample:		814		98		174		96		130		73		159		84
<b>Q31CA Are there any measures that would encourage you to visit (CLACTON-ON-SEA AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Clacton-on-Sea' at Q27</i>																
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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31CB Are there any measures that would encourage you to visit (FRINTON-ON-SEA AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Frinton-on-Sea' at Q27</i>																
More parking	0.8%	1	1.1%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rates for small businesses	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	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)	96.5%	121	94.8%	35	97.9%	24	100.0%	2	100.0%	1	92.0%	4	97.1%	53	100.0%	1
(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		1		4		55		1
Sample:		138		56		20		3		2		14		39		4
<b>Q31CC Are there any measures that would encourage you to visit (WALTON-ON-THE-NAZ AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Walton-on-the-Naze' at Q27</i>																
Improved non-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 leisure facilities	2.5%	1	11.5%	1	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
(Nothing / Nothing else)	93.0%	42	80.0%	8	100.0%	2	0.0%	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%	0	100.0%	0	3.4%	1	0.0%	0
Weighted base:		45		10		2		0		1		0		32		0
Sample:		39		18		2		0		2		1		16		0
<b>Q31CD Are there any measures that would encourage you to visit (DOVERCOURT AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Dovercourt' at Q27</i>																
Increased general choice and range of shops	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	2	0.0%	0
Improved non-food shops within the town centre	3.1%	2	0.0%	0	0.0%	0	4.4%	2	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
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	100.0%	1	67.3%	5	100.0%	1
(Don't know)	8.3%	5	0.0%	0	37.1%	1	9.9%	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
<b>Q31CE Are there any measures that would encourage you to visit (HARWICH AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Harwich' at Q27</i>																
More parking	2.5%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	3.8%	2	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog park	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	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)	87.8%	43	100.1%	0	100.0%	3	84.0%	22	78.7%	2	81.2%	1	93.2%	15	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:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2
<b>Q31CF Are there any measures that would encourage you to visit (MANNINGTREE AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Manningtree' at Q27</i>																
Increased general choice and range of shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
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
(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



	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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**Q31CG Are there any measures that would encourage you to visit (BRIGHTLINGSEA AT Q27) more often? 3rd Mention**  
*Those who said 'Brightlingsea' at Q27*

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 these centres? [MR]**  
*Those who said '(Don't visit any of these centres)' at Q26*

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	3.8%	9	36.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	4.2%	0
Inconveniently located car parking	0.9%	2	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		237		1		8		2		7		8		204		7
Sample:		188		2		9		4		11		27		117		18

**Q33 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [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 phone)	14.8%	149	10.0%	6	24.5%	53	29.5%	25	9.6%	10	25.7%	7	9.3%	43	10.4%	5
Yes, TV Shopping	1.7%	17	0.9%	1	2.0%	4	3.2%	3	3.7%	4	5.8%	1	0.9%	4	0.0%	0
No	30.4%	305	41.3%	26	24.1%	52	27.6%	23	34.4%	37	31.1%	8	31.2%	144	33.1%	15
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
<b>Q34 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR]</b>																
<i>Those that make use of electronic home shopping at Q33</i>																
Food	14.7%	102	32.6%	12	6.3%	10	5.5%	3	19.8%	14	18.4%	3	15.9%	50	29.2%	9
Clothes	45.4%	316	28.1%	10	44.8%	74	62.5%	38	58.5%	42	51.2%	9	41.0%	130	46.4%	14
Banking / finance	4.7%	33	3.0%	1	2.6%	4	2.4%	1	8.4%	6	19.3%	3	3.9%	12	13.9%	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	18.8%	131	16.5%	6	22.5%	37	18.2%	11	15.9%	11	26.2%	5	17.4%	55	18.8%	6
Small electrical items	27.3%	190	32.2%	12	31.4%	52	27.4%	17	21.3%	15	28.9%	5	26.4%	84	20.1%	6
Small household goods	12.6%	88	14.1%	5	13.3%	22	14.5%	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	2.2%	15	0.0%	0	3.9%	6	1.7%	1	1.6%	1	0.0%	0	2.0%	6	1.0%	0
E-cigarettes	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flowers	0.0%	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	0.7%	5	0.0%	0	2.2%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0
(None)	2.9%	20	4.6%	2	4.0%	7	3.4%	2	4.1%	3	0.0%	0	1.7%	5	4.6%	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
Weighted base:		698		37		165		61		71		18		316		30
Sample:		600		49		118		61		83		60		165		64
<b>Q35 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]</b>																
<i>Those that make use of electronic home shopping at Q33</i>																
Food	15.4%	108	20.1%	7	12.3%	20	7.0%	4	16.5%	12	18.4%	3	17.1%	54	21.6%	6
Clothes	38.7%	270	25.9%	10	36.1%	59	52.7%	32	56.8%	40	47.0%	8	34.4%	109	38.0%	11
Banking / finance	4.6%	32	3.0%	1	1.8%	3	4.1%	2	8.4%	6	19.3%	3	3.9%	12	12.9%	4
Books	41.0%	286	30.4%	11	24.0%	40	34.8%	21	50.9%	36	54.9%	10	48.8%	155	46.6%	14
CDs, DVDs, music	35.7%	249	22.6%	8	32.3%	53	32.1%	20	49.5%	35	42.3%	8	36.4%	115	33.8%	10
DIY goods	5.3%	37	2.5%	1	7.4%	12	7.8%	5	4.2%	3	6.0%	1	4.6%	15	2.9%	1
Furniture / carpets	6.6%	46	4.1%	2	9.8%	16	5.3%	3	7.8%	6	8.5%	2	5.5%	17	2.3%	1
Garden items	6.0%	42	6.3%	2	5.3%	9	4.1%	2	9.6%	7	7.9%	1	5.9%	19	4.6%	1
Holiday and / or travel tickets	7.3%	51	6.3%	2	2.8%	5	2.4%	1	13.5%	10	37.9%	7	7.4%	24	9.3%	3
Jewellery	1.0%	7	0.0%	0	0.6%	1	6.1%	4	0.0%	0	4.3%	1	0.3%	1	0.0%	0
Major electrical items	16.7%	117	16.5%	6	21.6%	36	14.4%	9	15.9%	11	27.0%	5	14.9%	47	10.8%	3
Small electrical items	22.0%	153	18.7%	7	27.2%	45	18.3%	11	21.3%	15	28.2%	5	20.8%	66	14.5%	4
Small household goods	11.3%	79	6.6%	2	13.1%	22	14.9%	9	12.8%	9	16.5%	3	10.3%	33	2.9%	1
Sports goods	5.8%	40	6.0%	2	4.2%	7	7.3%	4	6.9%	5	4.2%	1	6.4%	20	2.8%	1
Toys	13.3%	93	11.1%	4	23.6%	39	17.5%	11	14.9%	11	18.2%	3	7.6%	24	4.8%	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
Car / bike parts	1.7%	12	3.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.2%	10	1.0%	0
Computer goods	0.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Craft / stationary goods	1.4%	10	0.0%	0	2.0%	3	1.7%	1	1.6%	1	0.0%	0	1.3%	4	1.0%	0
E-cigarettes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flowers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Gifts	2.2%	15	1.1%	0	4.1%	7	2.0%	1	3.5%	2	0.0%	0	0.8%	2	6.2%	2
Health / beauty products	3.1%	22	0.0%	0	1.8%	3	3.0%	2	1.2%	1	0.0%	0	5.0%	16	0.0%	0
Insurance	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Pet food / accessories	1.8%	12	0.0%	0	3.2%	5	0.7%	0	1.3%	1	1.2%	0	1.5%	5	2.9%	1
Solar panels	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Video games	0.7%	5	0.0%	0	2.2%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0
(None)	12.4%	87	21.9%	8	15.0%	25	16.4%	10	8.3%	6	2.0%	0	10.5%	33	14.4%	4
(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
Weighted base:		698		37		165		61		71		18		316		30
Sample:		600		49		118		61		83		60		165		64

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q36 Now thinking about the Tendring district. Are there any new retailers that you would like to see in Tendring? [MR]																
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	4.5%	45	8.8%	6	14.3%	31	2.0%	2	5.2%	6	0.0%	0	0.2%	1	0.9%	0
B&M	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	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	0.5%	5	0.6%	0	0.0%	0	4.2%	4	0.4%	0	0.0%	0	0.2%	1	0.0%	0
Boots	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Burger King	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.2%	2	0.0%	0	0.4%	1	1.4%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Debenhams	3.5%	35	0.0%	0	8.9%	19	7.0%	6	4.6%	5	0.6%	0	1.0%	5	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%	0	0.0%	0	0.0%	0	0.0%	0
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	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fat Face	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	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	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Hollister	0.4%	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	7.7%	77	0.0%	0	2.5%	5	7.0%	6	4.7%	5	16.9%	4	11.7%	54	6.4%	3
KFC	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Krispy Kreme	0.4%	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%	0	0.0%	0	0.0%	0
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	2.2%	22	6.2%	4	2.0%	4	8.1%	7	3.8%	4	0.6%	0	0.7%	3	0.0%	0
Matalan	1.9%	19	0.9%	1	8.0%	17	0.5%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
McDonalds	0.9%	9	0.0%	0	0.0%	0	10.5%	9	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	1.4%	14	0.0%	0	0.0%	0	13.1%	11	1.4%	2	0.8%	0	0.2%	1	0.0%	0
Nike	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	17.7%	177	12.5%	8	38.2%	83	14.4%	12	12.0%	13	10.6%	3	12.0%	55	8.8%	4
River Island	0.7%	7	0.0%	0	2.7%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	1.1%	11	8.7%	6	0.0%	0	1.5%	1	2.2%	2	2.2%	1	0.3%	2	0.0%	0
Screwfix	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Specsavers	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Tesco	1.2%	12	2.2%	1	0.0%	0	4.2%	4	4.7%	5	0.0%	0	0.2%	1	2.8%	1
The White Company	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0
TK Maxx	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	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%
Topshop	0.5%	5	0.0%	0	2.0%	4	0.0%	0	0.5%	1	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%
Waitrose	1.8%	18	11.2%	7	1.6%	4	0.8%	1	2.5%	3	1.3%	0	0.8%	4	0.7%
Wallis	0.1%	1	0.0%	0	0.7%	1	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%
Wetherspoons	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	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%
Woolworths	0.1%	1	1.7%	1	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%
Zara	0.8%	8	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.6%	0	1.2%	5	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%
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%
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%
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%
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%
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%
General shops - Cinema	0.3%	3	1.5%	1	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Clothes stores	1.6%	16	0.6%	0	4.4%	10	2.6%	2	0.4%	0	0.0%	0	0.6%	3	1.5%
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%
General shops - Department stores	0.7%	7	3.5%	2	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.7%
General shops - DIY / Hardware stores	0.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.5%	2	0.0%
General shops - Electrical appliances stores	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
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%
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%
General shops - Greengrocers	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	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%
General shops - Mens clothes stores	0.4%	4	0.6%	0	0.9%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Mobility shops for elderly / disabled	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Restaurants	0.2%	2	0.0%	0	0.4%	1	1.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%
General shops - Shoe shops	0.6%	6	0.0%	0	0.4%	1	0.5%	0	0.4%	0	1.3%	0	0.9%	4	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%
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%
General shops - Toy stores	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Womens clothes stores	0.7%	7	0.6%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.2%	1	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%
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%
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%
Weighted base:	1003			63		217		84		108		26		460	
Sample:	1002			100		183		100		141		100		276	

**GEN Gender of respondent.**

Male	32.8%	329	25.7%	16	41.1%	89	31.5%	27	24.4%	26	31.9%	8	32.4%	149	30.1%
Female	67.2%	674	74.3%	47	58.9%	128	68.5%	58	75.6%	82	68.1%	18	67.6%	311	69.9%
Weighted base:	1003			63		217		84		108		26		460	
Sample:	1002			100		183		100		141		100		276	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
<b>AGE Could I ask, how old are you?</b>																
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:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102
<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>																
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	49.1%	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:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102
<b>CHI How many children aged under 16 years old are there living in your household?</b>																
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	21.1%	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
<b>CAR How many cars does your household own or have the use of?</b>																
None	9.5%	95	15.7%	10	12.9%	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	34.0%	340	34.7%	22	34.1%	74	27.7%	23	50.9%	55	32.8%	9	30.6%	141	37.8%	17
Three or more	12.8%	129	5.7%	4	11.0%	24	13.0%	11	15.6%	17	11.5%	3	13.9%	64	14.8%	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
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102
<b>OCC What is the occupation of the main income earner in the household?</b>																
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 IN PREVIOUS OCCUPATION)	21.3%	213	22.9%	14	11.0%	24	18.2%	15	13.8%	15	21.0%	5	27.3%	125	31.6%	14
Retired - ONLY has a BASIC STATE PENSION (Does not have ANY private pensions)	9.2%	92	13.2%	8	6.0%	13	8.8%	7	7.3%	8	9.6%	2	10.7%	49	8.7%	4
Unemployed / on benefits / disabled / long-term sick (Refused)	2.8%	28	3.0%	2	7.2%	16	3.6%	3	1.6%	2	1.3%	0	1.2%	6	0.0%	0
	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
<b>EMP Is the chief wage earner in full-time or part-time employment?</b> <i>Those who are employed at OCC</i>																
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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
HOM Do you own your own home?																
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:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity 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	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 Asian	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.7%	57	2.9%	2	4.0%	9	10.1%	9	4.2%	5	3.0%	1	6.7%	31	3.5%	2
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		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	2.5%	25	0.0%	0	0.0%	0	29.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO124	3.6%	36	0.0%	0	0.0%	0	42.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	0
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	1.6%	16	0.0%	0	7.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO152	1.3%	13	0.0%	0	5.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	0
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
CO160	0.3%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO167	1.8%	18	0.0%	0	8.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO168	3.9%	39	0.0%	0	17.9%	39	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	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	33	0.0%	0
CO3 3	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	36	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	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	28	0.0%	0
CO6 3	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	42	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	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	26	0.0%	0	0.0%	0
IP9 2	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.6%	26
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

	Total		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

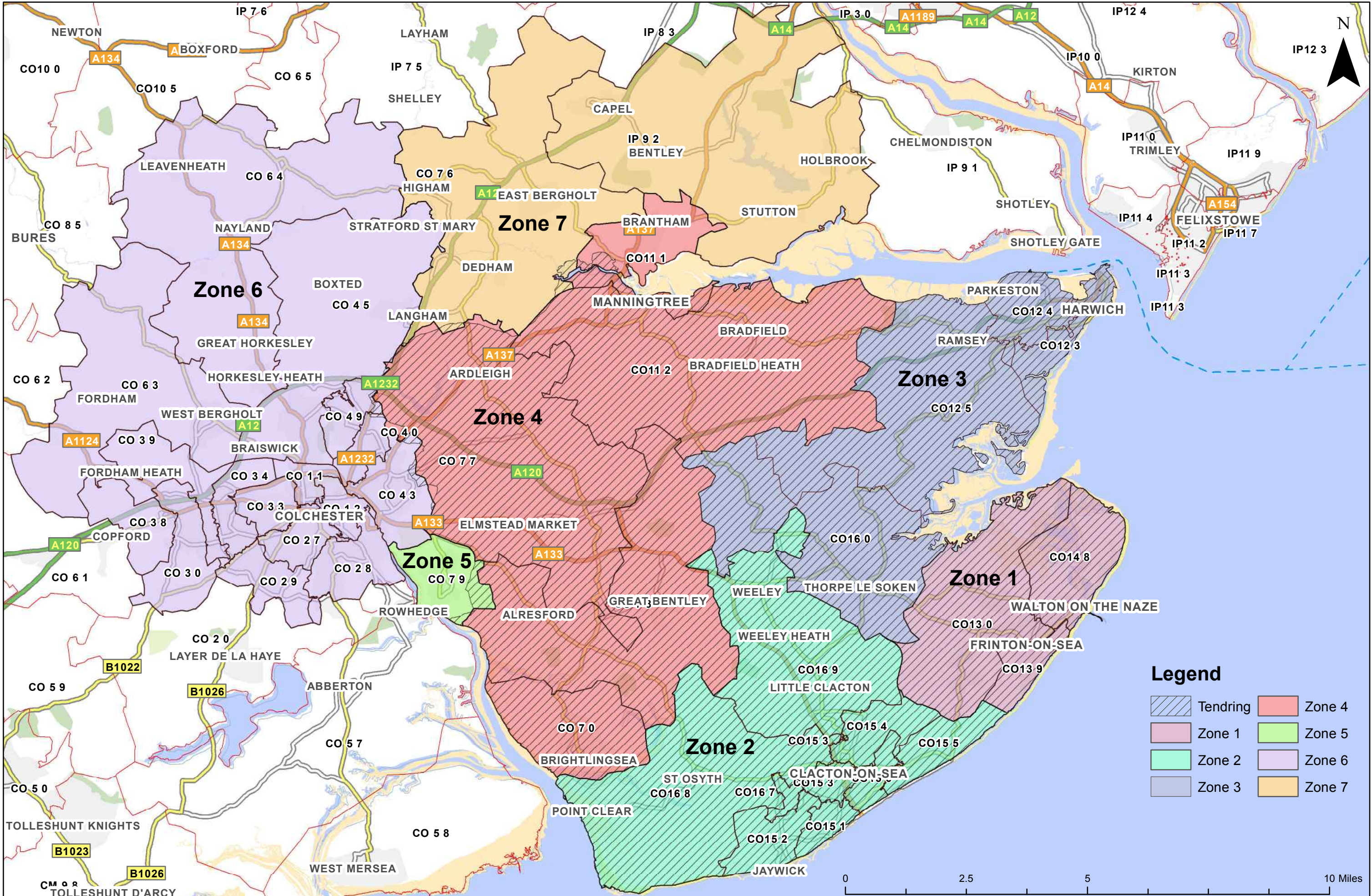


## **Appendix B – Map of Study Area and Zones**





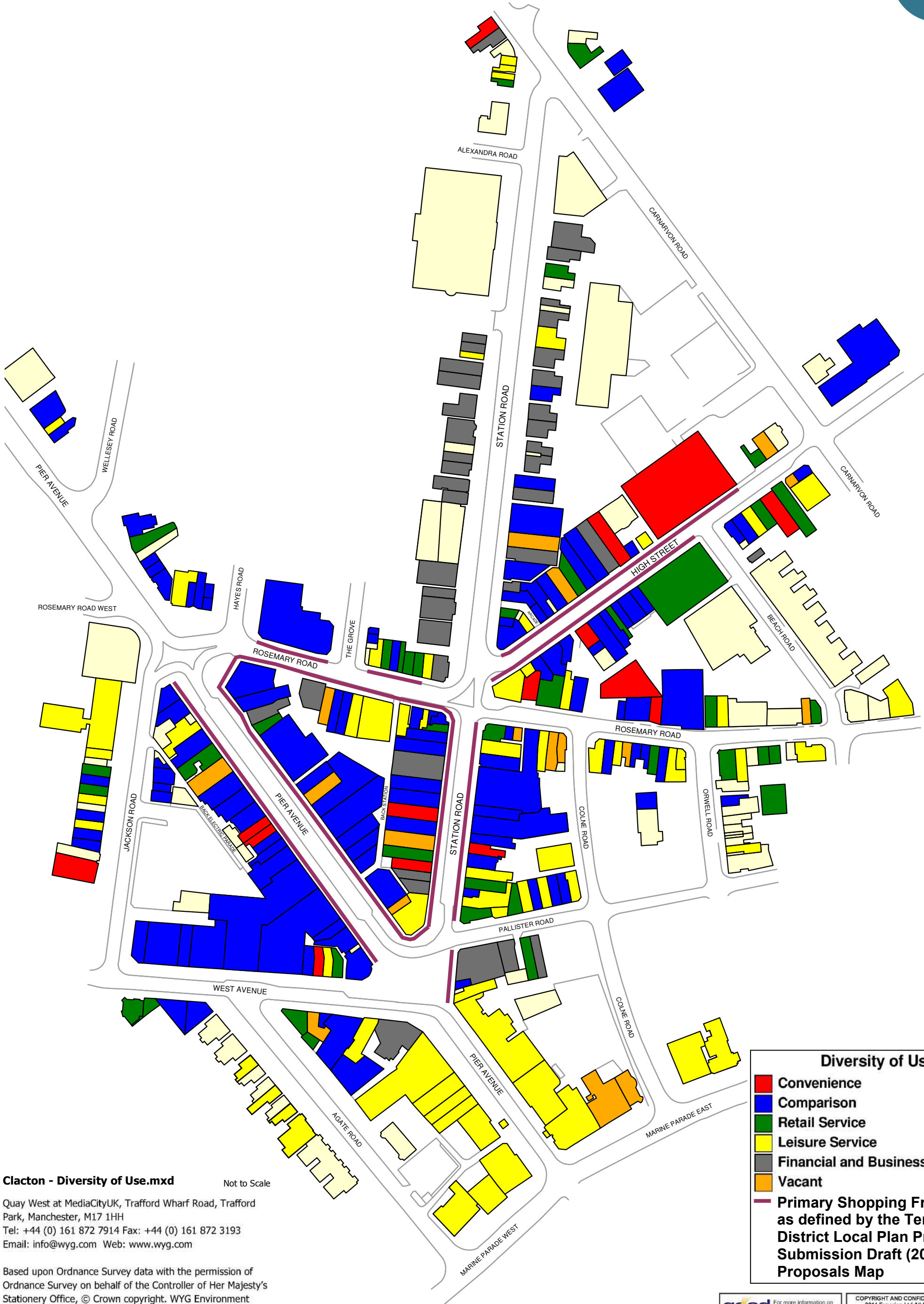
# Tendring District Council Retail Study - Study Area







## **Appendix C – GOAD Plans**



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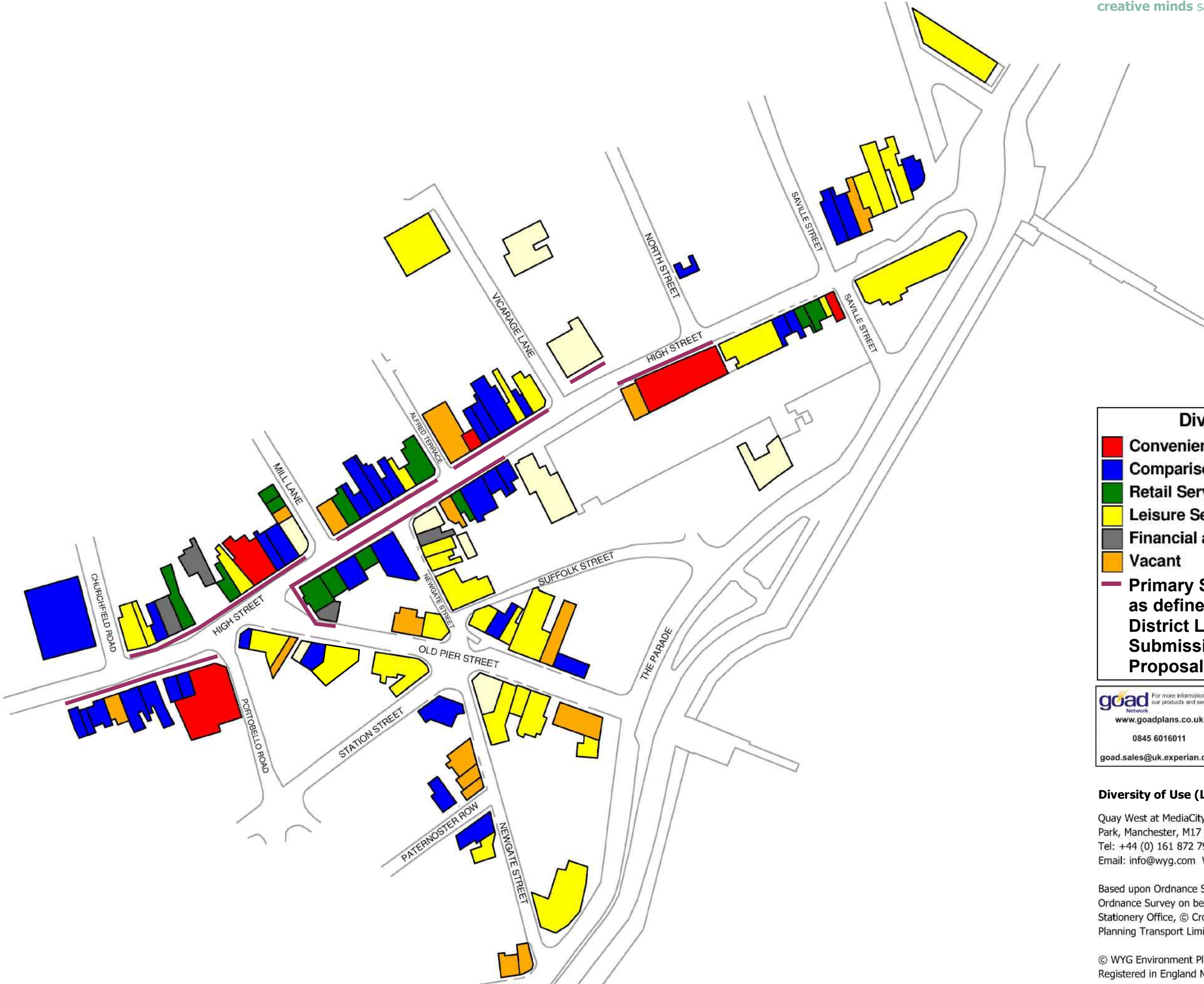
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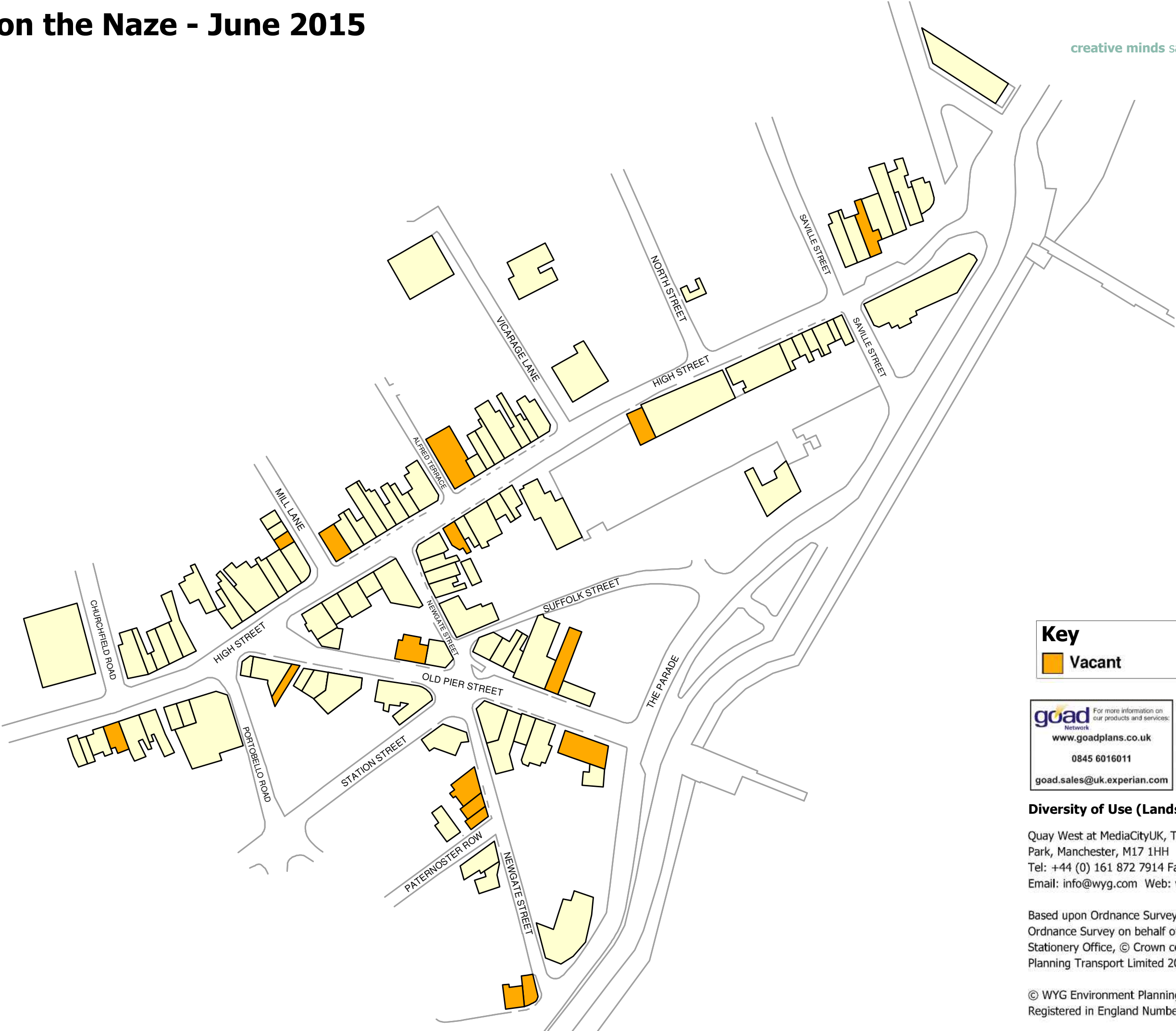
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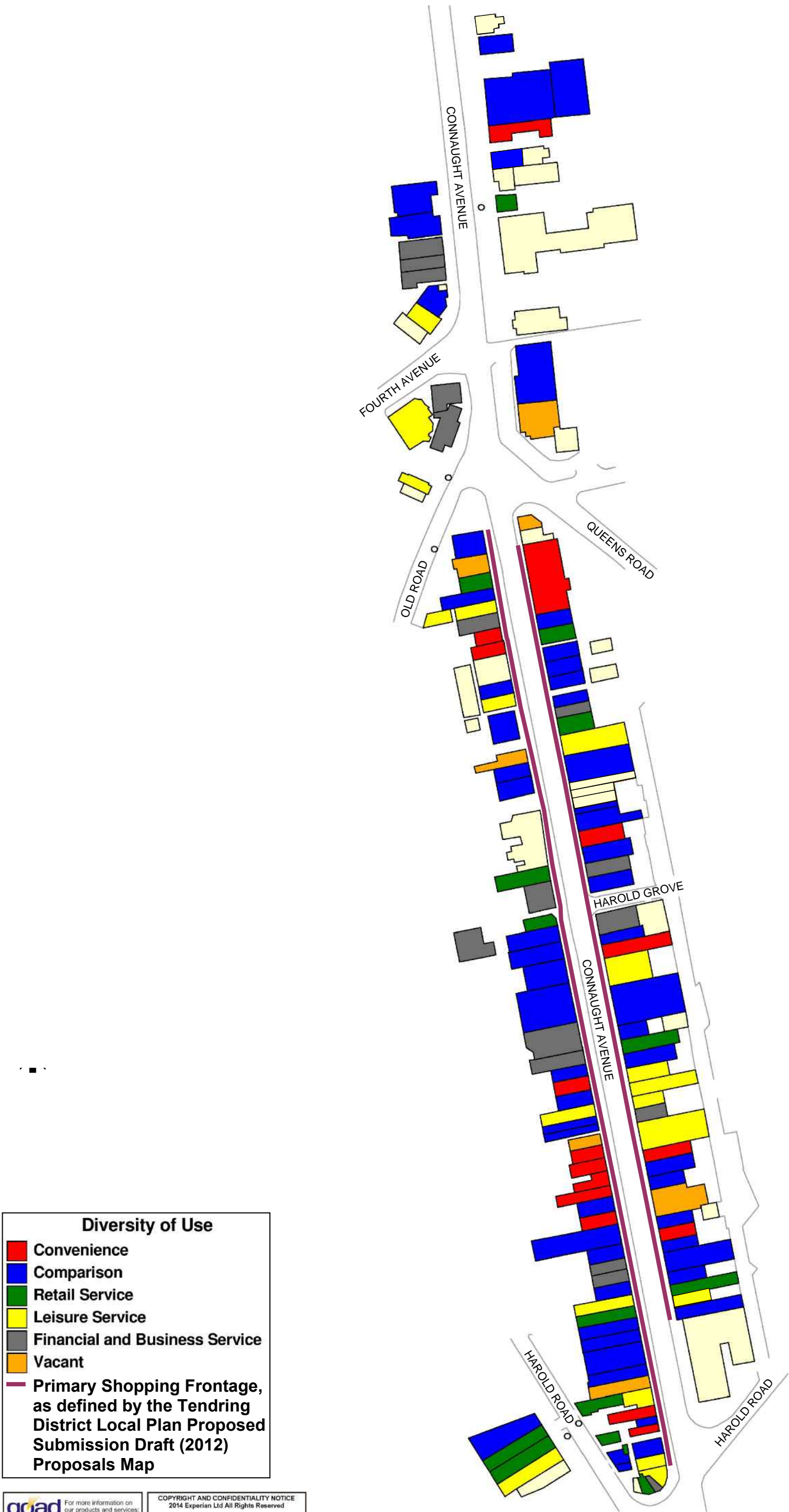
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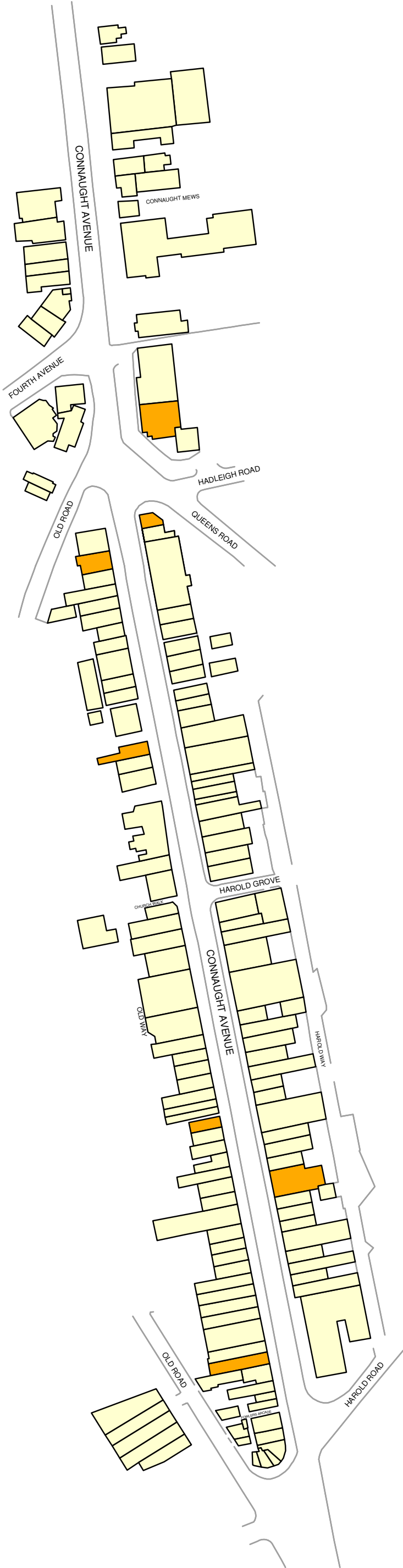


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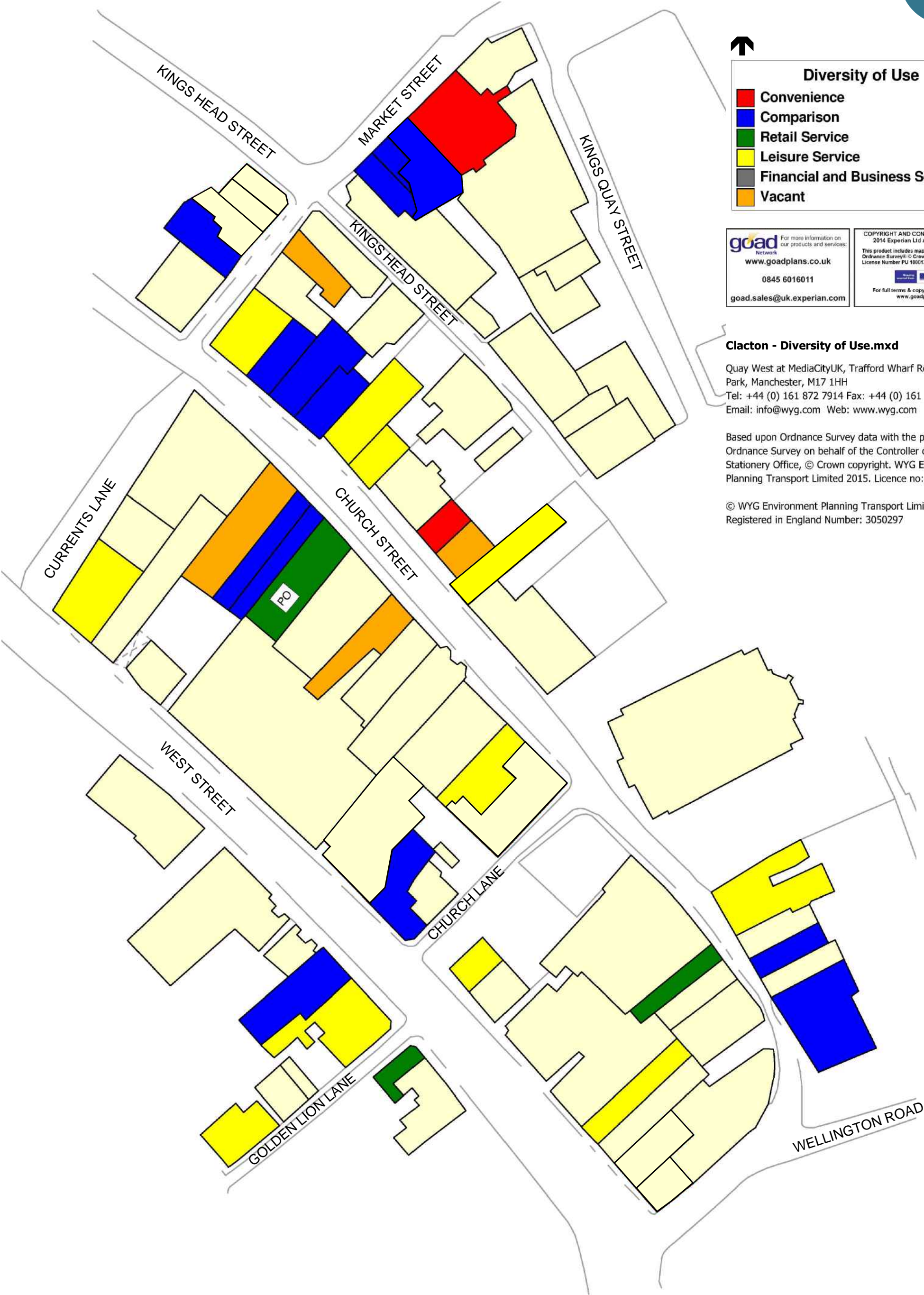
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**Key**

 Vacant



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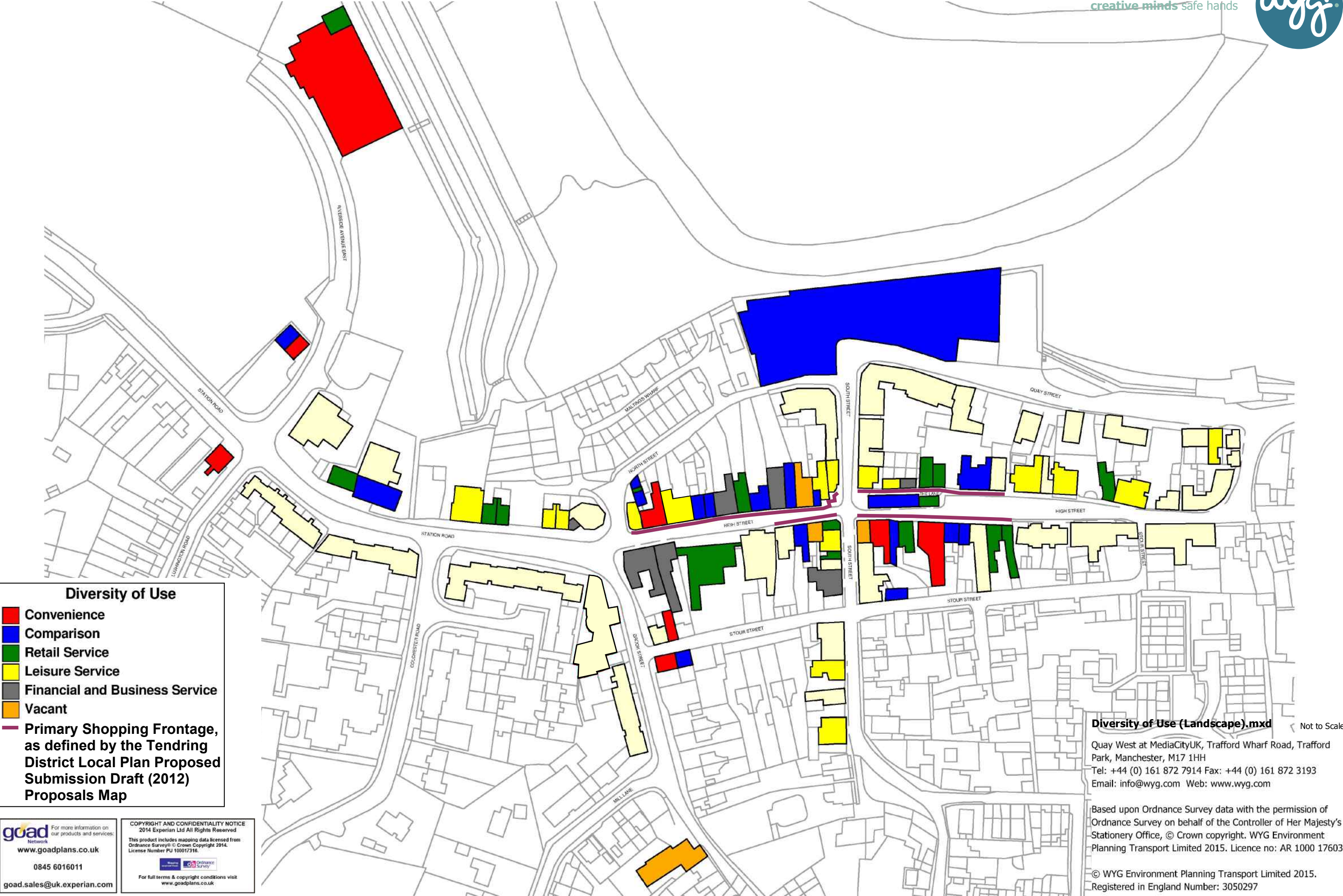
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# Manningtree - June 2015

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**Diversity of Use**

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- Comparison
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Primary Shopping Frontage, as defined by the Tendring District Local Plan Proposed Submission Draft (2012) Proposals Map

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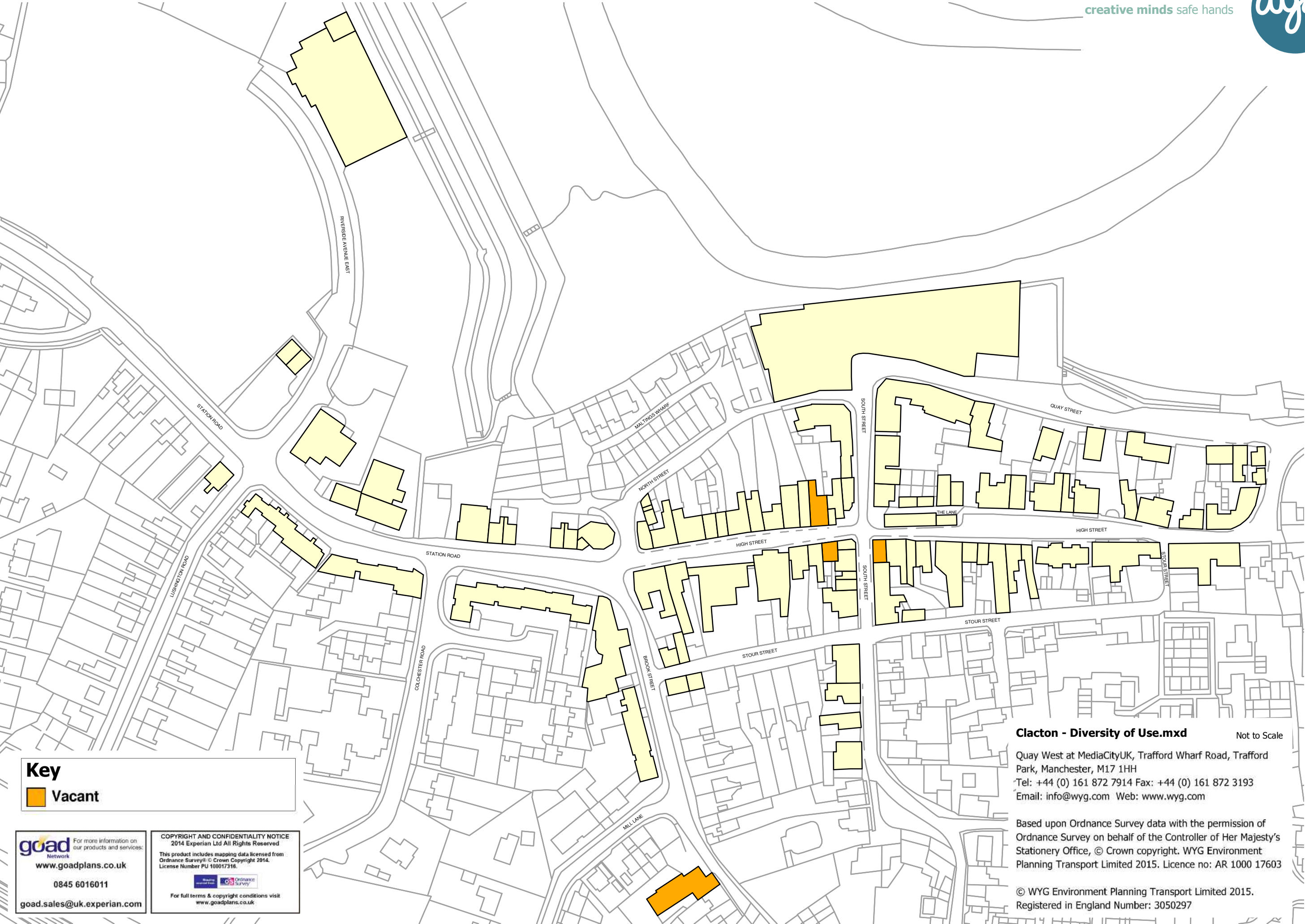
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**Key**  
Vacant

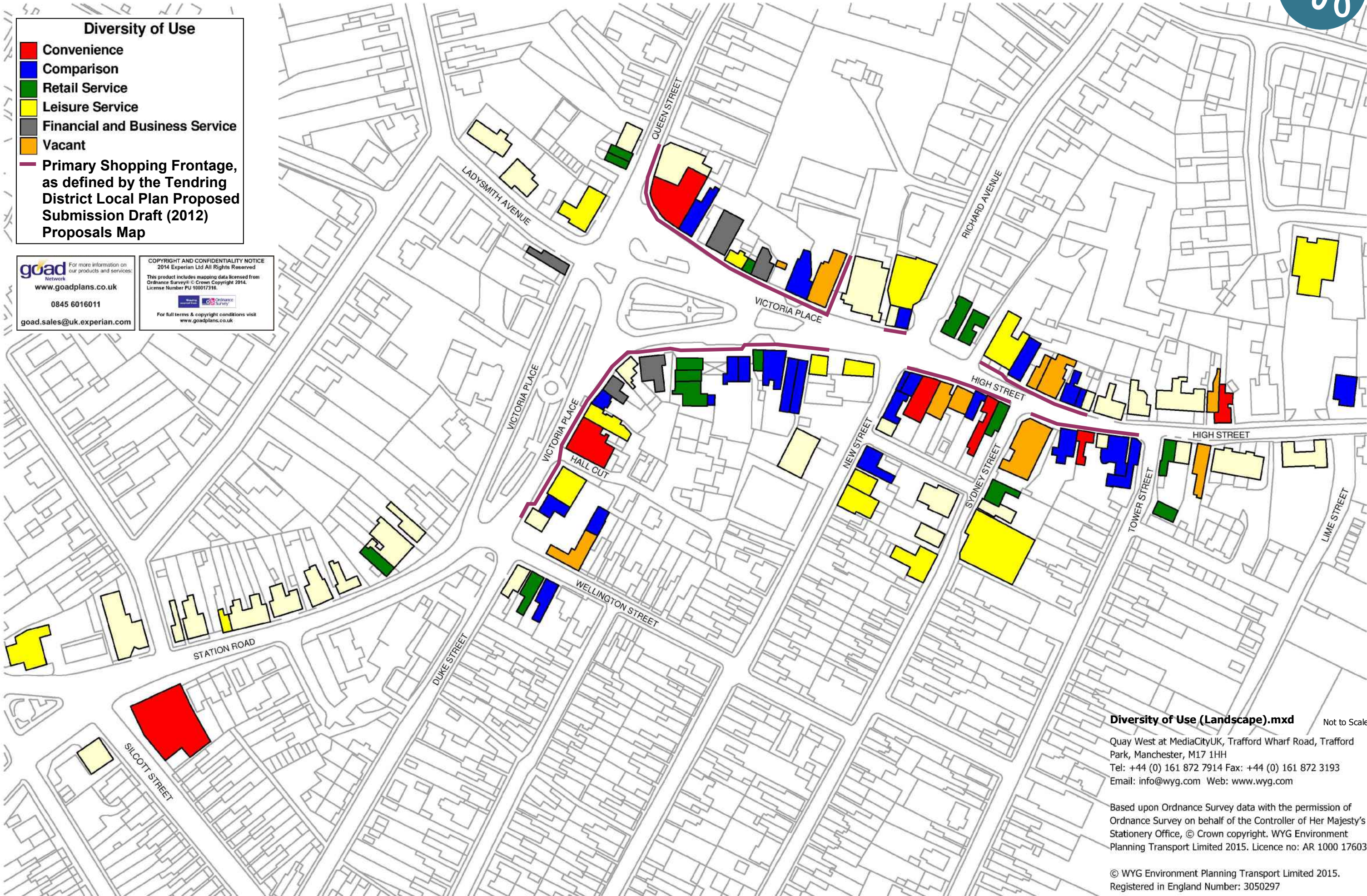
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# Brightlingsea - May 2015



Diversity of Use

Convenience

Comparison

Retail Service

Leisure Service

Financial and Business Service

Vacant

Primary Shopping Frontage,  
as defined by the Tendring  
District Local Plan Proposed  
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# Brightlingsea - May 2015

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

**Notes:**

- Zones based on the following postcode sectors
  - CO13 0, CO13 9 and CO14 8
  - CO15 1, CO15 2, CO15 3, CO15 4, CO15 5, CO15 6, CO16 7, CO16 8 and CO16 9
  - CO12 3, CO12 4, CO12 5 and CO16 0
  - CO11 1, CO11 2, CO7 0, CO7 7 and CO7 8
  - CO7 9
  - 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
  - CO7 6 and IP9 2
- Per capita expenditure derived from Experian MMG3 data (2015 report)
- 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.
- For Zones 5 - 7, population is provided by Experian MMG3 data (Dec 2015 report)
- Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13 (October 2015)
- 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**

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

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

Zone	Expenditure (£m)		
	Convenience - 2015		
	Main	Top-up	Total
<b>1</b>	32.8	9.0	41.9
<b>2</b>	110.6	23.2	133.9
<b>3</b>	41.7	10.8	52.4
<b>4</b>	60.6	13.1	73.7
<b>TDC total (zone 1-4)</b>	245.7	56.1	301.8
<b>5</b>	13.6	3.2	16.8
<b>6</b>	232.9	50.7	283.6
<b>7</b>	26.0	5.4	31.4
<b>Total</b>	<b>518.2</b>	<b>115.5</b>	<b>633.7</b>

**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 (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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	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																
<b>Zone 1 (Frinton and Walton)</b>																
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	1.0%	1.3%	18.6%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, the Triangle, Frinton	0.2%	1.3%	3.9%	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	0.2%	0.3%	3.2%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frinton on Sea Town Centre	0.0%	0.5%	0.0%	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	0.0%	0.3%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby-le-Soken	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%
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%
<b>SUB TOTAL (ZONE 1)</b>	<b>2.0%</b>	<b>5.1%</b>	<b>36.7%</b>	<b>76.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>1.4%</b>
<b>Zone 2 (Clacton, Little Clacton, Jaywick)</b>																
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	5.8%	2.8%	3.2%	0.0%	22.4%	12.0%	4.8%	0.0%	1.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Morrisons, Centenary Way,	7.8%	3.3%	17.6%	4.2%	28.2%	11.6%	2.2%	0.0%	2.3%	0.8%	0.0%	1.0%	0.3%	0.5%	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	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%	0.0%
Co-op Bull Hill Road	0.1%	0.2%	0.0%	2.2%	0.3%	0.3%	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	0.7%	0.5%	0.0%	0.0%	2.9%	2.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, St Oysth Road, Clacton	0.3%	0.3%	2.1%	0.0%	0.4%	0.8%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Tesco Express, St Oysth 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 Oysth (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%
Clacton town Centre	0.0%	1.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	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	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%	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	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	0.1%	0.2%	0.0%	1.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Frinton Road, Holland on Sea	0.1%	2.0%	0.0%	0.0%	0.3%	8.2%	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)	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland on sea (district centre)	0.0%	0.2%	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%
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	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%
Little Clacton	0.0%	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Coopers Lane, Clacton	0.0%	0.2%	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%
<b>SUB TOTAL (ZONE 2)</b>	<b>26.9%</b>	<b>24.6%</b>	<b>55.8%</b>	<b>17.6%</b>	<b>95.9%</b>	<b>94.0%</b>	<b>10.0%</b>	<b>4.2%</b>	<b>13.6%</b>	<b>4.9%</b>	<b>0.9%</b>	<b>2.9%</b>	<b>0.6%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>4.4%</b>
<b>Zone 3 ( Harwich, Dovercourt, Thorpe Le Soken)</b>																
Tesco Express, Thorpe Le Soken	0.0%	0.8%	0.0%	2.6%	0.0%	1.4%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	1.4%	2.8%	0.0%	0.0%	0.0%	0.0%	14.6%	28.2%	1.6%	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%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkstone Road, Harwich	1.0%	0.5%	0.8%	0.0%	0.0%	0.0%	9.2%	3.9%	2.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Iconfield Park, Garland Road, Harwich	5.7%	3.0%	1.8%	1.0%	0.0%	0.0%	60.1%	23.9%	7.1%	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	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%
High Street, Thorpe-le-Soken (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%
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	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%	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%	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	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%
Premier, Gravel Hill Way, 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%
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%
<b>SUB TOTAL (ZONE 3)</b>	<b>8.3%</b>	<b>10.6%</b>	<b>2.6%</b>	<b>3.6%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>86.0%</b>	<b>93.0%</b>	<b>11.1%</b>	<b>5.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4 ( Manningtree and Brightlingsea)</b>																
Co-op, 4 Acacia Court, Blenheim Close, Brantham	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	7.8%	0.0%	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%	7.9%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	5.9%
Co-op, Samson Road, Brightlingsea	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Station Road, Brightlingsea	0.0%	0.1%	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%
Tesco Express, High Street, Manningtree	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Victoria Road, Brightlingsea	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea Town Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	1.0%	0.0%	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	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%
Plough Road, Great Bentley (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%
Station Road, Alesford (local centre)	0.0%	0.2%	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%	0.0%
Alesford	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Bradfield	0.0%	0.2%	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%
Budgens, Clacton Road, Elmstead Market	0.0%	0.3%	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%
Great Bentley	0.0%	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%	0.0%	0.0%
Mistley	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Main Road, Alesford	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%	0.0%
Thorrington	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>1.7%</b>	<b>6.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>15.6%</b>	<b>57.5%</b>	<b>0.0%</b>	<b>2.0%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>3.3%</b>	<b>8.3%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>39.0%</b>	<b>47.2%</b>	<b>95.1%</b>	<b>98.1%</b>	<b>95.9%</b>	<b>97.8%</b>	<b>95.9%</b>	<b>97.2%</b>								

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%
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%
Colchester	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	3.5%	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%
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%
Iceland, St. Johns's Walk Shopping Centre, Colchester	0.2%	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%	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%
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%
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%
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%
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%
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, 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, 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%
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%
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%
Zone 7 (Dedham & East Bergholt)																
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%
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%
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%	1.0%
East Bergholt	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%	8.8%
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%
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%
Outside Study Area																
Asda, Stoke Park Drive, Ipswich	0.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	1.4%
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%
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%
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%
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, 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, 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%
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%
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%
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%	0.0%	0.0%	0.0%	0.8%	1.0%
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%	0.8%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	1.0%
Morrisons, Calais Street, Hadleigh	0.5%	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%	4.7%	0.0%
Morrisons, Sproughton Road, Ipswich	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%	2.3%	0.0%
Morrisons, Station Road, Dereham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtown, Kent	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%	1.0%	0.0%	0.0%
One Stop, Cambridge Drive, Ipswich	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Woodbridge Road, Ipswich	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%	1.3%	0.0%
Sainsbury's, Cornard Road, Sudbury	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%	0.0%	0.0%
Sainsbury's, Felixstowe Road, Warren Heath, Martlesham	0.5%	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%	9.0%	0.0%
Sainsbury's, Hadleigh Road, Ipswich	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%	9.7%	0.0%
Sainsbury's, Upper Brook Street, Ipswich	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury	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 Extra, Copdock Interchange, Ipswich	1.3%	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%	31.3%	1.0%
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%	0.0%	0.0%	0.0%	0.0%	1.0%
Thurston	0.0%	0.0%	0.0%	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%
Waitrose, Futura Park, Crane Boulevard, Ipswich	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%
Waitrose, Station Road, Sudbury	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%
Waitrose, The Podium, Northgate Street, Bath	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
SUB TOTAL (OUSTSIDE STUDY AREA)	5.2%	5.2%	0.0%	0.0%	0.0%	0.0%	0.8%	1.8%	11.5%	3.0%	0.0%	0.0%	1.9%	4.3%	75.7%	61.0%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Main food (£M)	Top-up (£M)	Main food (£M)	Top-up (£M)	Main food (£M)	Top-up (£M)	Main food (£M)	Top-up (£M)	Main food (£M)	Top-up (£M)	Main food (£M)	Top-up (£M)	Main food (£M)	Top-up (£M)	Main food (£M)	Top-up (£M)
Study Area																
<b>Zone 1 (Frinton and Walton)</b>																
Co-op, Connaught Avenue, Frinton	2.1	0.8	2.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Co-op, the Triangle, Frinton	6.1	1.9	6.1	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
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	1.6	0.5	1.5	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
Tesco Express Walton on the Naze	1.1	0.5	1.1	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
Frinton on Sea Town 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	0.0	0.0	0.0
The Triangle, Frinton (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
Walton-on-the-Naze Town Centre	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	0.0
Kirby-le-Soken	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
One Stop, Frinton Road, Kirby Cross	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>12.1</b>	<b>7.5</b>	<b>12.0</b>	<b>7.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.1</b>
<b>Zone 2 (Clacton, Little Clacton, Jaywick)</b>																
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	29.1	2.8	1.0	0.0	24.8	2.8	2.0	0.0	0.8	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Morrisons, Centenary Way, Clacton	40.1	3.5	5.8	0.4	31.2	2.7	0.9	0.0	1.4	0.1	0.0	0.0	0.8	0.3	0.0	0.0
Tesco, Brook Retail Park, Clacton	36.7	5.8	8.2	0.6	27.3	4.9	0.3	0.2	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Farmfood, Valleybridge Road, Clacton	0.3	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
Co-op Bull Hill Road, Clacton	0.3	0.3	0.0	0.2	0.3	0.1	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	2.1	0.4	0.0	0.0	1.4	0.4	0.0	0.0	0.7	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	1.8	0.3	0.7	0.0	0.4	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tesco Express, St Osyth Road, Clacton	1.5	1.2	0.7	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
Clacton and Spring Roads, St Osyth (local centre)	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
Clacton town Centre	0.0	1.1	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Great 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	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	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	0.0	0.7	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
Aldi, Pier Avenue, Clacton	14.3	2.0	1.4	0.1	9.8	1.5	0.3	0.0	2.7	0.3	0.1	0.1	0.0	0.0	0.0	0.1
Co-op, 53 Frinton Road, Holland On sea	0.6	0.2	0.0	0.1	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Frinton Road, Holland on Sea	0.3	2.0	0.0	0.0	0.3	1.9	0.0	0.1	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)	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
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)	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
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	0.0	0.0	0.0
Little Clacton	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	0.0
Co-op, Coopers Lane, 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
<b>SUB TOTAL (ZONE 2)</b>	<b>138.4</b>	<b>25.4</b>	<b>18.3</b>	<b>1.6</b>	<b>106.1</b>	<b>21.8</b>	<b>4.1</b>	<b>0.5</b>	<b>8.3</b>	<b>0.6</b>	<b>0.1</b>	<b>0.1</b>	<b>1.4</b>	<b>0.5</b>	<b>0.0</b>	<b>0.2</b>
<b>Zone 3 (Harwich, Dovercourt, Thorpe Le Soken)</b>																
Tesco Express, Thorpe Le Soken	0.0	0.9	0.0	0.2	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Main Road, Dovercourt	7.0	3.2	0.0	0.0	0.0	0.0	6.1	3.0	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Dovercourt (or closed - check)	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	0.0	0.0	0.0
Iceland, 246/250 High Street, Dovercourt	0.6	0.8	0.0	0.0	0.0	0.0	0.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parkstone 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	30.0	3.5	0.6	0.1	0.0	0.0	25.0	2.6	4.3	0.3	0.0	0.0	0.0	0.5	0.0	0.0
Dovercourt Town Centre	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
Harwich Town 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	0.0	0.0	0.0	0.0
High Street, Thorpe-le-Soken (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
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	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
Co-op, Franks 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	0.0	0.7	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
Parkstone	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Gravel Hill Way, Dovercourt	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	0.0	0.0	0.0
Ramsey	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>43.4</b>	<b>12.0</b>	<b>0.9</b>	<b>0.3</b>	<b>0.0</b>	<b>0.5</b>	<b>35.8</b>	<b>10.0</b>	<b>6.7</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4 (Manningtree and Brightlingsea)</b>																
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	1.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Brightlingsea	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
Tesco Express, High Street, Manningtree	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Victoria Road, Brightlingsea	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea Town Centre	0.0	0.4	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
Clacton Road, Elmstead Market (local centre)	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
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)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Alresford (local centre)	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Alresford	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Bradfield	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
Budgens, Clacton Road, Elmstead Market	0.0	0.4	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	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Mistley	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	0.0	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	0.0	0.0	0.0	0.0	0.0
Thorrington	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>10.3</b>	<b>8.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>9.5</b>	<b>7.5</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.2</b>	<b>0.8</b>	<b>0.4</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>204.2</b>	<b>53.5</b>	<b>31.2</b>	<b>8.9</b>	<b>106.1</b>											

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	0.3	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
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
<b>SUB TOTAL (ZONE 6)</b>	<b>281.4</b>	<b>53.6</b>	<b>1.6</b>	<b>0.2</b>	<b>4.5</b>	<b>0.5</b>	<b>1.4</b>	<b>0.1</b>	<b>29.2</b>	<b>3.6</b>	<b>13.4</b>	<b>2.8</b>	<b>227.1</b>	<b>46.4</b>	<b>4.2</b>	<b>0.1</b>
<b>Zone 7 (Dedham &amp; East Bergholt)</b>	0.0	0.0	0.0	0.0	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
<b>SUB TOTAL (ZONE 7)</b>	<b>1.0</b>	<b>1.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>1.0</b>	<b>1.2</b>
<b>SUB-TOTALSTUDY AREA (ZONE 1-7)</b>	<b>486.6</b>	<b>109.2</b>	<b>32.8</b>	<b>9.0</b>	<b>110.6</b>	<b>23.2</b>	<b>41.3</b>	<b>10.6</b>	<b>53.6</b>	<b>12.6</b>	<b>13.6</b>	<b>3.2</b>	<b>228.5</b>	<b>48.4</b>	<b>6.1</b>	<b>2.1</b>
<b>Outside Study Area</b>	0.0	0.0	0.0	0.0	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
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	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
Tesco Extra, Copdock Interchange, Ipswich	8.4	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	8.1	0.1
Tesco Superstore, Cedars Link Road, Stowmarket	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
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	0.1	0.0	0.0	0.0	0.0	1.1	0.0
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, 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
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>31.4</b>	<b>6.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.2</b>	<b>7.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>4.4</b>	<b>2.2</b>	<b>19.7</b>	<b>3.3</b>
<b>TOTAL</b>	<b>518.0</b>	<b>115.3</b>	<b>32.8</b>	<b>9.0</b>	<b>110.6</b>	<b>23.2</b>	<b>41.7</b>	<b>10.8</b>	<b>60.6</b>	<b>13.0</b>	<b>13.6</b>	<b>3.2</b>	<b>232.9</b>	<b>50.5</b>	<b>25.8</b>	<b>5.4</b>

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 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) (A)	Sales Density (£ per sq m) (B)	Benchmark Turnover (£m) (AxB)	Survey Turnover (£m)	Inflow Allowance (%)	Estimated Survey T/O with Inflow (£m)	Overtrading (£m)
<b>Zone 1 (Frinton and Walton)</b>									
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		8.0	-1.3
Iceland, the Triangle	540	446	446	7,727	3.4	3.2		3.2	-0.2
Co-op, 74 High Street, Walton on the Naze	430	273	273	8,267	2.3	2.1		2.1	-0.2
Tesco Express Walton on the Naze	460	302	287	12,277	3.5	1.6		1.6	-2.0
Frinton on Sea Town Centre	1,590	1,113	-	-	0.8	0.8	5.0	1.2	0.5
The Triangle, Frinton (district centre)	-	-	-	-	0.1	0.1		0.1	0.0
Walton-on-the-Naze Town Centre	-	-	-	-	0.4	0.4	5.0	0.9	0.5
Kirby-le-Soken	-	-	-	-	0.1	0.1		0.1	0.0
One Stop, Frinton Road, Kirby Cross	224	157	139	8,463	1.2	0.5		0.5	-0.7
<b>SUB TOTAL (ZONE 1)</b>					<b>23.6</b>	<b>19.6</b>		<b>21.1</b>	<b>-2.6</b>
<b>Zone 2 (Clacton, Little Clacton, Jaywick)</b>									
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	32.4	3.3
Morrisons, Centenary Way,	4,754	2,358	2,004	13,586	27.2	43.6	5.0	44.1	16.8
Tesco, Brook Retail Park	6,899	3,913	3,326	12,277	40.8	42.5	5.0	43.0	2.1
Farmfood, Valleybridge Road	603	496	496	6,016	3.0	0.3		0.3	-2.7
Co-op Bull Hill Road	2,776	2,017	1,815	8,267	15.0	0.6		0.6	-14.4
Iceland, Waterglade Retail park, Clacton	842	444	444	7,727	3.4	2.6		2.6	-0.9
Lidl, Old Road/Castle Road, Clacton	1,445	1,012	910	3,522	3.2	4.3	2.5	4.5	1.3
Lidl, St Osyth Road, Clacton	1,524	884	884	3,522	3.1	2.1		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		0.2	0.0
Clacton town Centre	-	-	-	-	1.1	1.1	15.0	2.5	1.5
Great Clacton district centre	-	-	-	-	0.1	0.1		0.1	0.0
Old Road, Clacton (district centre)	-	-	-	-	0.0	0.0		0.0	0.0
Co-op, 162-164 Old Road, Clacton	278	185	185	8,267	1.5	0.2		0.2	-1.3
One Stop, Saint John's Road, Clacton on sea	247	173	164	8,463	1.4	0.7		0.7	-0.7
Aldi, Pier Avenue, Clacton	1,413	774	697	11,748	8.2	16.4	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		2.3	-0.1
Bockings Elm, Clacton (local centre)	-	-	-	-	0.0	0.0		0.0	0.0
Broadway, Jaywick (local centre)	-	-	-	-	0.2	0.2		0.2	0.0
Holland on sea (district centre)	-	-	-	-	0.1	0.1		0.1	0.0
The Street, Little Clacton (local centre)	-	-	-	-	0.2	0.2		0.2	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
<b>SUB TOTAL (ZONE 2)</b>					<b>171.1</b>	<b>163.7</b>		<b>170.0</b>	<b>-1.0</b>
<b>Zone 3 (Harwich, Dovercourt, Thorpe Le Soken)</b>									
Tesco Express, Thorpe 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, Parkstone 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	-	-	-	-	0.6	0.6	5.0	1.1	0.5
Harwich Town Centre	-	-	-	-	0.5	0.5	5.0	1.0	0.5
High Street, Thorpe-le-Soken (local centre)	-	-	-	-	0.0	0.0		0.0	0.0
Upper Dovercourt (local centre)	-	-	-	-	0.0	0.0		0.0	0.0
Beaumont	-	-	-	-	0.2	0.2		0.2	0.0
Co-op, Franks Road, Upper Dovercourt	917	471	411	8,267	3.4	0.6		0.6	-2.8
One Stop, Ramsey Road, Upper Dovercourt	282	197	188	8,463	1.6	0.7		0.7	-0.9
Parkeston	-	-	-	-	0.1	0.1		0.1	0.0
Premier, Gravel Hill Way, Dovercourt	105	74	70	5,968	0.4	0.3		0.3	-0.1
Ramsey	-	-	-	-	0.1	0.1		0.1	0.0
<b>SUB TOTAL (ZONE 3)</b>					<b>56.7</b>	<b>55.4</b>		<b>56.4</b>	<b>-0.3</b>
<b>Zone 4 (Manningtree and Brightlingsea)</b>									
Co-op, 4 Acacia Court, Blenheim Close, Brantham	301	180	157	8,267	1.3	3.4		3.4	2.1
Co-op, Riverside Avenue, Manningtree	1,948	1,119	977	8,267	8.1	7.3		7.3	-0.8
Co-op, Samson Road, Brightlingsea	2,212	1,115	1,059	8,267	8.8	1.7		1.7	-7.0
Co-op, Station Road, Brightlingsea	589	493	444	8,267	3.7	0.1		0.1	-3.6
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	1.3	5.0	1.7	-0.2
Brightlingsea Town Centre	-	-	-	-	0.4	0.4		0.4	0.0
Clacton Road, Elmstead Market (local centre)	-	-	-	-	0.2	0.2		0.2	0.0
Manningtree Town Centre	-	-	-	-	1.1	1.1	5.0	1.6	0.5
Plough Road, Great Bentley (local centre)	-	-	-	-	0.0	0.0		0.0	0.0
Station Road, Alresford (local centre)	-	-	-	-	0.6	0.6		0.6	0.0
Alresford	-	-	-	-	0.4	0.4		0.4	0.0
Bradfield	-	-	-	-	0.3	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		0.2	0.0
Mistley	-	-	-	-	0.1	0.1		0.1	0.0
Premier, Main Road, Alresford	-	-	-	-	0.0	0.0		0.0	0.0
Thorrington	-	-	-	-	0.2	0.2		0.2	0.0
<b>SUB TOTAL (ZONE 4)</b>					<b>31.5</b>	<b>18.9</b>		<b>19.9</b>	<b>-11.6</b>
<b>TOTAL IN TENDERING</b>					<b>282.9</b>	<b>257.7</b>		<b>267.4</b>	<b>-15.5</b>

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 <sup>1</sup>	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	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 (%)					

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 Tendring facilities at 40.7% from Study Area

2014 prices

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

Year	Convenience Goods		
	Surplus	Floorspace Requirement (sq m net)	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
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)
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 6c: Net quantitative capacity for additional convenience goods floorspace in Tendring district

Year	Convenience Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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)
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)

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
Bull Hill Road	14/00537	Foodstore (Asda)	3406	1362	14,106	4.20	approved (Turnover estimated to 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	10.81	approved
<b>Total</b>			<b>5566</b>	<b>2623</b>		<b>18.14</b>	

1. 18 Clacton Road - Assumed 70% of the gross floorspace would be for net convenience use. Sales density is WYG estimate.
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. 70-84A, 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 (sq.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
<b>Total</b>	<b>15,109</b>	<b>-</b>	<b>162.4</b>	<b>157.2</b>

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

Year	Benchmark Turnover of Existing Stores Turnover -	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	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

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 Tendring facilities at 24.8% from Study Area

2014 prices

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

Year	Convenience Goods		
	Surplus	Floorspace Requirement (sq m net)	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

Year	Convenience Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

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 (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 C6e: Extant convenience goods commitments in Clacton

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Bull Hill Road	14/00537	Foodstore (Asda)	3,406	1,362	14,106	4.2	approved (Turnover estimated to be £19.21m)
<b>Total</b>			<b>3,406</b>	<b>1,362</b>		<b>4.2</b>	

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

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 (sq.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
<b>Total</b>	<b>1,889</b>		<b>16.2</b>	<b>15.0</b>

Notes:

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 - £m <sup>1</sup>	Tendering 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

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 Frinton facilities at 2.4% from Study Area

2014 prices

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

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

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

Year	Convenience Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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)

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)

2014 prices

Table F6e: Extant convenience goods commitments in Frinton

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net convenience Floorspace (sq.m)	Estimated Sales Density (£/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
<b>Total</b>			<b>409</b>	<b>286</b>		<b>2.9</b>	

1. 70-84A, 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.

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 (sq.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, Parkstone 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
<b>Total</b>	<b>5,074</b>	<b>69,906</b>	<b>54.7</b>	<b>54.1</b>

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 - £m <sup>2</sup>	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 (%)

- 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 8.5% from Study Area

2014 prices

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

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

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

Year	Convenience Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

- 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 (no commitments in Dovercourt and Harwich) 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 B6a - Trading Performance of Existing Convenience Provision in Brightlingsea

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
<b>Total</b>	<b>1,660</b>		<b>14.7</b>	<b>3.4</b>

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

Year	Benchmark Turnover of Existing Stores Turnover -	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	Tendring District Inflow - £m	Surplus 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
<b>Study Area Market Share (%)</b>					

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 Brightlingsea facilities at 0.5% from Study Area

2014 prices

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

Year	Convenience Goods		
	Surplus	Floorspace Requirement (sq m net)	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
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)
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 B6d: Net quantitative capacity for additional convenience goods floorspace in Brightlingsea

Year	Convenience Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>3</sup>	Max <sup>2</sup>
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)
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 Mba - Trading Performance of Existing Convenience Provision in Manningtree

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 -	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	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 (%)**

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 Manningtree facilities at 0.3% from Study Area

2014 prices

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

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

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

Year	Convenience Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

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 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

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 (sq. m)	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
<b>Total</b>	<b>560</b>		<b>6.2</b>	<b>4.0</b>

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 - £m <sup>2</sup>	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
<b>Study Area Market Share (%)</b>					

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

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

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

Year	Convenience Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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. 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 Walton) 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 W6e: Extant convenience goods commitments in Walton

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Land Site at Martello Caravan Park Kirby Road Walton On The Naze Essex CO14 8QP	15/00666/FUL	Foodstore (Aldi)	1,672	920	11,748	10.8	approved
<b>Total</b>			<b>1,672</b>	<b>920</b>		<b>10.8</b>	

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



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Table 7a: Population from 2015 -2022

Zone	Population			
	2015	2020	2025	2032
1	19,658	20,457	21,288	22,354
2	66,526	69,282	72,008	75,706
3	25,526	26,564	27,643	29,036
4	32,811	34,249	35,641	37,424
TDC total (zone 1-4)	144,671	150,551	156,670	164,510
5	8,889	8,488	8,886	9,250
6	140,526	149,994	156,803	165,420
7	13,530	13,802	14,058	14,451
Total	308,736	322,795	336,337	353,637

Table 7b: Population and comparison goods expenditure

Zone	Comparison goods per capita expenditure																																												
	2015 with SFT								2015								2020								2025								2032												
	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	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL									
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	305	948	637	209	4,875
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	342	215	472	812	216	642	513	170	3,163	388	231	417	711	191	1,430	588	371	1,430
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	446	146	3,695	463	288	687	1,132	293	931	748	182	4,606
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	243	5,875
5	331	209	588	842	226	724	453	147	3,521	293	184	519	744	200	640	400	130	3,109	335	214	602	863	232	742	464	151	3,608	396	249	702	1,006	270	885	541	178	4,207	493	311	876	1,255	337	1,029	734	220	5,244
6	334	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	246	772	528	162	3,890	468	289	689	1,182	305	948	637	209	4,880
7	424	281	628	1,016	267	843	532	187	4,179	375	248	555	887	236	744	470	166	3,690	435	288	644	1,041	274	863	545	192	4,268	502	335	751	1,214	330	1,007	635	224	4,993	632	418	936	1,514	398	1,265	702	279	6,222

Notes:

a. Zones based on the following post code sectors

1 - CD13 0, CD19 9 and CD14 8

2 - CD10 1, CD15 3, CD15 3, CD15 4, CD15 5, CD15 6, CD16 7, CD16 8 and CD16 9

3 - CD12 3, CD12 4, CD12 5 and CD16 6

4 - CD11 1, CD11 2, CD7 6, CD7 7 and CD7 8

5 - CD7 9

6 - CD1 1, CD1 2, CD2 7, CD2 8, CD2 9, CD3 0, CD3 3, CD3 4, CD3 6, CD3 9, CD4 0, CD4 3, CD4 5, CD4 9, CD6 3 and CD6 4

7 - CD7 6 and JP9 2

b. Per capita expenditure derived from Experian MME3 data (Dec 2015 report)

c. For Zone 1-4, 2015 Population derived from Experian MME3 data (Dec 2015 report) and population growth rate provided by Tendering District Council is applied to project population at 2020, 2025 and 2032.

d. For Zone 5 - 7, population is provided by Experian MME3 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

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 8: Total comparison goods expenditure

Zone	Comparison goods per capita expenditure (£M)																																							Comparison goods growth		
	2015									2020									2025									2032														
	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	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL						
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:

a. Zones based on the following post code 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 (Dec 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

2014 Prices

Table 9: Clothes/shoes shopping patterns

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Clothes/shoes (%)	Clothes/shoes (%)	Clothes/shoes (%)	Clothes/shoes (%)	Clothes/shoes (%)	Clothes/shoes (%)	Clothes/shoes (%)	Clothes/shoes (%)
Study Area								
<b>Zone 1</b>								
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%
<b>SUB TOTAL (ZONE 1)</b>	<b>1.5%</b>	<b>21.7%</b>	<b>0.6%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	0.7%	0.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	3.3%	2.9%	10.9%	4.3%	2.1%	0.0%	0.7%	0.0%
Waterglade Retail Park, Clacton	0.7%	3.3%	2.4%	0.0%	0.0%	0.0%	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	0.0%	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%	0.0%
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	0.0%	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	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%
<b>SUB TOTAL (ZONE 2)</b>	<b>14.0%</b>	<b>22.4%</b>	<b>48.7%</b>	<b>18.1%</b>	<b>7.2%</b>	<b>1.5%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.7%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	2.1%
Dovercourt	0.7%	0.9%	0.0%	3.7%	2.8%	0.8%	0.0%	0.0%
Harwich	0.9%	5.7%	0.9%	3.9%	0.0%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	0.1%	0.0%	0.0%	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	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%
<b>SUB TOTAL (ZONE 3)</b>	<b>2.4%</b>	<b>6.6%</b>	<b>0.9%</b>	<b>17.2%</b>	<b>2.8%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>2.1%</b>
<b>Zone 4</b>								
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	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%
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%
<b>SUB TOTAL (ZONE 4)</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>18.1%</b>	<b>50.7%</b>	<b>50.2%</b>	<b>36.0%</b>	<b>12.4%</b>	<b>2.3%</b>	<b>0.7%</b>	<b>2.1%</b>
<b>Zone 5</b>								
Wivenhoe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
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	2.3%	0.0%	0.0%	1.9%	3.2%	0.0%	3.7%	0.0%
Colne View Retail Park, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	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	1.4%	0.0%	0.9%	0.0%	0.0%	0.0%	2.5%	0.0%
The Tollgate Centre, Colchester	0.6%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%
Tollgate Retail Park, Colchester	2.7%	0.0%	0.6%	9.2%	1.2%	0.0%	3.6%	0.0%
Turner Rise Retail park, Colchester	0.5%	0.0%	0.9%	0.0%	0.0%	0.0%	0.7%	0.0%
Colchester	54.3%	31.9%	29.7%	40.9%	62.2%	80.0%	69.8%	17.6%
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%
Asda, Turner Rise, Colchester	0.1%	0.0%	0.5%	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	0.0%	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%	0.0%
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	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prettygate	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Sainsbury's, Western Approach, Stanway	0.2%	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	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	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Shrub End	0.0%	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%	0.0%
Tesco Extra, Highwoods, Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.4%	0.0%	0.0%	0.0%	0.5%	0.8%	0.7%	0.0%
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	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>63.6%</b>	<b>31.9%</b>	<b>32.7%</b>	<b>52.1%</b>	<b>67.1%</b>	<b>83.3%</b>	<b>85.0%</b>	<b>17.6%</b>
<b>Zone 7</b>								
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%	0.9%
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%	0.9%

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%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.9%</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>81.82%</b>	<b>82.66%</b>	<b>82.87%</b>	<b>88.06%</b>	<b>79.48%</b>	<b>85.58%</b>	<b>85.64%</b>	<b>21.61%</b>
<b>Outside</b>								
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	0.9%	2.4%	2.9%	0.0%	0.7%	0.0%	0.0%	1.6%
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	0.5%	0.0%	0.0%	0.0%	4.1%	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	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	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	0.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.8%	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	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.5%
Campsea Ashe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	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	0.1%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairacres Retail Park, Oxford	0.6%	0.0%	2.9%	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%
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	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%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interchange Retail Park, Ipswich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Ipswich	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	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Lakeside Retail Park, West Thurrock	1.1%	2.6%	2.4%	0.7%	2.0%	0.0%	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	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	0.0%	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%	0.9%
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pippas Hill Retail Park, Basildon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.1%	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	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Felixstowe Road, Ipswich	0.2%	0.0%	0.0%	1.0%	1.1%	0.0%	0.0%	0.9%
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.4%	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	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Suffolk Retail Park, Ipswich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
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	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Welshpool	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Westfield Shopping Centre, Stratford City	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%
White Cliffs Park, Whitfield	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	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	0.1%	0.0%	0.0%	0.0%	0.5%	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%
Wyveale Garden Centre, Grundisburgh Road, Woodbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>18.2%</b>	<b>17.3%</b>	<b>17.1%</b>	<b>11.9%</b>	<b>20.5%</b>	<b>14.4%</b>	<b>14.4%</b>	<b>78.4%</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Table 10: Clothes/shoes expenditure in 2015

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Clothes/shoes (£M)	Clothes/shoes (£M)	Clothes/shoes (£M)	Clothes/shoes (£M)	Clothes/shoes (£M)	Clothes/shoes (£M)	Clothes/shoes (£M)	Clothes/shoes (£M)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	3.1	2.7	0.2	0.1	0.0	0.0	0.0	0.0
Walton on the Naze	0.3	0.3	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
<b>SUB TOTAL (ZONE 1)</b>	<b>3.4</b>	<b>3.0</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	1.3	0.1	1.2	0.0	0.0	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	6.7	0.4	4.3	0.7	0.6	0.0	0.7	0.0
Waterglade Retail Park, Clacton	1.4	0.5	1.0	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	18.9	2.1	12.9	2.4	1.4	0.1	0.0	0.0
Bockings Elm	0.0	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	0.0
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	0.0	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	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
<b>SUB TOTAL (ZONE 2)</b>	<b>28.3</b>	<b>3.1</b>	<b>19.4</b>	<b>3.1</b>	<b>1.9</b>	<b>0.1</b>	<b>0.7</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.6	0.0	0.0	1.3	0.0	0.0	0.0	0.3
Dovercourt	1.6	0.1	0.0	0.6	0.7	0.0	0.0	0.0
Harwich	1.8	0.8	0.4	0.7	0.0	0.0	0.0	0.0
Asda, Main Road, Dovercourt	0.3	0.0	0.0	0.3	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	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>5.3</b>	<b>0.9</b>	<b>0.4</b>	<b>3.0</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>
<b>Zone 4</b>								
Manningtree	0.3	0.0	0.0	0.0	0.3	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	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
Lawford	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	0.3	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>37.6</b>	<b>7.0</b>	<b>20.0</b>	<b>6.2</b>	<b>3.3</b>	<b>0.1</b>	<b>0.7</b>	<b>0.3</b>
<b>Zone 5</b>								
Wivenhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
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	4.9	0.0	0.0	0.3	0.8	0.0	3.7	0.0
Colne View Retail Park, Colchester	0.7	0.0	0.0	0.0	0.0	0.0	0.7	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	2.8	0.0	0.4	0.0	0.0	0.0	2.5	0.0
The Tollgate Centre, Colchester	1.3	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Tollgate Retail Park, Colchester	5.7	0.0	0.2	1.6	0.3	0.0	3.6	0.0
Turner Rise Retail park, Colchester	1.1	0.0	0.4	0.0	0.0	0.0	0.7	0.0
Colchester	117.0	4.4	11.9	7.0	16.5	4.8	70.3	2.1
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
Asda, Turner Rise, Colchester	0.2	0.0	0.2	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	0.0	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	0.0
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	0.7	0.0	0.0	0.0	0.0	0.0	0.7	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	0.0	0.0	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	0.3	0.0
Sainsbury's, Western Approach, Stanway	0.4	0.0	0.0	0.0	0.0	0.1	0.3	0.0
Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheepen Retail Park, Colchester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Shrub End	0.0	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	0.0
Tesco Extra, Highwoods, Colchester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tesco Superstore, Greenstead Road, Colchester	0.9	0.0	0.0	0.0	0.1	0.0	0.7	0.0
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	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>136.8</b>	<b>4.4</b>	<b>13.0</b>	<b>8.9</b>	<b>17.8</b>	<b>5.0</b>	<b>85.6</b>	<b>2.1</b>
<b>Zone 7</b>								
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holbrook	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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
<b>SUB TOTAL (ZONE 7)</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>174.7</b>	<b>11.5</b>	<b>33.1</b>	<b>15.1</b>	<b>21.1</b>	<b>5.1</b>	<b>86.3</b>	<b>2.6</b>
<b>Outside</b>								
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	1.9	0.3	1.1	0.0	0.2	0.0	0.0	0.2
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	1.1	0.0	0.0	0.0	1.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.2	0.0	0.0	0.0	0.2	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	1.2	0.0	0.4	0.0	0.0	0.0	0.8	0.0
Braintree	1.2	0.1	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	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Cambridge	1.6	0.0	0.0	0.0	0.0	0.0	1.3	0.3
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	1.9	0.0	0.6	0.3	0.1	0.2	0.3	0.3
Chelmsford	2.1	0.5	0.4	0.3	0.0	0.2	0.6	0.2
Chester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	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	0.2	0.0	0.2	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	1.1	0.0	1.1	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
Fleetwood	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	3.5	0.1	0.5	0.3	0.6	0.1	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	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	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Ipswich	13.6	0.6	0.5	0.7	1.9	0.1	2.3	7.4
Junction 32 Retail Park, Glasshoughton, Castleford	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Keswick	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Lakeside Retail Park, West Thurrock	2.3	0.4	1.0	0.1	0.5	0.0	0.3	0.0
Letchworth	0.3	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	0.7	0.0	0.0	0.0	0.0	0.0	0.7	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	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Norwich	2.2	0.0	0.0	0.0	0.4	0.2	1.6	0.1
Orwell Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
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	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.6	0.0	0.0	0.2	0.3	0.0	0.0	0.1
Sainsbury's, Hadleigh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Stratford	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Sudbury	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Suffolk Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
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	0.1	0.1	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	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.1
White Cliffs Park, Whitfield	0.3	0.0	0.0	0.0	0.0	0.0	0.3	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	0.1	0.0	0.0	0.0	0.1	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
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>41.6</b>	<b>2.4</b>	<b>6.8</b>	<b>2.0</b>	<b>5.4</b>	<b>0.9</b>	<b>14.5</b>	<b>9.5</b>

Table 11: Books, CDs, DVDs shopping patterns

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								
<b>Zone 1</b>								
Frinton on Sea	3.8%	57.7%	0.0%	0.0%	1.1%	0.0%	0.7%	0.0%
Walton on the Naze	0.0%	0.0%	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%
<b>SUB TOTAL (ZONE 1)</b>	<b>3.8%</b>	<b>57.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	2.3%	8.4%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	0.4%	0.0%	0.8%	2.4%	1.1%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	0.4%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	15.3%	21.9%	59.5%	9.1%	4.7%	0.0%	0.0%	0.0%
Bockings Elm	0.0%	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%	0.0%
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	0.0%	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	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%
<b>SUB TOTAL (ZONE 2)</b>	<b>18.4%</b>	<b>30.3%</b>	<b>70.6%</b>	<b>11.5%</b>	<b>5.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Hanwich Gateway Retail Park, Hanwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dovercourt	0.8%	0.0%	0.0%	9.1%	2.6%	0.0%	0.0%	0.0%
Hanwich	1.2%	0.0%	0.0%	20.9%	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, Hanwich	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	0.1%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>2.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>32.5%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
Manningtree	0.4%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%
Ardleigh	0.7%	0.0%	0.0%	0.0%	6.2%	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	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%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	0.5%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>13.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>25.9%</b>	<b>88.0%</b>	<b>70.6%</b>	<b>44.0%</b>	<b>23.1%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Zone 5</b>								
Wivenhoe	0.9%	0.0%	0.0%	2.4%	1.1%	25.3%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.4%</b>	<b>1.1%</b>	<b>25.3%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
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	0.0%	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%	0.0%
Peartree 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	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%
The Tollgate Centre, Colchester	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.7%	0.0%
Tollgate Retail Park, Colchester	3.4%	0.0%	0.0%	0.0%	1.6%	0.0%	6.7%	0.0%
Turner Rise Retail park, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%
Colchester	51.4%	7.5%	12.1%	43.4%	56.6%	72.7%	76.3%	17.0%
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%
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fillpots Garden Centre, Straight Road, Boxed	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	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	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%
Sheepen 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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Highwoods, Colchester	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>60.1%</b>	<b>7.5%</b>	<b>12.1%</b>	<b>43.4%</b>	<b>60.2%</b>	<b>72.7%</b>	<b>93.0%</b>	<b>22.4%</b>
<b>Zone 7</b>								
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%
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%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>86.9%</b>	<b>95.5%</b>	<b>82.6%</b>	<b>89.9%</b>	<b>84.4%</b>	<b>98.0%</b>	<b>93.7%</b>	<b>22.4%</b>
<b>Outside</b>								
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	0.1%	0.0%	0.0%	0.0%	1.1%	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	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.5%	0.0%	2.1%	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%	0.0%
Banchory, Aberdeenshire	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Basildon	0.1%	2.3%	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%
Bluemwater 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	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Bury St Edmunds	0.8%	0.0%	0.0%	0.0%	1.1%	0.0%	1.0%	2.9%
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	0.3%	2.3%	0.8%	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%
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	0.2%	0.0%	1.1%	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	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	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
High Wycombe	0.2%	0.0%	0.8%	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	0.0%	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	5.8%	0.0%	1.8%	10.1%	10.7%	2.0%	1.6%	59.4%
Junction 32 Retail Park, Glasshoughton, Castletford	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	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	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Marks Tev	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	0.0%	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%	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%
Pippis 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	0.0%	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	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%
Southend-on-Sea	0.5%	0.0%	2.1%	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	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	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	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%
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	0.3%	0.0%	0.0%	0.0%	2.6%	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	0.0%	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	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%
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>13.1%</b>	<b>4.5%</b>	<b>17.4%</b>	<b>10.1%</b>	<b>15.6%</b>	<b>2.0%</b>	<b>6.3%</b>	<b>77.6%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



Table 12: Books, CDs, DVDs expenditure

Destination	Total CDs etc (£M)	Zone 1 CDs etc (£M)	Zone 2 CDs etc (£M)	Zone 3 CDs etc (£M)	Zone 4 CDs etc (£M)	Zone 5 CDs etc (£M)	Zone 6 CDs etc (£M)	Zone 7 CDs etc (£M)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	2.3	2.1	0.0	0.0	0.1	0.0	0.2	0.0
Walton on the Naze	0.0	0.0	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
<b>SUB TOTAL (ZONE 1)</b>	<b>2.3</b>	<b>2.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	1.2	0.3	0.9	0.0	0.0	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	0.3	0.0	0.1	0.1	0.1	0.0	0.0	0.0
Waterglade Retail Park, Clacton	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	7.7	0.8	6.2	0.4	0.3	0.0	0.0	0.0
Bockings Elm	0.0	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	0.0
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jawwick	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
<b>SUB TOTAL (ZONE 2)</b>	<b>9.3</b>	<b>1.1</b>	<b>7.3</b>	<b>0.5</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dovercourt	0.6	0.0	0.0	0.4	0.2	0.0	0.0	0.0
Harwich	0.9	0.0	0.0	0.9	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>1.6</b>	<b>0.0</b>	<b>0.0</b>	<b>1.4</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Ardleigh	0.4	0.0	0.0	0.0	0.4	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	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
Lawford	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	0.3	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>14.2</b>	<b>3.1</b>	<b>7.3</b>	<b>2.0</b>	<b>1.6</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>
<b>Zone 5</b>								
Wivenhoe	0.6	0.0	0.0	0.1	0.1	0.4	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
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	0.0	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	0.0
Peartree 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	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0
The Tollgate Centre, Colchester	0.3	0.0	0.0	0.0	0.1	0.0	0.2	0.0
Tollgate Retail Park, Colchester	1.9	0.0	0.0	0.0	0.1	0.0	1.8	0.0
Turner Rise Retail park, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Colchester	29.0	0.3	1.3	1.9	3.9	1.2	20.0	0.5
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
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	0.0	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	0.0
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	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
Sheepen 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	1.3	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>33.8</b>	<b>0.3</b>	<b>1.3</b>	<b>1.9</b>	<b>4.1</b>	<b>1.2</b>	<b>24.4</b>	<b>0.7</b>
<b>Zone 7</b>								
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
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
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>48.6</b>	<b>3.4</b>	<b>8.6</b>	<b>4.0</b>	<b>5.8</b>	<b>1.6</b>	<b>24.6</b>	<b>0.7</b>
<b>Outside</b>								
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	0.1	0.0	0.0	0.0	0.1	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2	0.0	0.2	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	0.0
Banchory, Aberdeenshire	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Basildon	0.1	0.1	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
Bluemwater 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	0.3	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	0.0	0.0	0.0	0.0	0.0
Central London	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Chelmsford	0.9	0.0	0.9	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	0.0	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	0.1	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	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
High Wycombe	0.1	0.0	0.1	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	0.0	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	3.7	0.0	0.2	0.4	0.7	0.0	0.4	1.9
Junction 32 Retail Park, Glasshoughton, Castelford	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	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	0.5	0.0	0.0	0.0	0.0	0.0	0.5	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	0.0	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	0.0	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
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	0.0	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Southend-on-Sea	0.2	0.0	0.2	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	0.2	0.0	0.0	0.0	0.0	0.0	0.2	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
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	0.2	0.0	0.0	0.0	0.2	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	0.0	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	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
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>7.7</b>	<b>0.2</b>	<b>1.8</b>	<b>0.4</b>	<b>1.1</b>	<b>0.0</b>	<b>1.7</b>	<b>2.5</b>
<b>TOTAL</b>	<b>56.3</b>	<b>3.6</b>	<b>10.4</b>	<b>4.4</b>	<b>6.9</b>	<b>1.6</b>	<b>26.2</b>	<b>3.2</b>

Table 13: Small household goods shopping patterns

Destination	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 Household (%)
Study Area								
<b>Zone 1</b>								
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>SUB TOTAL (ZONE 1)</b>	<b>1.51%</b>	<b>19.12%</b>	<b>1.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 2</b>								
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%	1.18%	3.23%	0.81%	0.70%	1.70%	0.00%	0.00%
Waterglade Retail Park, Clacton	3.32%	0.00%	13.25%	0.00%	0.00%	0.00%	0.00%	0.00%
Clacton on Sea	15.35%	35.97%	50.28%	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	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	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%
<b>SUB TOTAL (ZONE 2)</b>	<b>20.79%</b>	<b>37.16%</b>	<b>70.05%</b>	<b>3.58%</b>	<b>3.30%</b>	<b>1.70%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3</b>								
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	0.20%	0.00%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%
Parkeston	0.09%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%
Thorpe-le-Soken	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>SUB TOTAL (ZONE 3)</b>	<b>6.77%</b>	<b>0.00%</b>	<b>1.70%</b>	<b>51.61%</b>	<b>7.98%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4</b>								
Manningtree	0.08%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%
Ardleigh	0.00%	0.00%	0.00%	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	0.03%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%
<b>SUB TOTAL (ZONE 4)</b>	<b>0.11%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.70%</b>	<b>1.18%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>29.18%</b>	<b>56.27%</b>	<b>72.75%</b>	<b>55.19%</b>	<b>11.98%</b>	<b>2.88%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5</b>								
Wivenhoe	0.03%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.03%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.18%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	1.01%	0.00%	0.00%	0.00%	2.90%	0.00%	1.71%	0.00%
Colchester Retail Park, Colchester	1.55%	1.18%	1.70%	3.94%	4.59%	4.39%	0.00%	0.00%
Colne View Retail Park, Colchester	1.56%	0.00%	0.00%	0.00%	5.84%	0.00%	1.93%	3.21%
Peartree 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	3.35%	0.00%	1.52%	0.00%	1.70%	6.61%	6.53%	0.00%
Colchester	34.83%	30.35%	17.91%	20.20%	38.81%	54.78%	50.69%	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	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.75%	0.00%
Fillpots Garden Centre, Straight Road, Boxed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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%
Sheepen Retail Park, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shrub End	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stanway	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	0.00%
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%
<b>SUB TOTAL (ZONE 6)</b>	<b>57.20%</b>	<b>33.89%</b>	<b>22.32%</b>	<b>32.02%</b>	<b>62.81%</b>	<b>78.18%</b>	<b>90.28%</b>	<b>20.03%</b>
<b>Zone 7</b>								
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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%

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	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	0.04%	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	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.21%
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.43%	0.00%	0.00%	0.00%	3.79%	0.00%	0.00%	0.00%
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	0.08%	0.00%	0.00%	0.00%	0.00%	3.21%	0.00%	0.00%
Bildeston	0.00%	0.00%	0.00%	0.00%	0.00%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cambridge	0.21%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Copdock	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%
Copford	0.00%	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%
Eastbourne	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	0.97%	0.00%	0.00%	0.00%	5.84%	1.70%	0.00%	6.62%
Fairacres Retail Park, Oxford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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%
Freeport Outlet Shopping Village, Braintree	0.11%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%
Futura Retail Park, Ipswich	1.60%	2.72%	1.52%	0.81%	2.60%	0.00%	1.19%	4.61%
Glasswells Retail Park, Ranelagh Road, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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%
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	0.08%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%
Ingatestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Interchange Retail Park, Ipswich	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.01%
Ipswich	4.81%	2.72%	0.00%	8.62%	6.29%	2.36%	3.04%	43.66%
Junction 32 Retail Park, Glasshoughton, Castleford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keswick	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	1.95%	0.00%	3.41%	2.20%	1.60%	7.61%	1.03%	2.01%
Letchworth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lincoln	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	0.00%
Long Melford	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	0.00%
Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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%	0.00%
Mayflower Retail Park, Basildon	0.08%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Sproughton Road, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%
Orwell Retail Park, Ipswich	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Peterborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pipps Hill Retail Park, Basildon	0.00%	0.00%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.20%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	2.01%
Sainsbury's, Hadleigh Road, Ipswich	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.01%
Southend-on-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stratford	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%
Sudbury	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	1.40%
Suffolk Retail Park, Ipswich	0.17%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	1.40%
Tesco Extra, Copdock Interchange, Ipswich	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Interchange Retail Park, Ipswich	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.03%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whitehouse Industrial Estate, Ipswich	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SUB TOTAL (OUSTSIDE STUDY AREA)	13.60%	9.83%	4.93%	12.79%	25.22%	17.76%	9.72%	79.97%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 14: Small household goods expenditure

Destination	Total Household (£M)	Zone 1 Household (£M)	Zone 2 Household (£M)	Zone 3 Household (£M)	Zone 4 Household (£M)	Zone 5 Household (£M)	Zone 6 Household (£M)	Zone 7 Household (£M)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	1.9	1.6	0.3	0.0	0.0	0.0	0.0	0.0
Walton on the Naze	0.5	0.5	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
<b>SUB TOTAL (ZONE 1)</b>	<b>2.4</b>	<b>2.1</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	1.2	0.0	0.9	0.1	0.2	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	1.5	0.1	1.0	0.1	0.2	0.1	0.0	0.0
Waterglade Retail Park, Clacton	4.2	0.0	4.2	0.0	0.0	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	0.0	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	0.0
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	0.0	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	0.2	0.0	0.2	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
<b>SUB TOTAL (ZONE 2)</b>	<b>27.7</b>	<b>4.1</b>	<b>22.3</b>	<b>0.5</b>	<b>0.7</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 3</b>								
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	0.0
Harwich	5.2	0.0	0.4	4.1	0.8	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	0.3	0.0	0.0	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>9.4</b>	<b>0.0</b>	<b>0.5</b>	<b>7.1</b>	<b>1.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ardleigh	0.2	0.0	0.0	0.0	0.2	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	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
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	0.0	0.1	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>39.8</b>	<b>6.2</b>	<b>23.2</b>	<b>7.6</b>	<b>2.6</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 5</b>								
Wivenhoe	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	2.0	0.0	0.0	0.0	0.6	0.0	1.4	0.0
Colchester Retail Park, Colchester	2.4	0.1	0.5	0.5	1.0	0.2	0.0	0.0
Colne View Retail Park, Colchester	3.2	0.0	0.0	0.0	1.3	0.0	1.6	0.3
Peartree Road Retail Park, Colchester	0.3	0.1	0.0	0.0	0.2	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	0.2
The Tollgate Centre, Colchester	2.6	0.1	0.4	0.0	0.0	0.1	2.1	0.0
Tollgate Retail Park, Colchester	16.0	0.0	0.0	0.5	0.5	0.4	14.1	0.6
Turner Rise Retail park, Colchester	6.5	0.0	0.5	0.0	0.4	0.3	5.3	0.0
Colchester	64.7	3.4	5.7	2.8	8.4	2.8	41.2	0.4
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
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	0.6	0.0	0.0	0.0	0.0	0.0	0.6	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	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	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sheepen 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	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Tesco Extra, Highwoods, Colchester	2.2	0.0	0.0	0.0	0.4	0.1	1.4	0.3
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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
<b>SUB TOTAL (ZONE 6)</b>	<b>108.4</b>	<b>3.7</b>	<b>7.1</b>	<b>4.4</b>	<b>13.6</b>	<b>4.0</b>	<b>73.4</b>	<b>2.0</b>
<b>Zone 7</b>								
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
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)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB-TOTAL STUDY AREA (ZONE 1-7)	148.2	10.0	30.3	12.1	16.2	4.2	73.4	2.0
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	0.0	0.0	0.0	0.1	0.0	0.0
Alresford	0.2	0.0	0.0	0.0	0.2	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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.8	0.0	0.0	0.0	0.8	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	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	0.2	0.0	0.0	0.0	0.0	0.2	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	0.4	0.4	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	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.2	0.0	0.0	0.0	0.2	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	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Copford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.1	0.0	0.0	0.0	0.0	0.1	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	2.0	0.0	0.0	0.0	1.3	0.1	0.0	0.7
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.1
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Futura Retail Park, Ipswich	2.9	0.3	0.5	0.1	0.6	0.0	1.0	0.5
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	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	0.2	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Ipswich	9.8	0.3	0.0	1.2	1.4	0.1	2.5	4.4
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	3.2	0.0	1.1	0.3	0.3	0.4	0.8	0.2
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Long Melford	0.4	0.0	0.0	0.0	0.0	0.0	0.4	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	0.1	0.1	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Orwell Retail Park, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Sainsbury's, Hadleigh Road, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Sudbury	0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.1
Suffolk Retail Park, Ipswich	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.1
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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
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	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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	0.0	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)								
(Don't buy these goods)								
SUB TOTAL (OUSTSIDE STUDY AREA)	26.8	1.1	1.6	1.8	5.5	0.9	7.9	8.1
TOTAL	175.0	11.0	31.9	13.8	21.7	5.1	81.3	10.1

Table 15: Recreational goods shopping patterns

Destination	Total Recreational (%)	Zone 1 Recreational (%)	Zone 2 Recreational (%)	Zone 3 Recreational (%)	Zone 4 Recreational (%)	Zone 5 Recreational (%)	Zone 6 Recreational (%)	Zone 7 Recreational (%)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	1.03%	18.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Walton on the Naze	0.32%	5.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirby Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>SUB TOTAL (ZONE 1)</b>	<b>1.34%</b>	<b>23.92%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	2.11%	4.78%	4.09%	0.00%	2.05%	0.00%	1.31%	0.00%
Clacton Factory Outlet, Clacton	0.46%	0.00%	0.00%	2.65%	2.36%	0.00%	0.00%	0.00%
Waterglade Retail Park, Clacton	0.22%	0.00%	0.86%	0.00%	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%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Clacton	0.00%	0.00%	0.00%	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%
<b>SUB TOTAL (ZONE 2)</b>	<b>16.21%</b>	<b>34.91%</b>	<b>47.16%</b>	<b>9.78%</b>	<b>6.78%</b>	<b>1.41%</b>	<b>1.31%</b>	<b>0.00%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.28%	0.00%	0.86%	10.55%	2.80%	0.00%	0.00%	0.00%
Dovercourt	0.60%	0.00%	0.59%	0.00%	3.84%	0.00%	0.00%	0.00%
Harwich	2.26%	0.00%	1.62%	26.48%	0.00%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Parkeston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thorpe-le-Soken	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>SUB TOTAL (ZONE 3)</b>	<b>4.13%</b>	<b>0.00%</b>	<b>3.07%</b>	<b>37.03%</b>	<b>6.64%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4</b>								
Manningtree	0.12%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%
Ardleigh	0.00%	0.00%	0.00%	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	0.12%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%
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%
<b>SUB TOTAL (ZONE 4)</b>	<b>0.24%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.05%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>21.92%</b>	<b>58.83%</b>	<b>50.23%</b>	<b>46.81%</b>	<b>15.47%</b>	<b>1.41%</b>	<b>1.31%</b>	<b>0.00%</b>
<b>Zone 5</b>								
Wivenhoe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Colchester Retail Park, Colchester	0.12%	0.00%	0.00%	0.00%	0.00%	3.85%	0.00%	0.00%
Colne View Retail Park, Colchester	1.58%	0.00%	0.00%	0.00%	0.00%	13.89%	2.78%	0.00%
Peartree Road Retail Park, Colchester	0.16%	0.00%	0.00%	0.00%	0.00%	5.29%	0.00%	0.00%
The Stanway Retail Park, Colchester	3.89%	0.00%	0.59%	6.84%	9.88%	1.41%	4.51%	3.65%
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%	3.18%
Turner Rise Retail park, Colchester	0.12%	2.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Colchester	37.27%	22.08%	26.28%	16.40%	40.06%	46.43%	51.99%	6.68%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fillpots Garden Centre, Straight Road, Boxted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	0.00%
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	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	0.00%
Sheepen Retail Park, Colchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shrub End	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stanway	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Highwoods, Colchester	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	3.42%	0.00%
Tesco Superstore, Greenstead Road, Colchester	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%	1.71%	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%
<b>SUB TOTAL (ZONE 6)</b>	<b>58.41%</b>	<b>27.16%</b>	<b>29.34%</b>	<b>38.66%</b>	<b>52.30%</b>	<b>77.57%</b>	<b>89.64%</b>	<b>15.10%</b>
<b>Zone 7</b>								
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>80.34%</b>	<b>85.99%</b>	<b>79.57%</b>	<b>85.47%</b>	<b>67.77%</b>	<b>78.98%</b>	<b>90.95%</b>	<b>15.10%</b>
<b>Outside</b>								
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	0.15%	0.00%	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%
Alresford	0.00%	0.00%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bildeston	0.12%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.94%	0.00%	0.00%	2.65%	0.00%	0.00%	1.82%	0.00%
Chester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edinburgh	0.31%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Interchange Retail Park, Ipswich	0.42%	0.00%	1.62%	0.00%	0.00%	0.00%	0.00%	0.00%
Ipswich	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	0.76%	0.00%	1.62%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Interchange Retail Park, Ipswich	9.85%	4.15%	15.42%	7.65%	17.18%	6.34%	5.75%	10.01%
Thurrock	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Welsphool	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>19.66%</b>	<b>14.01%</b>	<b>20.43%</b>	<b>14.53%</b>	<b>32.23%</b>	<b>21.02%</b>	<b>9.05%</b>	<b>84.90%</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



Table 16: Recreational goods expenditure

Destination	Total Recreational (£M)	Zone 1 Recreational (£M)	Zone 2 Recreational (£M)	Zone 3 Recreational (£M)	Zone 4 Recreational (£M)	Zone 5 Recreational (£M)	Zone 6 Recreational (£M)	Zone 7 Recreational (£M)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Walton on the Naze	0.4	0.4	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
<b>SUB TOTAL (ZONE 1)</b>	<b>1.8</b>	<b>1.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	2.3	0.4	0.9	0.0	0.3	0.0	0.7	0.0
Clacton Factory Outlet, Clacton	0.6	0.0	0.0	0.3	0.3	0.0	0.0	0.0
Waterglade Retail Park, Clacton	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	13.1	2.2	9.8	0.7	0.3	0.0	0.0	0.0
Bockings Elm	0.0	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	0.0
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	0.0	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	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
<b>SUB TOTAL (ZONE 2)</b>	<b>16.2</b>	<b>2.6</b>	<b>10.9</b>	<b>1.0</b>	<b>1.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.6	0.0	0.2	1.0	0.4	0.0	0.0	0.0
Dovercourt	0.7	0.0	0.1	0.0	0.6	0.0	0.0	0.0
Harwich	3.0	0.0	0.4	2.6	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	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
<b>SUB TOTAL (ZONE 3)</b>	<b>5.3</b>	<b>0.0</b>	<b>0.7</b>	<b>3.6</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.1	0.0	0.0	0.0	0.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>23.6</b>	<b>4.4</b>	<b>11.7</b>	<b>4.6</b>	<b>2.2</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>
<b>Zone 5</b>								
Wivenhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
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	0.1	0.0	0.0	0.0	0.0	0.1	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
Peartree Road Retail Park, Colchester	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0
The Stanway Retail Park, Colchester	5.0	0.0	0.1	0.7	1.4	0.0	2.5	0.2
The Tollgate Centre, Colchester	6.6	0.2	0.2	0.0	0.0	0.0	6.1	0.0
Tollgate Retail Park, Colchester	9.7	0.0	0.4	1.5	0.3	0.2	7.1	0.2
Turner Rise Retail park, Colchester	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Colchester	45.9	1.6	6.1	1.6	5.7	1.5	28.9	0.4
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
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	0.0	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	0.0
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.4	0.0	0.0	0.0	0.0	0.0	0.4	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	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Sheepen 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	1.9	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Tesco Superstore, Greenstead Road, Colchester	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
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
<b>SUB TOTAL (ZONE 6)</b>	<b>73.5</b>	<b>2.0</b>	<b>6.8</b>	<b>3.8</b>	<b>7.5</b>	<b>2.5</b>	<b>49.9</b>	<b>1.0</b>
<b>Zone 7</b>								
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
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)	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside	0.4	0.0	0.0	0.0	0.0	0.4	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	0.0	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	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.2	0.2	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	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
Chelmsford	1.3	0.0	0.0	0.3	0.0	0.0	1.0	0.0
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.2	0.0	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	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	0.4	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	0.0	0.2
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	0.0
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	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	0.0	0.0	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	0.0	0.0
Ipswich	6.1	0.4	0.0	0.4	1.6	0.0	0.0	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	0.0
Lakeside Retail Park, West Thurrock	0.8	0.0	0.4	0.0	0.4	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	0.0	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	0.3	0.0	0.3	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	0.2
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	0.2	0.2	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	0.0	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	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Suffolk Retail Park, Ipswich	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
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	11.1	0.3	3.6	0.8	2.5	0.2	3.2	0.6
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
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
Wyevalle 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)								
(Don't buy these goods)								
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

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								
<b>Zone 1</b>								
Frinton on Sea	5.0%	67.3%	0.3%	2.3%	0.0%	0.0%	0.6%	0.0%
Walton on the Naze	1.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.2%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>6.1%</b>	<b>84.6%</b>	<b>0.3%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>0.0%</b>
<b>Zone 2</b>								
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.2%	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	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 2)</b>	<b>23.6%</b>	<b>13.1%</b>	<b>93.1%</b>	<b>4.7%</b>	<b>5.1%</b>	<b>1.6%</b>	<b>0.4%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.4%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%
Dovercourt	3.4%	0.0%	0.0%	42.0%	3.5%	0.0%	0.0%	0.8%
Harwich	2.5%	0.0%	0.0%	31.0%	2.8%	0.0%	0.0%	0.0%
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%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>6.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>80.1%</b>	<b>6.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.8%</b>
<b>Zone 4</b>								
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley	0.6%	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%
<b>SUB TOTAL (ZONE 4)</b>	<b>4.9%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>37.6%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>7.6%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>41.0%</b>	<b>97.7%</b>	<b>95.5%</b>	<b>87.1%</b>	<b>48.9%</b>	<b>1.6%</b>	<b>1.5%</b>	<b>8.3%</b>
<b>Zone 5</b>								
Wivenhoe	1.7%	0.0%	0.0%	0.0%	2.1%	55.8%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>1.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>55.8%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
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	0.0%	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%	0.0%
Peartree 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%	0.0%	0.0%	0.0%	0.3%	0.0%
Colchester	39.0%	2.3%	2.8%	12.2%	43.7%	38.4%	68.9%	4.9%
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%
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	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	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	0.0%	0.0%	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%	0.7%	0.0%
Sainsbury's, Western Approach, Stanway	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheepen 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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Highwoods, Colchester	1.7%	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%
Wyevalle Garden Centre, London Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>51.1%</b>	<b>2.3%</b>	<b>3.5%</b>	<b>12.9%</b>	<b>45.3%</b>	<b>42.6%</b>	<b>94.3%</b>	<b>4.9%</b>
<b>Zone 7</b>								
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	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	11.6%
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
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)	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	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
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	0.0%	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	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	0.1%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
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	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	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	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
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	0.0%	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	0.1%	0.0%	0.6%	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	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	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	0.1%	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%
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	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 (£M)	Zone 1 Chemist (£M)	Zone 2 Chemist (£M)	Zone 3 Chemist (£M)	Zone 4 Chemist (£M)	Zone 5 Chemist (£M)	Zone 6 Chemist (£M)	Zone 7 Chemist (£M)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	1.8	1.6	0.0	0.1	0.0	0.0	0.1	0.0
Walton on the Naze	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>2.2</b>	<b>2.1</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	0.3	0.0	0.2	0.0	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	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	6.1	0.3	5.4	0.1	0.2	0.0	0.1	0.0
Bockings Elm	0.0	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	0.0
Great Clacton	0.1	0.0	0.1	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	0.2	0.0	0.2	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
Little Clacton	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
St Osyth	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>7.0</b>	<b>0.3</b>	<b>6.3</b>	<b>0.1</b>	<b>0.2</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Dovercourt	1.3	0.0	0.0	1.2	0.2	0.0	0.0	0.0
Harwich	1.0	0.0	0.0	0.9	0.1	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	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
<b>SUB TOTAL (ZONE 3)</b>	<b>2.5</b>	<b>0.0</b>	<b>0.0</b>	<b>2.2</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	1.2	0.0	0.0	0.0	1.0	0.0	0.1	0.2
Ardleigh	0.1	0.0	0.0	0.0	0.1	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	0.0	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	0.0
Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	0.6	0.0	0.0	0.0	0.5	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>2.2</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>1.8</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>14.0</b>	<b>2.4</b>	<b>6.4</b>	<b>2.4</b>	<b>2.3</b>	<b>0.0</b>	<b>0.2</b>	<b>0.2</b>
<b>Zone 5</b>								
Wivenhoe	0.7	0.0	0.0	0.0	0.1	0.6	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
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	0.0	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	0.0
Peartree 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	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0
The Tollgate Centre, Colchester	0.9	0.0	0.0	0.0	0.1	0.0	0.8	0.0
Tollgate Retail Park, Colchester	1.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Turner Rise Retail park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colchester	13.8	0.1	0.2	0.3	2.1	0.4	10.6	0.1
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
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	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	0.0
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prettygate	0.1	0.0	0.0	0.0	0.0	0.0	0.1	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
Sheepen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrub End	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Tesco Superstore, Greenstead Road, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
West Bergholt	0.5	0.0	0.0	0.0	0.0	0.0	0.5	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
<b>SUB TOTAL (ZONE 6)</b>	<b>17.8</b>	<b>0.1</b>	<b>0.2</b>	<b>0.4</b>	<b>2.1</b>	<b>0.4</b>	<b>14.5</b>	<b>0.1</b>
<b>Zone 7</b>								
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	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1
East Bergholt	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3
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)	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
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	0.0	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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	0.0	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	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	0.1	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	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	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	0.1	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	0.1	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	1.0	0.0	0.0	0.0	0.1	0.0	0.0	0.9
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	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	0.0	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	0.0	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	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	0.0	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	0.0	0.1
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	0.0	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	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
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
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
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	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
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 (OUTSIDE STUDY 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 Area								
<b>Zone 1</b>								
Frinton on Sea	3.5%	43.1%	1.5%	0.0%	0.7%	0.0%	0.0%	0.0%
Walton on the Naze	0.0%	0.0%	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%
<b>SUB TOTAL (ZONE 1)</b>	<b>3.5%</b>	<b>43.1%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 2</b>								
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%
Waterglade Retail Park, Clacton	0.3%	0.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	13.4%	38.4%	46.3%	9.5%	3.3%	1.3%	0.0%	0.0%
Bockings Elm	0.0%	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%	0.0%
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	0.2%	0.0%	1.2%	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	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%
<b>SUB TOTAL (ZONE 2)</b>	<b>24.9%</b>	<b>50.5%</b>	<b>90.5%</b>	<b>19.9%</b>	<b>9.4%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.7%	0.0%	0.0%	16.1%	1.9%	0.0%	0.0%	0.0%
Dovercourt	1.5%	0.0%	0.0%	11.3%	3.9%	1.3%	0.0%	0.0%
Harwich	1.6%	0.0%	0.0%	16.7%	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	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%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>4.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>44.9%</b>	<b>5.8%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
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	0.0%	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%	1.3%	0.0%	0.0%
Great Bentley	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	0.3%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.2%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>33.7%</b>	<b>93.6%</b>	<b>92.0%</b>	<b>64.8%</b>	<b>20.2%</b>	<b>3.9%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 5</b>								
Wivenhoe	0.2%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>12.7%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
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	0.4%	0.0%	0.4%	0.0%	2.6%	3.5%	0.0%	0.0%
Colne View Retail Park, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%
Peartree 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%
Tollgate Retail Park, Colchester	23.2%	0.9%	1.2%	17.0%	14.6%	27.9%	40.9%	4.4%
Turner Rise Retail park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
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%
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	0.0%	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%	0.0%
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	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	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheepen 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	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Tesco Extra, Highwoods, Colchester	1.1%	0.0%	0.0%	0.0%	3.0%	0.0%	1.5%	2.5%
Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%
<b>SUB TOTAL (ZONE 6)</b>	<b>57.6%</b>	<b>6.4%</b>	<b>6.8%</b>	<b>28.5%</b>	<b>63.8%</b>	<b>80.9%</b>	<b>94.8%</b>	<b>18.3%</b>
<b>Zone 7</b>								
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%
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 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	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%	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	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	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%
Chelmsford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
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%	1.6%
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	0.2%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.1%
Fairacres Retail Park, Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felixstowe	0.1%	0.0%	0.0%	0.0%	0.7%	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	0.4%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
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	0.0%	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	3.0%	0.0%	0.0%	3.3%	2.8%	2.6%	2.9%	23.1%
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	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	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
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	0.0%	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	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	0.3%	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	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%	0.0%	0.0%	0.0%
Suffolk Retail Park, Ipswich	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.6%
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	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	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	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%
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	0.0%	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	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)	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

Destination	Total Electrical (£M)	Zone 1 Electrical (£M)	Zone 2 Electrical (£M)	Zone 3 Electrical (£M)	Zone 4 Electrical (£M)	Zone 5 Electrical (£M)	Zone 6 Electrical (£M)	Zone 7 Electrical (£M)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	4.0	3.5	0.3	0.0	0.1	0.0	0.0	0.0
Walton on the Naze	0.0	0.0	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
<b>SUB TOTAL (ZONE 1)</b>	<b>4.0</b>	<b>3.5</b>	<b>0.3</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
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	0.4	0.1	0.3	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	15.5	3.1	10.8	1.0	0.5	0.1	0.0	0.0
Bockings Elm	0.0	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	0.0
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	0.3	0.0	0.3	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	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
<b>SUB TOTAL (ZONE 2)</b>	<b>28.9</b>	<b>4.1</b>	<b>21.1</b>	<b>2.1</b>	<b>1.6</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	2.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0
Dovercourt	1.9	0.0	0.0	1.2	0.6	0.1	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	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	0.1	0.0	0.0	0.1	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
<b>SUB TOTAL (ZONE 3)</b>	<b>5.7</b>	<b>0.0</b>	<b>0.0</b>	<b>4.7</b>	<b>1.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.3	0.0	0.0	0.0	0.3	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	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Great Bentley	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	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>39.3</b>	<b>7.6</b>	<b>21.5</b>	<b>6.7</b>	<b>3.3</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 5</b>								
Wivenhoe	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
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	0.7	0.0	0.1	0.0	0.4	0.1	0.0	0.0
Colne View Retail Park, Colchester	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Peartree 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	7.1	0.0	0.2	0.3	2.0	0.3	4.3	0.0
The Tollgate Centre, Colchester	6.0	0.1	0.0	0.0	1.2	0.1	4.6	0.0
Tollgate Retail Park, Colchester	32.2	0.1	0.3	1.8	2.4	1.2	26.2	0.3
Turner Rise Retail park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Colchester	32.6	0.4	1.0	0.9	3.9	1.6	24.4	0.5
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
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	0.0	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	0.0
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	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	0.2	0.0	0.0	0.0	0.0	0.0	0.2	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	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	1.6	0.0	0.0	0.0	0.5	0.0	1.0	0.2
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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
<b>SUB TOTAL (ZONE 6)</b>	<b>81.0</b>	<b>0.5</b>	<b>1.6</b>	<b>3.0</b>	<b>10.6</b>	<b>3.4</b>	<b>60.6</b>	<b>1.4</b>
<b>Zone 7</b>								
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
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)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB-TOTAL STUDY AREA (ZONE 1-7)	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	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Abroad	0.6	0.0	0.0	0.0	0.0	0.0	0.6	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.6	0.0	0.0	0.0	0.6	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	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	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
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	0.0	0.1
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	0.4	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	0.1	0.0	0.0	0.0	0.1	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	0.6	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	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	1.2	0.0	0.0	0.0	0.7	0.0	0.2	0.3
Ipswich	4.5	0.0	0.0	0.3	0.5	0.1	1.8	1.7
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	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	0.0	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, Sprooughton 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	0.1	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	0.1	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	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	0.0	0.0	0.2	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	0.4	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	0.0	0.0	0.0	0.1
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	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	0.0	0.0	0.0
Suffolk Retail Park, Ipswich	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1
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	2.7	0.0	0.0	0.0	0.0	0.0	0.0	2.7
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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
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	0.0	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	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: DIY goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	1.6%	17.4%	1.2%	1.9%	1.0%	0.0%	0.0%	0.0%
Walton on the Naze	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>1.7%</b>	<b>19.9%</b>	<b>1.2%</b>	<b>1.9%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	16.3%	24.1%	56.3%	15.6%	8.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	0.2%	0.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	0.3%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	12.6%	49.5%	36.2%	10.5%	4.0%	0.0%	0.3%	0.0%
Bockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton	0.2%	0.0%	0.8%	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	0.1%	1.8%	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%	0.0%
Jaywick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.3%	2.1%	0.9%	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%	0.9%
<b>SUB TOTAL (ZONE 2)</b>	<b>29.9%</b>	<b>79.2%</b>	<b>95.7%</b>	<b>26.1%</b>	<b>12.1%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>0.9%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.1%	0.0%	0.0%	13.6%	0.7%	0.0%	0.0%	0.0%
Dovercourt	0.7%	0.0%	0.0%	7.1%	1.1%	0.0%	0.0%	0.0%
Harwich	1.5%	0.0%	0.0%	16.5%	2.0%	0.0%	0.0%	0.0%
Asda, Main Road, Harwich	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	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%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>3.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>38.0%</b>	<b>3.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
Manningtree	0.8%	0.0%	0.0%	4.4%	2.9%	1.8%	0.0%	1.7%
Ardleigh	0.0%	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%	0.8%	0.0%	0.0%	0.0%	0.9%
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%	0.0%
Lawford	0.6%	0.0%	0.0%	0.8%	4.3%	0.8%	0.0%	1.7%
Brightlingsea	0.3%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>1.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.9%</b>	<b>9.5%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>4.4%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>36.7%</b>	<b>99.1%</b>	<b>96.8%</b>	<b>71.9%</b>	<b>26.5%</b>	<b>2.6%</b>	<b>0.3%</b>	<b>5.2%</b>
<b>Zone 5</b>								
Wivenhoe	0.2%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.5%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	27.1%	0.0%	2.5%	19.2%	54.2%	67.4%	37.4%	5.3%
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	0.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%	0.0%
Peartree 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	2.2%	0.0%	0.0%	1.9%	1.6%	1.1%	4.0%	0.0%
The Tollgate Centre, Colchester	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Tollgate Retail Park, Colchester	8.1%	0.0%	0.0%	0.0%	0.0%	1.8%	17.5%	0.9%
Turner Rise Retail park, Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Colchester	12.3%	0.9%	0.7%	3.2%	6.8%	18.4%	22.8%	5.0%
Aldham	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Angora Business Park, Stanway	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fillpots Garden Centre, Straight Road, Boxted	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
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	2.0%	0.0%	0.0%	0.0%	4.1%	0.8%	3.1%	1.7%
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%
Sheepen 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	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.0%
Tesco Extra, Highwoods, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Clarendon Way, Colchester	0.7%	0.0%	0.0%	1.8%	0.0%	0.0%	1.2%	0.0%
Wyevale Garden Centre, London Road, Colchester	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>55.8%</b>	<b>0.9%</b>	<b>3.2%</b>	<b>26.0%</b>	<b>67.3%</b>	<b>90.9%</b>	<b>93.5%</b>	<b>12.9%</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Dedham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Bergholt	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
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%	0.9%

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	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%	0.9%
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	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	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	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%
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	0.0%	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	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	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	0.7%	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%
Ingatstone	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	1.5%	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	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	0.0%	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	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%
Pippas 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	0.5%	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	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	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	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%	0.0%	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	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%
Wyevalle Garden Centre, Grundisburgh Road, Woodbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
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)	7.1%	0.0%	0.0%	2.1%	6.2%	0.0%	6.1%	77.5%
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 (£M)	Zone 1 DIY (£M)	Zone 2 DIY (£M)	Zone 3 DIY (£M)	Zone 4 DIY (£M)	Zone 5 DIY (£M)	Zone 6 DIY (£M)	Zone 7 DIY (£M)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	1.0	0.7	0.1	0.1	0.1	0.0	0.0	0.0
Walton on the Naze	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>1.1</b>	<b>0.8</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	8.2	0.9	6.1	0.7	0.6	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	0.1	0.0	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	0.0
Clacton on Sea	6.6	1.9	3.9	0.5	0.3	0.0	0.1	0.0
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.1	0.0	0.1	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	0.1	0.1	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	0.0
Jaywick	0.0	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	0.0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>15.5</b>	<b>3.1</b>	<b>10.3</b>	<b>1.1</b>	<b>0.8</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Dovercourt	0.4	0.0	0.0	0.3	0.1	0.0	0.0	0.0
Harwich	0.9	0.0	0.0	0.7	0.1	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	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
<b>SUB TOTAL (ZONE 1)</b>	<b>1.9</b>	<b>0.0</b>	<b>0.0</b>	<b>1.7</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.5	0.0	0.0	0.2	0.2	0.0	0.0	0.1
Ardleigh	0.0	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	0.0
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	0.0
Lawford	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.1
Brightlingsea	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>19.6</b>	<b>3.9</b>	<b>10.4</b>	<b>3.1</b>	<b>1.9</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>
<b>Zone 5</b>								
Wivenhoe	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	14.6	0.0	0.3	0.8	3.8	1.0	8.5	0.2
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	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Peartree 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	1.1	0.0	0.0	0.1	0.1	0.0	0.9	0.0
The Tollgate Centre, Colchester	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Tollgate Retail Park, Colchester	4.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0
Turner Rise Retail park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Colchester	6.4	0.0	0.1	0.1	0.5	0.3	5.2	0.2
Aldham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Angora Business Park, Stanway	0.2	0.0	0.0	0.0	0.0	0.0	0.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
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	1.1	0.0	0.0	0.0	0.3	0.0	0.7	0.1
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
Sheepen 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	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tesco Extra, Highwoods, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.3	0.0	0.0	0.1	0.0	0.0	0.3	0.0
Wyevale Garden Centre, London Road, Colchester	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>29.3</b>	<b>0.0</b>	<b>0.3</b>	<b>1.1</b>	<b>4.7</b>	<b>1.3</b>	<b>21.3</b>	<b>0.4</b>
<b>Zone 7</b>								
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
East Bergholt	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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 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	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	0.0	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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.1	0.0	0.0	0.0	0.0	0.0	0.1	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	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
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	0.0	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	1.0	0.0	0.0	0.0	0.1	0.0	0.0	0.9
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	0.0
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	0.4	0.0	0.0	0.0	0.2	0.0	0.1	0.2
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	0.2
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	1.0	0.0	0.0	0.1	0.1	0.0	0.1	0.7
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	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	0.0	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	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	0.2
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pippas 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	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	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	0.2	0.0	0.0	0.0	0.0	0.0	0.2	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	0.0	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	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	0.1	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)	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)	4.5	0.0	0.0	0.1	0.4	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

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								
<b>Zone 1</b>								
Frinton on Sea	1.9%	20.0%	0.5%	0.0%	0.0%	0.0%	1.1%	0.0%
Walton on the Naze	0.2%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>2.2%</b>	<b>24.4%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	0.4%	1.2%	0.7%	2.0%	0.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	0.2%	1.7%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	4.5%	2.9%	19.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	8.9%	34.8%	27.3%	3.2%	0.8%	0.0%	0.7%	0.0%
Bockings Elm	0.0%	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%	0.0%
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%	0.5%	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	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%
<b>SUB TOTAL (ZONE 2)</b>	<b>14.1%</b>	<b>40.6%</b>	<b>48.2%</b>	<b>5.2%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	2.4%	2.7%	0.0%	17.8%	4.1%	0.0%	0.0%	0.0%
Dovercourt	0.9%	0.0%	0.0%	7.5%	1.9%	0.0%	0.0%	0.0%
Harwich	0.7%	0.0%	0.0%	6.8%	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	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%
<b>SUB TOTAL (ZONE 3)</b>	<b>4.0%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>32.1%</b>	<b>6.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
Manningtree	1.0%	0.0%	0.0%	2.8%	6.6%	0.0%	0.0%	1.7%
Ardleigh	0.1%	0.0%	0.0%	0.0%	0.8%	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	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%
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%	1.5%	2.2%	0.5%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>8.8%</b>	<b>2.2%</b>	<b>0.5%</b>	<b>1.7%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>21.8%</b>	<b>67.7%</b>	<b>48.7%</b>	<b>40.2%</b>	<b>16.4%</b>	<b>2.2%</b>	<b>2.2%</b>	<b>1.7%</b>
<b>Zone 5</b>								
Wivenhoe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
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%	0.0%
Colne View Retail Park, Colchester	1.5%	0.0%	0.7%	1.2%	2.1%	2.6%	2.0%	0.0%
Peartree Road Retail Park, Colchester	2.7%	2.4%	0.5%	1.2%	6.4%	5.3%	3.1%	3.3%
The Stanway Retail Park, Colchester	8.9%	2.7%	6.1%	5.8%	3.8%	7.0%	13.5%	2.4%
The Tollgate Centre, Colchester	5.2%	0.0%	4.5%	0.0%	11.1%	1.1%	6.8%	0.0%
Tollgate Retail Park, Colchester	18.4%	2.4%	3.9%	24.2%	10.4%	29.8%	28.8%	0.0%
Turner Rise Retail park, Colchester	1.1%	0.0%	1.8%	0.0%	0.0%	0.0%	1.5%	0.0%
Colchester	22.8%	14.4%	21.5%	11.3%	22.1%	22.5%	28.0%	13.7%
Aldham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angora Business Park, Stanway	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	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%	0.5%	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	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	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	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%
Sheepen 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	1.2%	0.0%	0.0%	0.0%	2.5%	2.7%	1.6%	3.3%
Tesco Extra, Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%
<b>SUB TOTAL (ZONE 6)</b>	<b>66.4%</b>	<b>24.2%</b>	<b>45.2%</b>	<b>52.4%</b>	<b>65.3%</b>	<b>81.8%</b>	<b>88.3%</b>	<b>22.7%</b>
<b>Zone 7</b>								
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%
East Bergholt	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	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)	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	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	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	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%	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%	0.0%
Copford	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Cribbs Causeway, Bristol	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
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	1.3%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	19.2%
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%	0.0%
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%	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%	2.4%	2.3%	0.0%	0.8%	1.1%	2.2%	28.7%
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%	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	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	0.1%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
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	0.5%	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%	0.0%
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)	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%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 24: Furniture goods expenditure

Destination	Total Furniture (£M)	Zone 1 Furniture (£M)	Zone 2 Furniture (£M)	Zone 3 Furniture (£M)	Zone 4 Furniture (£M)	Zone 5 Furniture (£M)	Zone 6 Furniture (£M)	Zone 7 Furniture (£M)
Study Area								
<b>Zone 1</b>								
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	0.0	0.0
Kirby Cross	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>2.1</b>	<b>1.6</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>
<b>Zone 2</b>								
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	0.0	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	0.0
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	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
<b>SUB TOTAL (ZONE 2)</b>	<b>11.9</b>	<b>2.6</b>	<b>8.5</b>	<b>0.4</b>	<b>0.2</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>
<b>Zone 3</b>								
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	0.2	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	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
<b>SUB TOTAL (ZONE 3)</b>	<b>3.1</b>	<b>0.2</b>	<b>0.0</b>	<b>2.3</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	1.0	0.0	0.0	0.2	0.7	0.0	0.0	0.1
Ardleigh	0.1	0.0	0.0	0.0	0.1	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	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
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	0.2	0.1	0.2	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>1.0</b>	<b>0.1</b>	<b>0.2</b>	<b>0.1</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>18.5</b>	<b>4.4</b>	<b>8.5</b>	<b>2.8</b>	<b>1.8</b>	<b>0.1</b>	<b>0.9</b>	<b>0.1</b>
<b>Zone 5</b>								
Wivenhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
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
Peartree Road Retail Park, Colchester	2.5	0.2	0.1	0.1	0.7	0.1	1.2	0.2
The Stanway Retail Park, Colchester	7.7	0.2	1.1	0.4	0.4	0.2	5.3	0.1
The Tollgate Centre, Colchester	4.7	0.0	0.8	0.0	1.2	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Angora Business Park, Stanway	0.3	0.0	0.0	0.0	0.0	0.0	0.3	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	0.2	0.0	0.0	0.0	0.0	0.0	0.2	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	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
Sheepen 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	1.1	0.0	0.0	0.0	0.3	0.1	0.6	0.2
Tesco Extra, Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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
<b>SUB TOTAL (ZONE 6)</b>	<b>58.3</b>	<b>1.6</b>	<b>7.9</b>	<b>3.7</b>	<b>7.2</b>	<b>1.9</b>	<b>34.9</b>	<b>1.2</b>
<b>Zone 7</b>								
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
East Bergholt	0.3	0.0	0.0	0.0	0.0	0.0	0.3	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)	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
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	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	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euro Retail Park, Ipswich	1.7	0.0	0.0	0.0	0.7	0.0	0.0	1.0
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	0.0
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	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	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	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	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	0.2	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	0.0
Nacton, Suffolk	0.1	0.0	0.0	0.1	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	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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	0.4	0.0	0.0	0.0	0.0	0.0	0.4	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	0.3	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)								
(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

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7		Inflow
	Study area	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison		
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)		(£m)
Study Area										
<b>Zone 1</b>										
Frinton on Sea	17.2	14.8	1.1	0.3	0.3	0.0	0.7	0.0		2.1
Walton on the Naze	1.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0		2.1
Kirby Cross	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0		0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>19.2</b>	<b>16.9</b>	<b>1.1</b>	<b>0.3</b>	<b>0.3</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>		<b>4.1</b>
<b>Zone 2</b>										
Brook Retail Park, Clacton	27.1	2.7	19.6	2.0	2.0	0.0	0.7	0.0		4.1
Clacton Factory Outlet, Clacton	10.0	0.7	6.0	1.2	1.3	0.1	0.7	0.0		4.1
Waterglade Retail Park, Clacton	10.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Clacton Garden Centre, St Johns Road, Clacton	0.1	0.0	0.1	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	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Holland-on-Sea	0.6	0.0	0.6	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	0.4	0.1	0.4	0.0	0.0	0.0	0.0	0.0		0.0
St Osyth	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0		0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>144.9</b>	<b>21.0</b>	<b>106.2</b>	<b>8.8</b>	<b>6.8</b>	<b>0.3</b>	<b>1.8</b>	<b>0.0</b>		<b>28.7</b>
<b>Zone 3</b>										
Harwich Gateway Retail Park, Harwich	10.6	0.2	0.4	8.5	1.2	0.0	0.0	0.3		0.0
Dovercourt	8.3	0.1	0.1	4.4	3.5	0.1	0.0	0.0		2.1
Harwich	15.0	0.8	1.1	12.0	1.1	0.0	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	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0		0.0
Thorpe-le-Soken	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0		0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>34.8</b>	<b>1.1</b>	<b>1.6</b>	<b>25.9</b>	<b>5.8</b>	<b>0.1</b>	<b>0.0</b>	<b>0.3</b>		<b>4.1</b>
<b>Zone 4</b>										
Manningtree	3.8	0.0	0.0	0.4	2.9	0.0	0.1	0.3		2.1
Ardleigh	0.6	0.0	0.0	0.0	0.6	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	0.0		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	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.1		0.0
Brightlingsea	2.2	0.0	0.0	0.0	1.9	0.1	0.2	0.0		2.1
<b>SUB TOTAL (ZONE 4)</b>	<b>7.6</b>	<b>0.0</b>	<b>0.1</b>	<b>0.5</b>	<b>6.1</b>	<b>0.2</b>	<b>0.3</b>	<b>0.4</b>		<b>4.1</b>
<b>SUB-TOTAL TENDRING (ZONE 1-4)</b>	<b>206.6</b>	<b>39.0</b>	<b>109.1</b>	<b>35.4</b>	<b>19.0</b>	<b>0.6</b>	<b>2.8</b>	<b>0.7</b>	<b>0.0</b>	<b>41.1</b>
<b>Zone 5</b>										
Wivenhoe	2.0	0.0	0.0	0.1	0.2	1.7	0.0	0.0		0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>2.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>	<b>1.7</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>
<b>Zone 6</b>										
B&Q Warehouse, Lightship Way, Colchester	17.8	0.0	0.3	1.0	4.9	1.2	10.3	0.2		0.0
Colchester Retail Park, Colchester	10.4	0.3	1.7	1.3	2.6	0.6	3.9	0.0		0.0
Colne View Retail Park, Colchester	7.5	0.0	0.1	0.1	1.5	0.5	4.7	0.6		0.0
Peartree Road Retail Park, Colchester	3.0	0.3	0.1	0.1	0.9	0.3	1.2	0.2		0.0
The Stanway Retail Park, Colchester	32.4	0.2	1.8	2.1	4.8	0.7	22.3	0.6		0.0
The Tollgate Centre, Colchester	22.9	0.4	1.4	0.0	2.6	0.3	18.2	0.0		0.0
Tollgate Retail Park, Colchester	86.3	0.2	1.6	7.0	4.9	2.5	68.9	1.2		0.0
Turner Rise Retail park, Colchester	9.0	0.2	1.2	0.0	0.4	0.3	6.7	0.3		0.0
Colchester	329.7	11.1	30.0	15.5	43.5	13.0	211.7	5.0		0.0
Aldham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0		0.0
Angora Business Park, Stanway	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0		0.0
Asda, Turner Rise, Colchester	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0		0.0
Blackheath, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0		0.0
Cowdray Trade Park, Colchester	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0		0.0
Fillpots Garden Centre, Straight Road, Boxed	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0		0.0
Fiverways Retail Park, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0		0.0
Great Horkesley	0.0	0.0	0.0	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	0.0		0.0
Homebase, St Andrews Avenue, Colchester	1.1	0.0	0.0	0.0	0.3	0.0	0.7	0.1		0.0
Langham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1		0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0		0.0
Prettygate	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0		0.0
Sainsbury's, Western Approach, Stanway	0.7	0.0	0.0	0.0	0.0	0.1	0.6	0.0		0.0
Severalls Industrial Park, Colchester	0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.1		0.0
Sheepen Retail Park, Colchester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0		0.0
Shrub End	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0		0.0
Stanway	1.8	0.0	0.0	0.0	0.4	0.1	1.1	0.2		0.0
Tesco Extra, Highwoods, Colchester	8.0	0.0	0.0	0.0	0.9	0.1	6.5	0.5		0.0
Tesco Superstore, Greenstead Road, Colchester	2.1	0.0	0.0	0.0	0.1	0.1	1.9	0.0		0.0
West Bergholt	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0		0.0
Wickes, Clarendon Way, Colchester	0.3	0.0	0.0	0.1	0.0	0.0	0.3	0.0		0.0
Wyevalle Garden Centre, London Road, Colchester	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0		0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>539.0</b>	<b>12.6</b>	<b>38.3</b>	<b>27.2</b>	<b>67.7</b>	<b>19.7</b>	<b>364.6</b>	<b>8.9</b>		<b>0.0</b>
<b>Zone 7</b>										
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
Capel St Mary	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1		0.0
Dedham	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.3		0.0
East Bergholt	0.6	0.0	0.0	0.0	0.0	0.0	0.3	0.3		0.0
Holbrook	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1		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
<b>SUB TOTAL (ZONE 7)</b>	<b>1.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.8</b>		<b>0.0</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>748.9</b>	<b>51.6</b>	<b>147.4</b>	<b>62.7</b>	<b>86.9</b>	<b>21.9</b>	<b>367.8</b>	<b>10.4</b>		<b>41.1</b>

Outside									
Tiptree	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
West Mersea	0.1	0.0	0.0	0.0	0.1	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	1.6	0.5	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Bristol	0.3	0.0	0.0	0.0	0.0	0.0	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	5.4	0.0	0.0	0.0	2.4	0.1	0.0	2.9	0.0
Fairacres Retail Park, Oxford	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.2	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	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	2.0	0.0	0.4	0.0	0.7	0.0	0.2	0.7	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	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Marks Tey	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
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	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pitsea	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2	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	2.5	0.0	0.0	0.0	0.0	0.0	2.4	0.1	0.0
Suffolk Retail Park, Ipswich	1.1	0.0	0.0	0.1	0.2	0.0	0.0	0.8	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
The Interchange Retail Park, Ipswich	14.6	0.3	3.6	0.8	2.5	0.2	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	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Woodhall Business Park, Sudbury	0.4	0.0	0.0	0.0	0.0	0.0	0.4	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	0.0
SUB TOTAL (OUTSIDE )	130.6	5.2	16.4	7.0	21.9	3.0	37.7	39.5	0.0

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 <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	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

2014 prices

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

Year	Comparison Goods		
	Surplus	Floorspace Requirement	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

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

Year	Comparison Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 prices

Table 26d: Extant Comparison Goods Commitments in Tendring

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Clacton Factory Shopping Village	14/01445/OUT	Factory outlet extension	2,340	1,638	3,500	5.7	approved. Demolition works already 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.



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 <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	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
- 2014 prices

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

Year	Comparison Goods		
	Surplus	Floorspace Requirement	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

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

Year	Comparison Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

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 C26d: Extant Comparison Goods Commitments in Clacton

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Clacton Factory Shopping Village	14/01445/OUT	Factory outlet extension	2,340	1,638	3,500	5.7	approved. Demolition works already 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
				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 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

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 <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	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:

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 F26b: Quantitative need for additional comparison goods floorspace in Frinton

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

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

Year	Comparison Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	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

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 <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	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
- 2014 prices

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

Year	Comparison Goods		
	Surplus	Floorspace Requirement	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

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

Year	Comparison Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

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 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 <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	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:

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		
	Surplus	Floorspace Requirement	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	0.2	40	70
2025	0.5	90	150
2032	1.2	170	290

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				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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

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 <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	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:

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

Year	Comparison Goods		
	Surplus	Floorspace Requirement	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	0.4	70	110
2025	0.9	150	250
2032	2.0	290	490

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

Year	Comparison Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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)

2014 prices

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 <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	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:

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

Year	Comparison Goods		
	Surplus	Floorspace Requirement	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	0.2	30	50
2025	0.4	70	120
2032	0.9	140	230

- 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
- 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
- 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				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
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)
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
- 2014 prices

Table 26d: Extant Comparison Goods Commitments in Walton

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	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	