
APPENDIX 7

HOUSEHOLD TELEPHONE INTERVIEW SURVEY RESULTS

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	1951	100.0%	155	100.0%	150	100.0%	82	100.0%	55	100.0%	51	100.0%	37	100.0%
Tesco, Angel Drove, ELY	92	4.7%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%
Tesco Extra, Old North Road, ROYSTON	83	4.3%	0	.0%	0	.0%	0	.0%	2	3.1%	12	23.2%	0	.0%
Tesco Extra, Viking Way, Bar Hill, CAMBRIDGE	78	4.0%	24	15.5%	3	2.0%	14	17.5%	26	48.0%	0	.0%	0	.0%
Tesco, Cambridge Road Industrial Estate, Milton, CAMBRIDGE	74	3.8%	51	33.0%	3	2.0%	15	18.6%	1	2.0%	1	1.1%	0	1.0%
Tesco, Fordham Road, NEWMARKET	73	3.8%	6	4.1%	3	2.0%	10	12.4%	1	1.0%	0	.0%	0	1.0%
Tesco, Barford Road, HUNTINGDON	71	3.6%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Brooks Road, Coldams Lane, CAMBRIDGE	67	3.4%	16	10.3%	37	24.5%	7	8.2%	1	2.0%	3	5.3%	3	7.1%
Waitrose, Hauxton Road, Trumpington, CAMBRIDGE	64	3.3%	6	4.1%	24	16.3%	0	.0%	6	10.2%	14	26.3%	0	1.0%
Sainsbury's, Haycocks Road, HAVERHILL	60	3.1%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	9	23.5%
Sainsbury's, Letchworth Business Park, LETCHWORTH	47	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Bells Brook, BIGGLESWADE	47	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Great North Road, ST. NEOTS	44	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cheddars Lane, Newmarket Road, CAMBRIDGE	41	2.1%	16	10.3%	12	8.2%	4	5.2%	1	1.0%	1	2.1%	1	4.1%
Tesco, Yarrow Road, Cherry Hinton, CAMBRIDGE	38	2.0%	0	.0%	15	10.2%	4	5.2%	0	.0%	8	15.8%	9	25.5%
Tesco, March Trading Park, MARCH	37	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, High Street, BALDOCK	36	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Woodhall Business Park, Sudbury	35	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Broad Street, Cambourne, CAMBRIDGE	32	1.6%	2	1.0%	0	.0%	3	4.1%	10	18.4%	0	.0%	0	1.0%

(cont.)

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	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Waitrose, Brays Lane, ELY	32	1.6%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Tesco, White Court, BRAINTREE	32	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Fred Archer Way, Newmarket	30	1.6%	3	2.1%	0	.0%	3	4.1%	0	.0%	0	.0%	0	.0%
Tesco Extra, Abbots Ripton Road, HUNTINGDON	29	1.5%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Tesco, Lancaster Way, Bishops Stortford	28	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Radwinter Road, SAFFRON WALDEN	28	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.2%	1	4.1%
Tesco, London Road, DOWNHAM MARKET	28	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Germain Walk, HUNTINGDON	27	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.0%
Waitrose, Station Road, ST IVES	27	1.4%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Asda, Church Street, Biggleswade	23	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Broadway, LETCHWORTH	23	1.2%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.1%	0	.0%
Sainsbury's, Sidney Street, CAMBRIDGE	22	1.1%	10	6.2%	8	5.1%	1	1.0%	0	.0%	2	3.2%	1	2.0%
Asda, Beehive Centre, Coldhams Lane, CAMBRIDGE	22	1.1%	3	2.1%	6	4.1%	1	1.0%	1	2.0%	1	1.1%	0	1.0%
Sainsbury's, Millview, MARCH	18	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Beddingfield Way, BURY ST EDMUNDS	18	.9%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%
Tesco, London Road, BRANDON	17	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	17	.9%	0	.0%	9	6.1%	1	1.0%	0	.0%	2	4.2%	3	9.2%
Waitrose, Priory Lane, ST NEOTS	17	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, St Saviours Interchange, BURY ST EDMUNDS	16	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.0%
Tesco Express, Wertheim Way, HUNTINGDON	15	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Sainsbury's, Tofts walk, Braintree	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Histon Road, CAMBRIDGE	13	.7%	3	2.1%	2	1.0%	0	.0%	1	2.0%	1	1.1%	0	.0%
Waitrose, Station Road, Sudbury	13	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Station Road, BUNTINGFORD	13	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Hill Street, SAFFRON WALDEN	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%
Waitrose, St Benedicts Court, Huntingdon	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Andrews Street, Mildenhall	11	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Hills Road, CAMBRIDGE	9	.5%	2	1.0%	6	4.1%	0	.0%	1	1.0%	0	.0%	0	1.0%
Sainsbury's, London Road, THETFORD	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.0%
Somerfield, Tebbutts Road, ST NEOTS	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Northgate End, Bishops Stortford	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Jubilee Walk, HAVERHILL	9	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Lordscroft Lane, HAVERHILL	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.0%
Tesco Express, Broad Street, MARCH	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Campkin Road, CAMBRIDGE	8	.4%	5	3.1%	2	1.0%	1	1.0%	1	1.0%	0	.0%	0	1.0%
Tesco, Stortford Road, Dunmow	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.0%
Somerfield, High Street, BUNTINGFORD	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Bridge Street, DOWNHAM MARKET	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco Express, Lawson Place, BURY ST EDMUNDS	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, Halstead	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Newton Road, Ramsey, Huntingdon	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Thorley Neighbourhood Centre, Bishops Stortford	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Great Whyte, RAMSEY	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Baldock Street, ROYSTON	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Sidney Street, CAMBRIDGE	6	.3%	2	1.0%	3	2.0%	1	1.0%	1	1.0%	0	.0%	0	.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Riverfield Drive, BEDFORD	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Hereward Cross, Peterborough	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cambridge	5	.3%	0	.0%	3	2.0%	1	1.0%	1	1.0%	1	1.1%	0	.0%
Budgens, Market Square, SANDY	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, High Street, SAWSTON	4	.2%	0	.0%	2	1.0%	0	.0%	0	.0%	2	3.2%	0	.0%
Tesco Express, Norwich Road, Thetford	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Oaks Drive, NEWMARKET	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	1.0%
Tesco Express, High Street, Histon, CAMBRIDGE	4	.2%	2	1.0%	0	.0%	1	1.0%	0	.0%	1	1.1%	1	2.0%
Co-op (East & Central), Grantchester Street, NEWNHAM	4	.2%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, North End, Wisbech	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solar Superstore, Weavers Court, Halstead	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, CHATTERIS	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), Bridge Street, CHATTERIS	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Main Street, LITTLEPORT	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, East Street, Sudbury	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Kilverstone, Thetford	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, West Rivergate Arcade, Peterborough	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Market Hill, SUDBURY	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Tollgate West, Stanway, Colchester	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Halstead	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, MARCH	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Huntingdon	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome, Sallowbush Road, HUNTINGDON	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Jackson Square, Bishops Stortford	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome, Elizabeth Parade, NEWMARKET	3	.2%	0	.0%	0	.0%	2	2.1%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Mill Road, CAMBRIDGE	3	.2%	2	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Budgens, Clay Street, SOHAM	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Unit J, ELY	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Fordham Retail Park, Newmarket	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.0%
Tesco, Thetford Road, Watton, Thetford	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Constable Road, ST IVES	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Histon Road, CAMBRIDGE	2	.1%	2	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Iceland, Crown Walk, NEWMARKET	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Kings Street, MILDENHALL	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Girling Street, Sudbury	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, St Neots Road, ST NEOTS	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Old Great North Road, ST NEOTS	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, SHEFFORD	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Colchester	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, King Street, POTTON	2	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, GREAT SHELFORD	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Letchworth	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Adkins Corner, Perne Road, CAMBRIDGE	2	.1%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Buttermarket, BURY ST. EDMUNDS	2	.1%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Grafton Centre, CAMBRIDGE	2	.1%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, Chesterton, CAMBRIDGE	2	.1%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Blunts Lane, PETERBOROUGH	2	.1%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daily Market, Market Hill, Cambridge	2	.1%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haddenham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Soham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, The Rookery, NEWMARKET	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, St Ives	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), High Street, FULBOURN	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%
Co-op (East & Central), King Street, POTTON	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Prince of Wales Court, DOWNHAM MARKET	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, MELBOURN	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bishops Stortford	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Carter Street, FORDHAM	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Cambridge Road, STANDSTED	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Broadway, YAXLEY	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Supermarket, Swan Street, SIBLE HEDINGHAM	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Balfour (East & Central), Queens Gardens, ST. NEOTS	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Milton Road, CAMBRIDGE	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, COTTENHAM	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, WILLINGHAM	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Iceland, Histon Road, CAMBRIDGE	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
One Stop, Church Street, WILLINGHAM	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Local stores, Stow-Cum-Quy	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Co-op, Badgeney Road, MARCH	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Dartford Road, MARCH	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barrow	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Saffron Walden	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Simply Food, Station Road, CAMBRIDGE	1	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Local stores, Barton	1	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Local stores, Great Shelford	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Local stores, Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

		Weighted Base: All respondents - with exclusions		Zone											
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Asda, Monkswood Way, Stevenage	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Huntingdon	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Kings Lynn	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bar Hill	2	.1%	2	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, St. Neots	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Whinbush Road, Hitchin	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Peterborough	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Sandown Road, Wisbech	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Braintree	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Chelmsford, Essex	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Meadow Centre, Wilkes Way, Stowmarket	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Sproughton Road, Ipswich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Swallowbush Road, Huntingdon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Kettering	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Oxney Road, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Extra, Serpentine Green Shopping Centre, Hampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Hampton Hill, Middlesex	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hitchin Road, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cardington Road, Bedford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Brandon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op, High street, Lakenheath	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Kings Lynn	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bury Lane Farm Shop, Melbourn, Royston	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royston Market, Royston	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Harlow	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Nisa, Fyfield Road, Ongar	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Headington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Greenside, Waterbeach, Cambridge	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Oldbrook, Milton Keynes	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Aldi, Sandyland Street, Wisbech	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Badgeney Road, March	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	RAF, Lakenheath	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kedington Stores, Silver Street, Kedington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coop, Peartree Retail Park, Colchester	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roys, Great Eastern Road, Sudbury	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hadleigh Road, Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Broad Street, Reading	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Londis, High Street, Abington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	138	100.0%	86	100.0%	73	100.0%	83	100.0%	85	100.0%	76	100.0%	63	100.0%
Tesco, Angel Drove, ELY	85	61.9%	4	5.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Old North Road, ROYSTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Viking Way, Bar Hill, CAMBRIDGE	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cambridge Road Industrial Estate, Milton, CAMBRIDGE	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Tesco, Fordham Road, NEWMARKET	7	5.2%	1	1.0%	12	16.3%	0	.0%	0	.0%	33	43.0%	0	.0%
Tesco, Barford Road, HUNTINGDON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Brooks Road, Coldams Lane, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Waitrose, Hauxton Road, Trumpington, CAMBRIDGE	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	2	2.0%	1	1.0%
Sainsbury's, Haycocks Road, HAVERHILL	0	.0%	0	.0%	0	.0%	8	10.2%	1	1.0%	1	1.0%	40	62.9%
Sainsbury's, Letchworth Business Park, LETCHWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Bells Brook, BIGGLESWADE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Great North Road, ST. NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cheddars Lane, Newmarket Road, CAMBRIDGE	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	2	2.0%	1	1.0%
Tesco, Yarrow Road, Cherry Hinton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%
Tesco, March Trading Park, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, High Street, BALDOCK	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Woodhall Business Park, Sudbury	0	.0%	0	.0%	1	2.0%	19	22.4%	0	.0%	0	.0%	0	.0%
Morrisons, Broad Street, Cambourne, CAMBRIDGE	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Waitrose, Brays Lane, ELY	28	20.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, White Court, BRAINTREE	0	.0%	0	.0%	0	.0%	11	13.3%	20	23.5%	0	.0%	0	.0%
Waitrose, Fred Archer Way, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	24	31.0%	0	.0%
Tesco Extra, Abbots Ripton Road, HUNTINGDON	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Tesco, Lancaster Way, Bishops Stortford	0	.0%	1	1.0%	0	.0%	0	.0%	15	17.3%	0	.0%	0	.0%
Tesco, Radwinter Road, SAFFRON WALDEN	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	1	2.1%
Tesco, London Road, DOWNHAM MARKET	0	.0%	23	26.5%	0	.0%	0	.0%	3	4.1%	2	2.0%	0	.0%
Sainsbury's, St Germain Walk, HUNTINGDON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Station Road, ST IVES	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Church Street, Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Broadway, LETCHWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Sidney Street, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Beehive Centre, Coldhams Lane, CAMBRIDGE	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	2	2.0%	3	4.1%
Sainsbury's, Millview, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Beddingfield Way, BURY ST EDMUNDS	0	.0%	0	.0%	13	18.4%	0	.0%	0	.0%	1	1.0%	0	.0%
Tesco, London Road, BRANDON	0	.0%	13	15.3%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%
Waitrose, Priory Lane, ST NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, St Saviours Interchange, BURY ST EDMUNDS	0	.0%	0	.0%	10	14.3%	0	.0%	1	1.0%	2	3.0%	1	1.0%
Tesco Express, Wertheim Way, HUNTINGDON	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Sainsbury's, Tofts walk, Braintree	0	.0%	0	.0%	0	.0%	5	6.1%	9	10.2%	0	.0%	0	.0%
Aldi, Histon Road, CAMBRIDGE	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Station Road, Sudbury	0	.0%	0	.0%	1	1.0%	5	6.1%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Station Road, BUNTINGFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Hill Street, SAFFRON WALDEN	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%
Waitrose, St Benedicts Court, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Andrews Street, Mildenhall	0	.0%	2	2.0%	9	12.2%	0	.0%	0	.0%	0	.0%	1	1.0%
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0	.0%	0	.0%	10	14.3%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Hills Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, London Road, THETFORD	0	.0%	8	9.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Tebbutts Road, ST NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Northgate End, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	5	6.1%	0	.0%	0	.0%
Co-op (East & Central), Jubilee Walk, HAVERHILL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	6	9.3%
Aldi, Lordscroft Lane, HAVERHILL	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	7	11.3%
Tesco Express, Broad Street, MARCH	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Campkin Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Stortford Road, Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	7	8.2%	0	.0%	1	1.0%
Somerfield, High Street, BUNTINGFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Bridge Street, DOWNHAM MARKET	0	.0%	7	8.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco Express, Lawson Place, BURY ST EDMUNDS	0	.0%	2	2.0%	1	1.0%	0	.0%	1	1.0%	2	2.0%	0	.0%
Somerfield, High Street, Halstead	0	.0%	0	.0%	0	.0%	7	8.2%	0	.0%	0	.0%	0	.0%
Rainbow, Newton Road, Ramsey, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Thorley Neighbourhood Centre, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	3	3.1%	0	.0%	0	.0%
Somerfield, Great Whyte, RAMSEY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Baldock Street, ROYSTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Sidney Street, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0	.0%	0	.0%	5	7.1%	0	.0%	0	.0%	1	1.0%	0	.0%
Tesco, Riverfield Drive, BEDFORD	0	.0%	4	4.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Tesco, Hereward Cross, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Market Square, SANDY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, High Street, SAWSTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Norwich Road, Thetford	0	.0%	4	5.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Oaks Drive, NEWMARKET	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, High Street, Histon, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Grantchester Street, NEWNHAM	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, North End, Wisbech	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solar Superstore, Weavers Court, Halstead	0	.0%	0	.0%	0	.0%	4	5.1%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, CHATTERIS	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), Bridge Street, CHATTERIS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Main Street, LITTLEPORT	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, East Street, Sudbury	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Tesco, Kilverstone, Thetford	0	.0%	4	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, West Rivergate Arcade, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Market Hill, SUDBURY	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%	0	.0%
Sainsbury's, Tollgate West, Stanway, Colchester	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%	0	.0%
Local stores, Halstead	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, MARCH	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
Local stores, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome, Sallowbush Road, HUNTINGDON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Jackson Square, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	3	3.1%	0	.0%	0	.0%
Welcome, Elizabeth Parade, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
Co-op (East & Central), Mill Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Budgens, Clay Street, SOHAM	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Unit J, ELY	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Fordham Retail Park, Newmarket	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	2	2.0%	0	.0%
Tesco, Thetford Road, Watton, Thetford	0	.0%	3	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Constable Road, ST IVES	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Histon Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Iceland, Crown Walk, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%	0	.0%
Co-op (East & Central), Kings Street, MILDENHALL	0	.0%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Girling Street, Sudbury	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
One Stop, St Neots Road, ST NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Old Great North Road, ST NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, SHEFFORD	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Asda, Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, King Street, POTTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, GREAT SHELFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Adkins Corner, Perne Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Buttermarket, BURY ST. EDMUNDS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Grafton Centre, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, Chesterton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Blunts Lane, PETERBOROUGH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daily Market, Market Hill, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haddenham	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Soham	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, The Rookery, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Local stores, St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), High Street, FULBOURN	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), King Street, POTTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Prince of Wales Court, DOWNHAM MARKET	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, MELBOURN	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Co-op (East & Central), Carter Street, FORDHAM	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Cambridge Road, STANDSTED	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Rainbow, Broadway, YAXLEY	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Supermarket, Swan Street, SIBLE HEDINGHAM	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Balfour (East & Central), Queens Gardens, ST. NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Milton Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, COTTENHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, WILLINGHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Histon Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Church Street, WILLINGHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stow-Cum-Quy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Badgeney Road, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Dartford Road, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barrow	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Simply Food, Station Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Asda, Monkswood Way, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Kings Lynn	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bar Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, St. Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Whinbush Road, Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Sandown Road, Wisbech	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
	Tesco, Chelmsford, Essex	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
	Asda, Meadow Centre, Wilkes Way, Stowmarket	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Morrisons, Sproughton Road, Ipswich	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Swallowbush Road, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Kettering	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Oxney Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Extra, Serpentine Green Shopping Centre, Hampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Hampton Hill, Middlesex	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hitchin Road, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cardington Road, Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Brandon	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op, High street, Lakenheath	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Kings Lynn	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bury Lane Farm Shop, Melbourn, Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royston Market, Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Nisa, Fyfield Road, Ongar	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Co-op, London Road, Headington	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	One Stop, Greenside, Waterbeach, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Oldbrook, Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Sandyland Street, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Badgeney Road, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	RAF, Lakenheath	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kedington Stores, Silver Street, Kedington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Coop, Peartree Retail Park, Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roys, Great Eastern Road, Sudbury	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%
	Marks & Spencer, Broad Street, Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Londis, High Street, Abington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	62	100.0%	87	100.0%	109	100.0%	201	100.0%	123	100.0%	83	100.0%	150	100.0%
Tesco, Angel Drove, ELY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Tesco Extra, Old North Road, ROYSTON	1	1.0%	56	64.6%	0	.0%	0	.0%	0	.0%	0	.0%	13	8.3%
Tesco Extra, Viking Way, Bar Hill, CAMBRIDGE	0	.0%	2	2.0%	0	.0%	2	1.0%	5	4.2%	0	.0%	0	.0%
Tesco, Cambridge Road Industrial Estate, Milton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Fordham Road, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Barford Road, HUNTINGDON	0	.0%	0	.0%	1	1.0%	43	21.4%	26	21.1%	0	.0%	0	.0%
Sainsbury's, Brooks Road, Coldams Lane, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Hauxton Road, Trumpington, CAMBRIDGE	0	.0%	8	9.1%	0	.0%	2	1.0%	0	.0%	1	1.0%	0	.0%
Sainsbury's, Haycocks Road, HAVERHILL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Letchworth Business Park, LETCHWORTH	0	.0%	5	6.1%	1	1.0%	0	.0%	0	.0%	0	.0%	41	27.1%
Sainsbury's, Bells Brook, BIGGLESWADE	0	.0%	1	1.0%	46	41.8%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Great North Road, ST. NEOTS	0	.0%	0	.0%	7	6.1%	37	18.4%	0	.0%	0	.0%	0	.0%
Tesco, Cheddars Lane, Newmarket Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%
Tesco, Yarrow Road, Cherry Hinton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, March Trading Park, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	37	44.0%	0	.0%
Tesco Extra, High Street, BALDOCK	0	.0%	3	3.0%	7	6.1%	0	.0%	0	.0%	0	.0%	27	17.7%
Tesco, Woodhall Business Park, Sudbury	13	21.4%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Morrisons, Broad Street, Cambourne, CAMBRIDGE	0	.0%	0	.0%	2	2.0%	8	4.1%	4	3.2%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Waitrose, Brays Lane, ELY	1	1.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
Tesco, White Court, BRAINTREE	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Fred Archer Way, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Abbots Ripton Road, HUNTINGDON	1	1.0%	0	.0%	0	.0%	12	6.1%	14	11.6%	1	1.0%	0	.0%
Tesco, Lancaster Way, Bishops Stortford	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	7.3%
Tesco, Radwinter Road, SAFFRON WALDEN	16	25.5%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%
Tesco, London Road, DOWNHAM MARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Germain Walk, HUNTINGDON	0	.0%	0	.0%	0	.0%	21	10.2%	6	5.3%	0	.0%	0	.0%
Waitrose, Station Road, ST IVES	1	1.0%	0	.0%	0	.0%	10	5.1%	16	12.6%	0	.0%	0	.0%
Asda, Church Street, Biggleswade	0	.0%	0	.0%	23	21.4%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Broadway, LETCHWORTH	1	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	19	12.5%
Sainsbury's, Sidney Street, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Asda, Beehive Centre, Coldhams Lane, CAMBRIDGE	0	.0%	0	.0%	1	1.0%	0	.0%	3	2.1%	1	1.0%	0	.0%
Sainsbury's, Millview, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	18	22.0%	0	.0%
Sainsbury's, Beddingfield Way, BURY ST EDMUNDS	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, London Road, BRANDON	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Priory Lane, ST NEOTS	0	.0%	0	.0%	2	2.0%	14	7.1%	0	.0%	0	.0%	0	.0%
Tesco, St Saviours Interchange, BURY ST EDMUNDS	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Wertheim Way, HUNTINGDON	0	.0%	1	1.0%	0	.0%	8	4.1%	4	3.2%	1	1.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Sainsbury's, Tofts walk, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Histon Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	2	1.0%	1	1.1%	0	.0%	2	1.0%
Waitrose, Station Road, Sudbury	7	11.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Station Road, BUNTINGFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	8.3%
Waitrose, Hill Street, SAFFRON WALDEN	7	11.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, St Benedicts Court, Huntingdon	0	.0%	0	.0%	0	.0%	10	5.1%	1	1.1%	0	.0%	0	.0%
Sainsbury's, St Andrews Street, Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Hills Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, London Road, THETFORD	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Tebbutts Road, ST NEOTS	0	.0%	0	.0%	0	.0%	8	4.1%	0	.0%	1	1.0%	0	.0%
Waitrose, Northgate End, Bishops Stortford	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%
Co-op (East & Central), Jubilee Walk, HAVERHILL	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
Aldi, Lordscroft Lane, HAVERHILL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Broad Street, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	9.0%	0	.0%
Tesco Express, Campkin Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Stortford Road, Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, BUNTINGFORD	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.2%
Somerfield, Bridge Street, DOWNHAM MARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco Express, Lawson Place, BURY ST EDMUNDS	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Newton Road, Ramsey, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	6	5.3%	0	.0%	0	.0%
Sainsbury's, Thorley Neighbourhood Centre, Bishops Stortford	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%
Somerfield, Great Whyte, RAMSEY	0	.0%	0	.0%	1	1.0%	0	.0%	5	4.2%	0	.0%	0	.0%
Somerfield, Baldock Street, ROYSTON	0	.0%	6	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Sidney Street, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Riverfield Drive, BEDFORD	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Hereward Cross, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	5	4.2%	0	.0%	0	.0%
Local stores, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Market Square, SANDY	0	.0%	0	.0%	4	4.1%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, High Street, SAWSTON	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Tesco Express, Norwich Road, Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Oaks Drive, NEWMARKET	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
Tesco Express, High Street, Histon, CAMBRIDGE	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Grantchester Street, NEWNHAM	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
Asda, North End, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%	0	.0%
Solar Superstore, Weavers Court, Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, CHATTERIS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), Bridge Street, CHATTERIS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.0%	0	.0%
Co-op (East & Central), Main Street, LITTLEPORT	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Somerfield, East Street, Sudbury	3	5.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Kilverstone, Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, West Rivergate Arcade, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	1	1.0%	0	.0%
Co-op (East & Central), Market Hill, SUDBURY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Tollgate West, Stanway, Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
Local stores, Huntingdon	0	.0%	0	.0%	0	.0%	2	1.0%	1	1.1%	0	.0%	0	.0%
Welcome, Sallowbush Road, HUNTINGDON	0	.0%	0	.0%	0	.0%	2	1.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, Jackson Square, Bishops Stortford	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome, Elizabeth Parade, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Mill Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Clay Street, SOHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Unit J, ELY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Fordham Retail Park, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Thetford Road, Watton, Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Constable Road, ST IVES	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%
Co-op (East & Central), Histon Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Iceland, Crown Walk, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Kings Street, MILDENHALL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Girling Street, Sudbury	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, St Neots Road, ST NEOTS	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
Rainbow, Old Great North Road, ST NEOTS	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, SHEFFORD	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Colchester	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, King Street, POTTON	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, GREAT SHELFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%
Local stores, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%
Budgens, Adkins Corner, Perne Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Buttermarket, BURY ST. EDMUNDS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Grafton Centre, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, Chesterton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Blunts Lane, PETERBOROUGH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daily Market, Market Hill, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haddenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Soham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, The Rookery, NEWMARKET	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, St Ives	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), High Street, FULBOURN	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), King Street, POTTON	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Prince of Wales Court, DOWNHAM MARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, MELBOURN	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Carter Street, FORDHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Cambridge Road, STANDSTED	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Broadway, YAXLEY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Supermarket, Swan Street, SIBLE HEDINGHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Balfour (East & Central), Queens Gardens, ST. NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Milton Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, COTTENHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, WILLINGHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Histon Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Church Street, WILLINGHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stow-Cum-Quy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Badgeney Road, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Lidl, Dartford Road, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Local stores, Barrow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Saffron Walden	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Simply Food, Station Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Asda, Monkswood Way, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%
	Co-op, High Street, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%
	Morrisons, Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%
	Sainsbury's, Bar Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, St. Neots	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Whinbush Road, Hitchin	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%
	Tesco, Peterborough	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco, Sandown Road, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Chelmsford, Essex	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Meadow Centre, Wilkes Way, Stowmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Sproughton Road, Ipswich	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Co-op, Swallowbush Road, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Marks & Spencer, High Street, Kettering	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Sainsbury's, Oxney Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco Extra, Serpentine Green Shopping Centre, Hampton	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco, Hampton Hill, Middlesex	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Sainsbury's, Hitchin Road, Stevenage	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cardington Road, Bedford	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op, High street, Lakenheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1. At which store or shopping centre do you do most of your household's main food and grocery shopping?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bury Lane Farm Shop, Melbourn, Royston	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royston Market, Royston	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Nisa, Fyfield Road, Ongar	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Headington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Greenside, Waterbeach, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Oldbrook, Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Sandyland Street, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Co-op, Badgeney Road, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	RAF, Lakenheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kedington Stores, Silver Street, Kedington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coop, Peartree Retail Park, Colchester	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roys, Great Eastern Road, Sudbury	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hadleigh Road, Ipswich	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Broad Street, Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Londis, High Street, Abington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q2. When you do your household's main food shopping, how do you usually travel?

	Weighted Base: Excluding internet		Zone														
			1		2		3		4		5		6		7		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: Excluding internet	1951	100.0%	155	100.0%	150	100.0%	82	100.0%	55	100.0%	51	100.0%	37	100.0%	138	100.0%	
Car (as driver)	1317	67.5%	99	63.9%	72	48.0%	58	71.1%	35	64.3%	36	69.5%	29	78.6%	84	60.8%	
Car (as passenger)	330	16.9%	29	18.6%	18	12.2%	15	18.6%	8	14.3%	10	20.0%	5	14.3%	26	18.6%	
Walk	178	9.1%	5	3.1%	31	20.4%	3	4.1%	8	14.3%	1	2.1%	1	4.1%	20	14.4%	
Bus	67	3.4%	14	9.3%	8	5.1%	3	4.1%	1	2.0%	2	4.2%	0	1.0%	4	3.1%	
Bicycle	33	1.7%	3	2.1%	18	12.2%	1	1.0%	2	4.1%	2	4.2%	0	1.0%	1	1.0%	
Moped/motorcycle	11	.6%	2	1.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	
Taxi	7	.3%	2	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Other																	
			Mobility scooter	6	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	1.0%	0	.0%
			Wheelchair	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
			Park & ride	1	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q2. When you do your household's main food shopping, how do you usually travel?

	Zone																
	8		9		10		11		12		13		14		15		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: Excluding internet	86	100.0%	73	100.0%	83	100.0%	85	100.0%	76	100.0%	63	100.0%	62	100.0%	87	100.0%	
Car (as driver)	61	70.4%	52	71.4%	57	68.4%	67	78.6%	54	71.0%	40	62.9%	37	60.2%	64	73.7%	
Car (as passenger)	17	19.4%	11	15.3%	15	18.4%	14	16.3%	13	17.0%	12	18.6%	13	21.4%	18	21.2%	
Walk	6	7.1%	5	7.1%	9	11.2%	2	2.0%	5	7.0%	7	11.3%	11	17.3%	3	3.0%	
Bus	0	.0%	2	3.1%	2	2.0%	3	3.1%	2	2.0%	4	6.2%	1	1.0%	1	1.0%	
Bicycle	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	1	1.0%	
Moped/motorcycle	1	1.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	
Taxi	1	1.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	
			Mobility scooter	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other			Wheelchair	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
			Park & ride	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q2. When you do your household's main food shopping, how do you usually travel?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Excluding internet	109	100.0%	201	100.0%	123	100.0%	83	100.0%	150	100.0%
Car (as driver)	79	72.4%	146	72.4%	93	75.8%	51	61.0%	103	68.8%
Car (as passenger)	18	16.3%	31	15.3%	18	14.7%	20	24.0%	19	12.5%
Walk	8	7.1%	23	11.2%	8	6.3%	7	8.0%	16	10.4%
Bus	2	2.0%	2	1.0%	4	3.2%	1	1.0%	11	7.3%
Bicycle	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Moped/motorcycle	0	.0%	0	.0%	0	.0%	1	1.0%	2	1.0%
Taxi	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Mobility scooter	0	.0%	0	.0%	0	.0%	2	3.0%	0	.0%
Other	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wheelchair	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Park & ride	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q3. When you do your household's main food shopping, do you usually combine your shopping with other activities, for example non-food shopping, leisure/entertainment activities, restaurants, bars, banks etc?

	Weighted Base: Excluding internet		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Excluding internet	1951	100.0%	155	100.0%	150	100.0%	82	100.0%	55	100.0%	51	100.0%	37	100.0%	138	100.0%	86	100.0%	73	100.0%
Yes	509	26.1%	32	20.6%	31	20.4%	19	23.7%	10	18.4%	14	26.3%	8	21.4%	34	24.7%	21	24.5%	29	39.8%
No	1442	73.9%	123	79.4%	119	79.6%	63	76.3%	45	81.6%	38	73.7%	29	78.6%	104	75.3%	65	75.5%	44	60.2%

(cont.)

Q3. When you do your household's main food shopping, do you usually combine your shopping with other activities, for example non-food shopping, leisure/entertainment activities, restaurants, bars, banks etc?

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Excluding internet	83	100.0%	85	100.0%	76	100.0%	63	100.0%	62	100.0%	87	100.0%	109	100.0%	201	100.0%	123	100.0%	83	100.0%
Yes	31	36.7%	33	38.8%	24	32.0%	18	28.9%	17	27.6%	18	20.2%	22	20.4%	55	27.6%	39	31.6%	22	27.0%
No	53	63.3%	52	61.2%	52	68.0%	45	71.1%	45	72.4%	69	79.8%	87	79.6%	146	72.4%	84	68.4%	61	73.0%

(cont.)

Q3. When you do your household's main food shopping, do you usually combine your shopping with other activities, for example non-food shopping, leisure/entertainment activities, restaurants, bars, banks etc?

	Zone	
	20	
	Num	%
Weighted Base: Excluding internet	150	100.0%
Yes	31	20.8%
No	119	79.2%

Q4. Which of the following activities do you combine with your household's main food shopping?

	Weighted Base: Those combining with activities		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those combining with activities	509	100.0%	32	100.0%	31	100.0%	19	100.0%	10	100.0%	14	100.0%	8	100.0%	34	100.0%
Bars / Pubs	37	7.3%	2	5.0%	0	.0%	1	4.3%	1	5.6%	0	.0%	1	14.3%	6	16.7%
Bingo	5	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%
Cafes	138	27.1%	10	30.0%	6	20.0%	3	13.0%	2	22.2%	3	20.0%	1	14.3%	11	33.3%
Cinemas	24	4.6%	5	15.0%	3	10.0%	0	.0%	1	5.6%	1	4.0%	0	4.8%	1	4.2%
Using financial services (banks, building society, cash machine)	220	43.2%	8	25.0%	17	55.0%	8	43.5%	4	44.4%	4	28.0%	5	66.7%	9	25.0%
Gym / Health and Fitness	48	9.3%	5	15.0%	3	10.0%	3	13.0%	2	16.7%	1	8.0%	1	19.0%	0	.0%
Library	60	11.8%	0	.0%	3	10.0%	3	13.0%	3	27.8%	1	4.0%	0	4.8%	6	16.7%
Markets	126	24.8%	2	5.0%	8	25.0%	5	26.1%	2	16.7%	2	16.0%	1	19.0%	14	41.7%
Meeting Family	118	23.1%	5	15.0%	3	10.0%	4	21.7%	2	16.7%	2	12.0%	1	19.0%	13	37.5%
Meeting Friends	137	27.0%	5	15.0%	9	30.0%	4	21.7%	2	16.7%	4	32.0%	3	33.3%	11	33.3%
Museums / Art Gallery	13	2.7%	0	.0%	2	5.0%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%
Other non-food shops	276	54.3%	11	35.0%	15	50.0%	9	47.8%	4	38.9%	6	44.0%	3	42.9%	26	75.0%
Using other services (travel agent, estate agent)	32	6.3%	2	5.0%	3	10.0%	1	4.3%	1	11.1%	1	4.0%	1	9.5%	4	12.5%
Using personal services (hairdressers, beauty salon)	52	10.2%	0	.0%	5	15.0%	2	8.7%	1	11.1%	2	16.0%	2	28.6%	3	8.3%
Restaurants	81	15.9%	2	5.0%	6	20.0%	3	13.0%	1	5.6%	2	16.0%	1	19.0%	6	16.7%
Swimming	30	5.9%	0	.0%	3	10.0%	0	.0%	1	11.1%	1	8.0%	0	4.8%	1	4.2%
Ten Pin Bowling	11	2.2%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	3	8.3%
Theatre	23	4.5%	3	10.0%	3	10.0%	0	.0%	1	5.6%	1	8.0%	0	4.8%	1	4.2%
Don't know/ can't remember	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Which of the following activities do you combine with your household's main food shopping?

		Weighted Base: Those combining with activities		Zone													
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Choir	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Recycling	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Flying club	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	To/ from college	1	.2%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Veterinary surgeon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Visit local town	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Which of the following activities do you combine with your household's main food shopping?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those combining with activities	21	100.0%	29	100.0%	31	100.0%	33	100.0%	24	100.0%	18	100.0%	17	100.0%	18	100.0%
Bars / Pubs	1	4.2%	1	2.6%	0	.0%	3	10.5%	3	12.5%	1	7.1%	2	11.1%	2	10.0%
Bingo	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	1	7.1%	1	7.4%	0	.0%
Cafes	8	37.5%	7	23.1%	7	22.2%	10	31.6%	6	25.0%	5	28.6%	4	25.9%	9	50.0%
Cinemas	2	8.3%	2	7.7%	1	2.8%	1	2.6%	1	3.1%	2	10.7%	2	11.1%	1	5.0%
Using financial services (banks, building society, cash machine)	11	50.0%	10	33.3%	14	44.4%	18	55.3%	12	50.0%	9	50.0%	6	37.0%	5	30.0%
Gym / Health and Fitness	4	16.7%	4	12.8%	2	5.6%	4	13.2%	0	.0%	1	3.6%	1	7.4%	3	15.0%
Library	6	29.2%	4	12.8%	3	11.1%	6	18.4%	4	15.6%	3	17.9%	3	14.8%	0	.0%
Markets	8	37.5%	8	28.2%	5	16.7%	6	18.4%	8	34.4%	5	28.6%	5	29.6%	2	10.0%
Meeting Family	5	25.0%	11	38.5%	8	25.0%	6	18.4%	7	28.1%	7	39.3%	4	25.9%	4	20.0%
Meeting Friends	6	29.2%	10	35.9%	8	25.0%	7	21.1%	8	31.3%	4	21.4%	4	25.9%	4	25.0%
Museums / Art Gallery	1	4.2%	1	2.6%	0	.0%	2	5.3%	2	6.3%	2	10.7%	1	3.7%	0	.0%
Other non-food shops	13	62.5%	17	59.0%	15	50.0%	20	60.5%	15	62.5%	12	67.9%	9	51.9%	6	35.0%
Using other services (travel agent, estate agent)	2	8.3%	4	12.8%	2	5.6%	3	10.5%	0	.0%	1	7.1%	1	7.4%	0	.0%
Using personal services (hairdressers, beauty salon)	3	12.5%	5	17.9%	3	11.1%	3	7.9%	5	21.9%	4	21.4%	2	11.1%	0	.0%
Restaurants	4	20.8%	5	17.9%	8	25.0%	3	10.5%	5	21.9%	5	25.0%	2	11.1%	5	30.0%
Swimming	4	20.8%	3	10.3%	1	2.8%	1	2.6%	2	6.3%	1	7.1%	1	3.7%	0	.0%
Ten Pin Bowling	1	4.2%	1	2.6%	1	2.8%	3	7.9%	0	.0%	1	7.1%	0	.0%	0	.0%
Theatre	3	12.5%	1	2.6%	2	5.6%	0	.0%	2	6.3%	1	7.1%	2	11.1%	0	.0%
Don't know/ can't remember	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Which of the following activities do you combine with your household's main food shopping?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Choir	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Recycling	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%
	Flying club	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	To/ from college	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Veterinary surgeon	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%
	Visit local town	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%

(cont.)

Q4. Which of the following activities do you combine with your household's main food shopping?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those combining with activities	22	100.0%	55	100.0%	39	100.0%	22	100.0%	31	100.0%
Bars / Pubs	1	5.0%	4	7.4%	1	3.3%	2	7.4%	6	20.0%
Bingo	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cafes	9	40.0%	21	37.0%	5	13.3%	5	22.2%	6	20.0%
Cinemas	0	.0%	0	.0%	0	.0%	2	7.4%	0	.0%
Using financial services (banks, building society, cash machine)	10	45.0%	29	51.9%	17	43.3%	8	37.0%	16	50.0%
Gym / Health and Fitness	2	10.0%	4	7.4%	4	10.0%	2	7.4%	3	10.0%
Library	3	15.0%	2	3.7%	5	13.3%	2	11.1%	3	10.0%
Markets	6	25.0%	16	29.6%	8	20.0%	4	18.5%	11	35.0%
Meeting Family	6	25.0%	10	18.5%	6	16.7%	6	25.9%	8	25.0%
Meeting Friends	8	35.0%	14	25.9%	10	26.7%	6	25.9%	9	30.0%
Museums / Art Gallery	0	.0%	0	.0%	0	.0%	1	3.7%	3	10.0%
Other non-food shops	11	50.0%	33	59.3%	21	53.3%	12	51.9%	17	55.0%
Using other services (travel agent, estate agent)	1	5.0%	4	7.4%	0	.0%	0	.0%	2	5.0%
Using personal services (hairdressers, beauty salon)	2	10.0%	6	11.1%	1	3.3%	1	3.7%	2	5.0%
Restaurants	1	5.0%	8	14.8%	4	10.0%	5	22.2%	5	15.0%
Swimming	3	15.0%	2	3.7%	3	6.7%	1	3.7%	2	5.0%
Ten Pin Bowling	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%
Theatre	0	.0%	2	3.7%	1	3.3%	0	.0%	0	.0%
Don't know/ can't remember	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Which of the following activities do you combine with your household's main food shopping?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Choir	0	.0%	2	3.7%	0	.0%	0	.0%	0	.0%
	Recycling	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Flying club	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	To/ from college	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Veterinary surgeon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Visit local town	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	1596	100.0%	131	100.0%	130	100.0%	70	100.0%	46	100.0%	45	100.0%	29	100.0%
Local stores, Cambridge	41	2.6%	11	8.5%	17	12.9%	3	3.6%	2	3.7%	3	6.0%	0	.0%
Tesco Extra, Old North Road, ROYSTON	36	2.2%	0	.0%	0	.0%	1	1.2%	1	1.2%	2	4.8%	0	.0%
Tesco, Cambridge Road Industrial Estate, Milton, CAMBRIDGE	32	2.0%	21	15.9%	2	1.2%	8	10.8%	1	1.2%	0	.0%	0	.0%
Local stores, Huntingdon	28	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Brays Lane, ELY	27	1.7%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Tesco Extra, Viking Way, Bar Hill, CAMBRIDGE	27	1.7%	5	3.7%	0	.0%	1	1.2%	17	36.6%	0	.0%	0	.0%
Tesco, Barford Road, HUNTINGDON	27	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Sainsbury's, Brooks Road, Coldams Lane, CAMBRIDGE	26	1.6%	6	4.9%	14	10.6%	3	4.8%	1	1.2%	1	2.4%	1	3.8%
Tesco, Angel Drove, ELY	26	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Hauxton Road, Trumpington, CAMBRIDGE	25	1.6%	2	1.2%	11	8.2%	1	1.2%	1	2.4%	7	15.5%	0	.0%
Sainsbury's, Haycocks Road, HAVERHILL	23	1.5%	0	.0%	2	1.2%	0	.0%	1	1.2%	0	.0%	1	5.1%
Co-op (East & Central), Station Road, BUNTINGFORD	20	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Great North Road, ST. NEOTS	20	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Waitrose, Station Road, ST IVES	20	1.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Asda, Church Street, Biggleswade	19	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Broadway, LETCHWORTH	19	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Wertheim Way, HUNTINGDON	18	1.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Tesco, Cheddars Lane, Newmarket Road, CAMBRIDGE	17	1.1%	8	6.1%	2	1.2%	2	2.4%	0	.0%	1	1.2%	0	1.3%
Tesco, Fordham Road, NEWMARKET	17	1.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Somerfield, High Street, BUNTINGFORD	17	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Germain Walk, HUNTINGDON	17	1.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Market Square, SANDY	16	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Royston	15	1.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Tesco, Yarrow Road, Cherry Hinton, CAMBRIDGE	15	.9%	0	.0%	8	5.9%	2	2.4%	0	.0%	1	2.4%	3	9.0%
Co-op (East & Central), Main Street, LITTLEPORT	14	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Hills Road, CAMBRIDGE	14	.9%	0	.0%	9	7.1%	2	2.4%	1	1.2%	0	.0%	0	.0%
Co-op (East & Central), Jubilee Walk, HAVERHILL	13	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Sidney Street, CAMBRIDGE	13	.8%	8	6.1%	3	2.4%	1	1.2%	0	.0%	1	1.2%	0	1.3%
Somerfield, Bridge Street, DOWNHAM MARKET	13	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, March Trading Park, MARCH	13	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Broad Street, Cambourne, CAMBRIDGE	12	.8%	0	.0%	0	.0%	0	.0%	8	17.1%	1	1.2%	0	1.3%
Tesco Extra, High Street, BALDOCK	12	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Budgens, Adkins Corner, Perne Road, CAMBRIDGE	12	.8%	2	1.2%	9	7.1%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	12	.7%	2	1.2%	8	5.9%	0	.0%	0	.0%	0	.0%	2	6.4%
Aldi, Histon Road, CAMBRIDGE	12	.7%	5	3.7%	0	.0%	1	1.2%	0	.0%	0	.0%	0	1.3%
Local stores, Biggleswade	12	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, London Road, DOWNHAM MARKET	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ely	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), North Street, BURWELL	11	.7%	0	.0%	0	.0%	9	13.3%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Market Hill, SUDBURY	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Abbots Ripton Road, HUNTINGDON	10	.7%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Andrews Street, Mildenhall	10	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haverhill	10	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Budgens, Clay Street, SOHAM	10	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Millview, MARCH	10	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Great Whyte, RAMSEY	10	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Sidney Street, CAMBRIDGE	10	.6%	5	3.7%	3	2.4%	1	1.2%	1	2.4%	0	.0%	0	.0%
Tesco, Radwinter Road, SAFFRON WALDEN	10	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Local stores, Saffron Walden	10	.6%	0	.0%	2	1.2%	1	1.2%	0	.0%	0	.0%	0	.0%
Tesco Express, High Street, Histon, CAMBRIDGE	9	.6%	5	3.7%	5	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Beehive Centre, Coldhams Lane, CAMBRIDGE	9	.6%	3	2.4%	5	3.5%	1	1.2%	0	.0%	0	.0%	0	.0%
Local stores, March	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Beddingfield Way, BURY ST EDMUNDS	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Local stores, Foxton	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	14.3%	0	.0%
Local stores, St Ives	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, St Neots	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, High Street, SAWSTON	9	.5%	0	.0%	2	1.2%	0	.0%	0	.0%	7	15.5%	0	.0%
Local stores, Haddenham	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newmarket	8	.5%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Iceland, Crown Walk, NEWMARKET	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), Grantchester Street, NEWNHAM	8	.5%	0	.0%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sudbury	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Fred Archer Way, Newmarket	8	.5%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
One Stop, St Neots Road, ST NEOTS	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Tebbutts Road, ST NEOTS	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Lordscroft Lane, HAVERHILL	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Braintree	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Campkin Road, CAMBRIDGE	8	.5%	5	3.7%	0	.0%	1	1.2%	1	1.2%	1	1.2%	0	.0%
Marks & Spencer, Grafton Centre, CAMBRIDGE	8	.5%	2	1.2%	6	4.7%	0	.0%	0	.0%	0	.0%	0	1.3%
Somerfield, East Street, Sudbury	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, COTTENHAM	8	.5%	0	.0%	0	.0%	8	10.8%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, GREAT SHELFORD	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	5	10.7%	0	.0%
Somerfield, Baldock Street, ROYSTON	8	.5%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Waitrose, Hill Street, SAFFRON WALDEN	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	3.8%
Waitrose, Station Road, Sudbury	7	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Histon Road, CAMBRIDGE	7	.5%	5	3.7%	2	1.2%	0	.0%	1	1.2%	0	.0%	0	1.3%
Marks & Spencer, The Rookery, NEWMARKET	7	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Tesco Express, Broad Street, MARCH	7	.4%	2	1.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Waitrose, Priory Lane, ST NEOTS	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Halstead	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Budgens, Arbury Road, CAMBRIDGE	7	.4%	5	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Cambridge Road, STANDSTED	7	.4%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Northgate End, Bishops Stortford	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, King Street, POTTON	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Girton Road, CAMBRIDGE	6	.4%	6	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bury St Edmunds	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, White Court, BRAINTREE	6	.4%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
Local stores, Letchworth	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Brampton	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Tesco, London Road, BRANDON	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, MELBOURN	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Milton Road, CAMBRIDGE	6	.4%	2	1.2%	2	1.2%	1	1.2%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, STOTFOLD	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Histon	6	.4%	5	3.7%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Sawtry	6	.4%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, FULBOURN	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	15.4%
Co-op (East & Central), High Street, LINTON	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	17.9%
Co-op, Geen End Road, Sawtry	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Weavers Court, Halstead	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bottisham	5	.3%	0	.0%	0	.0%	5	7.2%	0	.0%	0	.0%	0	.0%
Local stores, Waterbeach	5	.3%	0	.0%	0	.0%	5	7.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Brandon	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, CHATTERIS	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Constable Road, ST IVES	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bishops Stortford	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, WILLINGHAM	5	.3%	0	.0%	0	.0%	3	4.8%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Mill Road, CAMBRIDGE	5	.3%	0	.0%	5	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, North End, Wisbech	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, Chesterton, CAMBRIDGE	5	.3%	2	1.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Tesco, St Saviours Interchange, BURY ST EDMUNDS	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Bells Brook, BIGGLESWADE	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Langford	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Lakenheath	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Downham Market	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thetford	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Stortford Road, Dunmow	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Buttermarket, BURY ST. EDMUNDS	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, Halstead	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Main Street, Ely	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Letchworth Business Park, LETCHWORTH	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Badgeney Road, MARCH	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, MARCH	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Woodhall Business Park, Sudbury	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Clavering	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Newton Road, Ramsey, Huntingdon	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fulbourn	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	12.8%
Co-op (East & Central), Kings Street, MILDENHALL	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cherry Hinton	4	.2%	0	.0%	3	2.4%	0	.0%	0	.0%	1	1.2%	0	.0%
Sainsbury's, Tofts walk, Braintree	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Bridge Street, CHATTERIS	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Grove Court, BIGGLESWADE	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bocking	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Lancaster Way, Bishops Stortford	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Girling Street, Sudbury	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nisa, Clavering, Saffron Walden	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Sheep Market, St Ives	3	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Varies	3	.2%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Braughing	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome, Elizabeth Parade, NEWMARKET	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Church Street, Gamlingay, CAMBRIDGE	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barrow	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, SOHAM	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Unit J, ELY	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, SUTTON	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Swavesey	3	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	0	.0%
Co-op, High Street, Brandon	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, High Street, Brandon	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Guilden Morden	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, MELDRETH	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Dunmow	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, SAWSTON	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ramsey	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solar Superstore, Weavers Court, Halstead	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cottenham	3	.2%	0	.0%	0	.0%	3	3.6%	0	.0%	0	.0%	0	.0%
Local stores, Doddington	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wimblington	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Mildenhall	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Milton Keynes	2	.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Xpress Budgens, Cambridge Road, STANSTEAD MOUNTFITCHET	2	.2%	0	.0%	2	1.2%	0	.0%	0	.0%	1	1.2%	0	1.3%
Lidl, Dartford Road, MARCH	2	.1%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Glemsford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, King Street, Cambridge	2	.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Co-op, Elizabeth Parade, Newmarket	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Comberton	2	.1%	0	.0%	0	.0%	0	.0%	2	4.9%	0	.0%	0	.0%
Somerfield, Market Place, BIGGLESWADE	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sandy	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Gidding	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Harston	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.8%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Sawston	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.8%	0	.0%
Welcome, St Johns Terrace, BRAINTREE	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow, Old Great North Road, ST NEOTS	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Buckden	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Kimbolton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Offord D'Arcy	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Perry, Huntingdon	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hitchin	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Simply Food, Station Road, CAMBRIDGE	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Netto, Oaks Drive, NEWMARKET	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Sainsbury's, London Road, THETFORD	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Feltwell	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hockwold	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, SHEFFORD	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thaxted	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wethersfield	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Whittlesford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Local stores, Willingham	2	.1%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%
Local stores, Manea	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Lawson Place, BURY ST EDMUNDS	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Shelford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.6%	0	.0%
Co-op (East & Central), Station Road, Histon, CAMBRIDGE	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Histon Road, CAMBRIDGE	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Impington	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Church Street, WILLINGHAM	2	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Kwik Save, The Parade, LETCHWORTH	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Jubilee Road, LETCHWORTH	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ashwell	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Westell Close	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Grantchester	2	.1%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newnham	2	.1%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wickhambrook	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Simply Food, High Street, HUNTINGDON	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Carter Street, FORDHAM	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Mill Street, ISLEHAM	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Wisbech Road, LITTLEPORT	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stretham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sutton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Coton	1	.1%	0	.0%	0	.0%	1	1.2%	1	1.2%	0	.0%	0	.0%
Co-op (East & Central), Chesterton Road, CAMBRIDGE	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
One Stop, Townsend Road, NEEDINGWORTH	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Xpress Budgens, Fordham Road, Soham, Nr Ely, CAMBRIDGE	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Earith	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Somersham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Warboys	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Wyton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barhill	1	.1%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
Local stores, Barton, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
Budgens, Cocksedge Yard, MILDENHALL	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Co-op (East & Central), King Street, POTTON	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Potton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Denver, Cambridgeshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hilgay	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Methwold	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bassingbourn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fowlmere	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Melbourn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Orwell	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thriplow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Finchingfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Clare	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Gosfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hedingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ledingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sible Hedingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Riverfield Drive, BEDFORD	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Oakington	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Stow-Cum-Quy	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Chatteris	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Exning	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Kentford	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wickham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thurlow	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Blunts Lane, PETERBOROUGH	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Caldecote	1	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Local stores, Haslingfield	1	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Local stores, Papworth Everard	1	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Local stores, Toft	1	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Local stores, Abington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Local stores, Balsham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Local stores, Great Wilbraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%
Local stores, Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Letchworth Market	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Elfenham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Longsands Parade, Eaton Ford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Rockingham Road, Kettering	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, High Street, Brandon	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Brook Street, Great Bardfield	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	March Market	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop , High Street, Milton	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Oxford Street, Newmarket	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Ditton	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Dogsthorpe Express, Dogsthorpe, Peterborough	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ashwell Stores, High Street, Baldock	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Garden City, Letchworth	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Daily Market, Market Hill, Cambridge	2	.1%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Mill Road, Cherry Hinton	2	.1%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Bury St Edmunds Market	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Victoria Chambers, Colchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, West Street, Isleham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Huntingdon Market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sommerfield, Blunts Lane, Whittlesey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, The Saxon Centre, Biggleswade	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Somerfield, Horse Fair, Wisbech	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, Kings Lynn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Spar, High Street, Royston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Headington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Upper Brook Street, Ipswich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sommerfield, High Street, Shefford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cromwell Road, Wisbech	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Freshfields, Newmarket	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	125	100.0%	72	100.0%	56	100.0%	59	100.0%	55	100.0%	57	100.0%	49	100.0%
Local stores, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Tesco Extra, Old North Road, ROYSTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cambridge Road Industrial Estate, Milton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Local stores, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Brays Lane, ELY	26	20.5%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Viking Way, Bar Hill, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Tesco, Barford Road, HUNTINGDON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Brooks Road, Coldams Lane, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Angel Drove, ELY	26	20.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Hauxton Road, Trumpington, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Haycocks Road, HAVERHILL	0	.0%	0	.0%	0	.0%	3	4.3%	0	.0%	0	.0%	16	33.3%
Co-op (East & Central), Station Road, BUNTINGFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Great North Road, ST. NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Station Road, ST IVES	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Church Street, Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Broadway, LETCHWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Wertheim Way, HUNTINGDON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cheddars Lane, Newmarket Road, CAMBRIDGE	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Fordham Road, NEWMARKET	1	1.1%	0	.0%	1	2.6%	0	.0%	0	.0%	12	21.3%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Somerfield, High Street, BUNTINGFORD	0	.0%	1	1.2%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Germain Walk, HUNTINGDON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Budgens, Market Square, SANDY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Royston	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Yarrow Road, Cherry Hinton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	1	1.3%	0	.0%
Co-op (East & Central), Main Street, LITTLEPORT	13	10.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Hills Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	1	1.3%
Co-op (East & Central), Jubilee Walk, HAVERHILL	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	1	1.3%	12	24.0%
Sainsbury's, Sidney Street, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Bridge Street, DOWNHAM MARKET	0	.0%	11	15.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, March Trading Park, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Morrisons, Broad Street, Cambourne, CAMBRIDGE	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Tesco Extra, High Street, BALDOCK	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Adkins Corner, Perne Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Aldi, Histon Road, CAMBRIDGE	0	.0%	1	1.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Local stores, Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, London Road, DOWNHAM MARKET	0	.0%	11	15.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ely	11	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), North Street, BURWELL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Market Hill, SUDBURY	0	.0%	0	.0%	0	.0%	7	11.6%	1	1.6%	0	.0%	0	.0%
Tesco Extra, Abbots Ripton Road, HUNTINGDON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Andrews Street, Mildenhall	0	.0%	0	.0%	10	18.4%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haverhill	0	.0%	0	.0%	0	.0%	2	2.9%	0	.0%	2	2.7%	6	13.3%
Budgens, Clay Street, SOHAM	10	8.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Millview, MARCH	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Great Whyte, RAMSEY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Sidney Street, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Radwinter Road, SAFFRON WALDEN	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	1	1.3%	1	1.3%
Local stores, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Tesco Express, High Street, Histon, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Beehive Centre, Coldhams Lane, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Local stores, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Beddingfield Way, BURY ST EDMUNDS	0	.0%	0	.0%	7	13.2%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Foxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, High Street, SAWSTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haddenham	9	6.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newmarket	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	7	12.0%	0	.0%
Iceland, Crown Walk, NEWMARKET	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	7	12.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), Grantchester Street, NEWNHAM	0	.0%	0	.0%	1	1.3%	1	1.4%	0	.0%	0	.0%	0	.0%
Local stores, Sudbury	0	.0%	0	.0%	0	.0%	3	4.3%	0	.0%	0	.0%	0	.0%
Waitrose, Fred Archer Way, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	10.7%	0	.0%
One Stop, St Neots Road, ST NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Tebbutts Road, ST NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Lordscroft Lane, HAVERHILL	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	6	13.3%
Local stores, Braintree	0	.0%	0	.0%	0	.0%	1	1.4%	6	11.1%	0	.0%	1	1.3%
Tesco Express, Campkin Road, CAMBRIDGE	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Grafton Centre, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, East Street, Sudbury	0	.0%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, COTTENHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, GREAT SHELFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Baldock Street, ROYSTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Hill Street, SAFFRON WALDEN	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Waitrose, Station Road, Sudbury	0	.0%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Histon Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, The Rookery, NEWMARKET	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	5	9.3%	0	.0%
Tesco Express, Broad Street, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Priory Lane, ST NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Local stores, Halstead	0	.0%	0	.0%	0	.0%	6	10.1%	1	1.6%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Budgens, Arbury Road, CAMBRIDGE	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Cambridge Road, STANDSTED	0	.0%	0	.0%	0	.0%	2	2.9%	3	6.3%	0	.0%	0	.0%
Waitrose, Northgate End, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	5	9.5%	0	.0%	0	.0%
Tesco Express, King Street, POTTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Girton Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bury St Edmunds	0	.0%	0	.0%	4	7.9%	0	.0%	0	.0%	0	.0%	1	1.3%
Tesco, White Court, BRAINTREE	0	.0%	0	.0%	0	.0%	2	2.9%	3	6.3%	0	.0%	0	.0%
Local stores, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Brampton	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0	.0%	0	.0%	5	9.2%	0	.0%	0	.0%	0	.0%	1	1.3%
Tesco, London Road, BRANDON	0	.0%	6	8.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, MELBOURN	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Milton Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, STOTFOLD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Histon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sawtry	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, FULBOURN	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Co-op (East & Central), High Street, LINTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Geen End Road, Sawtry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Weavers Court, Halstead	0	.0%	0	.0%	0	.0%	5	8.7%	0	.0%	0	.0%	0	.0%
Local stores, Bottisham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Waterbeach	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Brandon	0	.0%	4	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, CHATTERIS	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Rainbow, Constable Road, ST IVES	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Local stores, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	3	6.3%	0	.0%	0	.0%
Co-op (East & Central), High Street, WILLINGHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Mill Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, North End, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, Chesterton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	1	1.4%	1	1.6%	0	.0%	1	1.3%
Tesco, St Saviours Interchange, BURY ST EDMUNDS	0	.0%	0	.0%	4	6.6%	0	.0%	0	.0%	1	1.3%	0	.0%
Sainsbury's, Bells Brook, BIGGLESWADE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Langford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Lakenheath	0	.0%	4	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Downham Market	0	.0%	4	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thetford	0	.0%	4	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Stortford Road, Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	4	7.9%	0	.0%	0	.0%
Marks & Spencer, Buttermarket, BURY ST. EDMUNDS	0	.0%	0	.0%	2	3.9%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, Halstead	0	.0%	0	.0%	0	.0%	3	5.8%	0	.0%	0	.0%	0	.0%
Co-op, Main Street, Ely	4	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Letchworth Business Park, LETCHWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Badgeney Road, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Woodhall Business Park, Sudbury	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Clavering	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
Rainbow, Newton Road, Ramsey, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Kings Street, MILDENHALL	0	.0%	0	.0%	4	6.6%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0	.0%	0	.0%	4	6.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Tofts walk, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	3	6.3%	0	.0%	0	.0%
Co-op (East & Central), Bridge Street, CHATTERIS	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Iceland, Grove Court, BIGGLESWADE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bocking	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
Tesco, Lancaster Way, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
Aldi, Girling Street, Sudbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nisa, Clavering, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Sheep Market, St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	0	.0%	1	1.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Braughing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome, Elizabeth Parade, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.3%	0	.0%
Co-op (East & Central), Church Street, Gamlingay, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Local stores, Barrow	0	.0%	0	.0%	3	5.3%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, SOHAM	3	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Unit J, ELY	3	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, SUTTON	3	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Swavesey	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Brandon	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, High Street, Brandon	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Guilden Morden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, MELDRETH	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Local stores, Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	3	4.8%	0	.0%	0	.0%
Co-op (East & Central), High Street, SAWSTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solar Superstore, Weavers Court, Halstead	0	.0%	0	.0%	0	.0%	3	4.3%	0	.0%	0	.0%	0	.0%
Local stores, Cottenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Doddington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wimblington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Mildenhall	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Milton Keynes	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Xpress Budgens, Cambridge Road, STANSTEAD MOUNTFITCHET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Dartford Road, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Glemsford	0	.0%	0	.0%	1	2.6%	1	1.4%	0	.0%	0	.0%	0	.0%
Spar, King Street, Cambridge	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Elizabeth Parade, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
Local stores, Comberton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Market Place, BIGGLESWADE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sandy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Gidding	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Local stores, Harston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome, St Johns Terrace, BRAINTREE	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Rainbow, Old Great North Road, ST NEOTS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Buckden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Kimbolton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Offord D'Arcy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Perry, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Simply Food, Station Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Oaks Drive, NEWMARKET	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.3%	0	.0%
Sainsbury's, London Road, THETFORD	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Feltwell	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hockwold	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, SHEFFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thaxted	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
Local stores, Wethersfield	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
Local stores, Whittlesford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Willingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Manea	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Lawson Place, BURY ST EDMUNDS	0	.0%	1	1.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Station Road, Histon, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Histon Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Impington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Church Street, WILLINGHAM	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Kwik Save, The Parade, LETCHWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Jubilee Road, LETCHWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ashwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Westell Close	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Grantchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newnham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wickhambrook	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
Simply Food, High Street, HUNTINGDON	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Carter Street, FORDHAM	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Mill Street, ISLEHAM	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Wisbech Road, LITTLEPORT	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stretham	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sutton	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Coton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Chesterton Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
One Stop, Townsend Road, NEEDINGWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Xpress Budgens, Fordham Road, Soham, Nr Ely, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Earith	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Somersham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Warboys	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Wyton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Cocksedge Yard, MILDENHALL	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), King Street, POTTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Potton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, St Albans	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Denver, Cambridgeshire	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hilgay	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Methwold	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bassingbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fowlmere	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Melbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Orwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thriplow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Finchingfield	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Local stores, Clare	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Local stores, Gosfield	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Local stores, Hedingham	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Local stores, Ledingham	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Local stores, Sible Hedingham	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Tesco, Riverfield Drive, BEDFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Oakington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stow-Cum-Quy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Chatteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Exning	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Local stores, Kentford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Local stores, Wickham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Local stores, Thurlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Somerfield, Blunts Lane, PETERBOROUGH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Caldecote	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haslingfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Papworth Everard	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Toft	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Abington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Balsham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Wilbraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Letchworth Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Elfenham	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	Londis, Longsands Parade, Eaton Ford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Rockingham Road, Kettering	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, High Street, Brandon	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Brook Street, Great Bardfield	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
	March Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop , High Street, Milton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Oxford Street, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Ditton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Dogsthorpe Express, Dogsthorpe, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ashwell Stores, High Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Garden City, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Daily Market, Market Hill, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Mill Road, Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bury St Edmunds Market	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.3%	0	.0%
	Co-op, Victoria Chambers, Colchester	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, West Street, Isleham	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Huntingdon Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sommerfield, Blunts Lane, Whittlesey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, The Saxon Centre, Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Somerfield, Horse Fair, Wisbech	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, Kings Lynn	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Spar, High Street, Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Headington	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Upper Brook Street, Ipswich	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
	Sommerfield, High Street, Shefford	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
	Tesco, Cromwell Road, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Freshfields, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	53	100.0%	72	100.0%	85	100.0%	166	100.0%	108	100.0%	71	100.0%	116	100.0%
Local stores, Cambridge	1	2.4%	2	2.4%	0	.0%	0	.0%	1	1.2%	1	1.2%	0	.0%
Tesco Extra, Old North Road, ROYSTON	1	1.2%	26	36.6%	0	.0%	2	1.2%	0	.0%	0	.0%	3	2.7%
Tesco, Cambridge Road Industrial Estate, Milton, CAMBRIDGE	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Huntingdon	0	.0%	0	.0%	0	.0%	18	11.1%	9	8.4%	0	.0%	0	.0%
Waitrose, Brays Lane, ELY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Viking Way, Bar Hill, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	0	.0%	0	.0%
Tesco, Barford Road, HUNTINGDON	0	.0%	0	.0%	1	1.3%	18	11.1%	6	6.0%	0	.0%	0	.0%
Sainsbury's, Brooks Road, Coldams Lane, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Angel Drove, ELY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Hauxton Road, Trumpington, CAMBRIDGE	0	.0%	2	2.4%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Sainsbury's, Haycocks Road, HAVERHILL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Co-op (East & Central), Station Road, BUNTINGFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	20	17.6%
Tesco Express, Great North Road, ST. NEOTS	0	.0%	0	.0%	1	1.3%	18	11.1%	0	.0%	0	.0%	0	.0%
Waitrose, Station Road, ST IVES	0	.0%	0	.0%	0	.0%	10	6.2%	9	8.4%	0	.0%	0	.0%
Asda, Church Street, Biggleswade	0	.0%	0	.0%	19	22.4%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Broadway, LETCHWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	19	16.2%
Tesco Express, Wertheim Way, HUNTINGDON	0	.0%	0	.0%	0	.0%	16	9.9%	1	1.2%	0	.0%	0	.0%
Tesco, Cheddars Lane, Newmarket Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	2	1.4%
Tesco, Fordham Road, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Somerfield, High Street, BUNTINGFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	12.2%
Sainsbury's, St Germain Walk, HUNTINGDON	0	.0%	0	.0%	0	.0%	14	8.6%	0	.0%	0	.0%	0	.0%
Budgens, Market Square, SANDY	1	1.2%	0	.0%	16	18.4%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Royston	0	.0%	14	19.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Yarrow Road, Cherry Hinton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Main Street, LITTLEPORT	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Co-op (East & Central), Hills Road, CAMBRIDGE	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Jubilee Walk, HAVERHILL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Sidney Street, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Bridge Street, DOWNHAM MARKET	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, March Trading Park, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	16.5%	0	.0%
Morrisons, Broad Street, Cambourne, CAMBRIDGE	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Tesco Extra, High Street, BALDOCK	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	11	9.5%
Budgens, Adkins Corner, Perne Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Tesco Express, Rectory Terrace, High Street, Cherry Hinton,	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Histon Road, CAMBRIDGE	2	3.6%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.2%	0	.0%
Local stores, Biggleswade	0	.0%	0	.0%	10	11.8%	0	.0%	0	.0%	0	.0%	2	1.4%
Tesco, London Road, DOWNHAM MARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), North Street, BURWELL	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Market Hill, SUDBURY	1	1.2%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%	0	.0%
Tesco Extra, Abbots Ripton Road, HUNTINGDON	0	.0%	0	.0%	0	.0%	4	2.5%	4	3.6%	1	1.2%	0	.0%
Sainsbury's, St Andrews Street, Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Clay Street, SOHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Millview, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	12.9%	0	.0%
Somerfield, Great Whyte, RAMSEY	0	.0%	0	.0%	0	.0%	0	.0%	9	8.4%	1	1.2%	0	.0%
Marks & Spencer, Sidney Street, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Radwinter Road, SAFFRON WALDEN	3	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%
Local stores, Saffron Walden	6	11.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, High Street, Histon, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Beehive Centre, Coldhams Lane, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	12.9%	0	.0%
Sainsbury's, Beddingfield Way, BURY ST EDMUNDS	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Foxton	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%	0	.0%
Local stores, St Ives	0	.0%	0	.0%	0	.0%	0	.0%	9	8.4%	0	.0%	0	.0%
Local stores, St Neots	0	.0%	0	.0%	0	.0%	8	4.9%	0	.0%	1	1.2%	0	.0%
Budgens, High Street, SAWSTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haddenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Crown Walk, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op (East & Central), Grantchester Street, NEWNHAM	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	2	1.4%
Local stores, Sudbury	6	10.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Fred Archer Way, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
One Stop, St Neots Road, ST NEOTS	0	.0%	0	.0%	0	.0%	8	4.9%	0	.0%	0	.0%	0	.0%
Somerfield, Tebbutts Road, ST NEOTS	0	.0%	0	.0%	0	.0%	8	4.9%	0	.0%	0	.0%	0	.0%
Aldi, Lordscroft Lane, HAVERHILL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Local stores, Braintree	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Campkin Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Grafton Centre, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, East Street, Sudbury	6	11.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, COTTENHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, GREAT SHELFORD	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	2	1.4%
Somerfield, Baldock Street, ROYSTON	0	.0%	6	8.5%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Waitrose, Hill Street, SAFFRON WALDEN	5	9.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Station Road, Sudbury	6	10.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Histon Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, The Rookery, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Broad Street, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	7.1%	0	.0%
Waitrose, Priory Lane, ST NEOTS	0	.0%	0	.0%	0	.0%	6	3.7%	0	.0%	0	.0%	0	.0%
Local stores, Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Budgens, Arbury Road, CAMBRIDGE	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Cambridge Road, STANDSTED	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Northgate End, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Tesco Express, King Street, POTTON	0	.0%	0	.0%	7	7.9%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Girton Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Tesco, White Court, BRAINTREE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.4%
Co-op, High Street, Brampton	0	.0%	0	.0%	0	.0%	4	2.5%	1	1.2%	0	.0%	0	.0%
Waitrose, Robert Bobby Way, BURY ST EDMUNDS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, London Road, BRANDON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, MELBOURN	0	.0%	6	8.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Milton Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, STOTFOLD	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	5	4.1%
Local stores, Histon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sawtry	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	0	.0%	0	.0%
Co-op (East & Central), High Street, FULBOURN	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, LINTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Geen End Road, Sawtry	0	.0%	0	.0%	0	.0%	0	.0%	5	4.8%	0	.0%	0	.0%
Co-op, Weavers Court, Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bottisham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Waterbeach	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Somerfield, High Street, CHATTERIS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.9%	0	.0%
Rainbow, Constable Road, ST IVES	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	0	.0%	0	.0%
Local stores, Bishops Stortford	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, WILLINGHAM	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Co-op (East & Central), Mill Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, North End, Wisbech	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	2	3.5%	0	.0%
One Stop, High Street, Chesterton, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, St Saviours Interchange, BURY ST EDMUNDS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Bells Brook, BIGGLESWADE	0	.0%	0	.0%	4	5.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Langford	0	.0%	0	.0%	4	5.3%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Lakenheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Downham Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Stortford Road, Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Buttermarket, BURY ST. EDMUNDS	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, Halstead	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Main Street, Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Letchworth Business Park, LETCHWORTH	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	3	2.7%
Co-op, Badgeney Road, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.9%	0	.0%
Somerfield, High Street, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.9%	0	.0%
Tesco, Woodhall Business Park, Sudbury	3	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Clavering	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Rainbow, Newton Road, Ramsey, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	0	.0%	0	.0%
Local stores, Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Kings Street, MILDENHALL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Mildenhall Road, BURY ST EDMUNDS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Tofts walk, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Bridge Street, CHATTERIS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.5%	0	.0%
Iceland, Grove Court, BIGGLESWADE	0	.0%	0	.0%	3	3.9%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bocking	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Tesco, Lancaster Way, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Aldi, Girling Street, Sudbury	3	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nisa, Clavering, Saffron Walden	3	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Sheep Market, St Ives	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%	0	.0%
Varies	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Braughing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%
Welcome, Elizabeth Parade, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Church Street, Gamlingay, CAMBRIDGE	0	.0%	0	.0%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barrow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, SOHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Unit J, ELY	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, SUTTON	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Swavesey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, High Street, Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Guilden Morden	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, High Street, MELDRETH	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), High Street, SAWSTON	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%	0	.0%
Local stores, Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%	0	.0%
Solar Superstore, Weavers Court, Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cottenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Doddington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.5%	0	.0%
Local stores, Wimblington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.5%	0	.0%
Local stores, Mildenhall	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Local stores, Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Xpress Budgens, Cambridge Road, STANSTEAD MOUNTFITCHET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Dartford Road, MARCH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Local stores, Glemsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, King Street, Cambridge	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Elizabeth Parade, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Comberton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Market Place, BIGGLESWADE	0	.0%	0	.0%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sandy	0	.0%	0	.0%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Gidding	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Local stores, Harston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome, St Johns Terrace, BRAINTREE	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Rainbow, Old Great North Road, ST NEOTS	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Buckden	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Kimbolton	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Offord D'Arcy	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Perry, Huntingdon	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Hitchin	0	.0%	1	1.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Simply Food, Station Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Netto, Oaks Drive, NEWMARKET	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, London Road, THETFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Feltwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hockwold	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, High Street, SHEFFORD	1	1.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thaxted	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wethersfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Whittlesford	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Willingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Manea	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%
Tesco Express, Lawson Place, BURY ST EDMUNDS	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Station Road, Histon, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Histon Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Impington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Church Street, WILLINGHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kwik Save, The Parade, LETCHWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Lidl, Jubilee Road, LETCHWORTH	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Local stores, Ashwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Local stores, Westell Close	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Local stores, Grantchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newnham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wickhambrook	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Simply Food, High Street, HUNTINGDON	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Carter Street, FORDHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Mill Street, ISLEHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Wisbech Road, LITTLEPORT	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stretham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sutton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Coton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), Chesterton Road, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Townsend Road, NEEDINGWORTH	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Xpress Budgens, Fordham Road, Soham, Nr Ely, CAMBRIDGE	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Local stores, Earith	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Local stores, Somersham	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Local stores, Warboys	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Wyton	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Local stores, Newport	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Barton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Cocksedge Yard, MILDENHALL	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (East & Central), King Street, POTTON	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Potton	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, St Albans	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Denver, Cambridgeshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hilgay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Methwold	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bassingbourn	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fowlmere	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Melbourn	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Orwell	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thriplow	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Finchingfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Clare	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Gosfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hedingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ledingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sible Hedingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Riverfield Drive, BEDFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Oakington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stow-Cum-Quy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Chatteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Local stores, Exning	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Kentford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wickham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Thurlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Blunts Lane, PETERBOROUGH	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Caldecote	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Haslingfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Papworth Everard	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Toft	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Abington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Balsham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Great Wilbraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Letchworth Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%
	One Stop, Elfenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Longsands Parade, Eaton Ford	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Rockingham Road, Kettering	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Aldi, High Street, Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Brook Street, Great Bardfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	March Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%
	One Stop , High Street, Milton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Oxford Street, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Ditton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Dogsthorpe Express, Dogsthorpe, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ashwell Stores, High Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
	Spar, Garden City, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
	Daily Market, Market Hill, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Mill Road, Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bury St Edmunds Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Victoria Chambers, Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, West Street, Isleham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Huntingdon Market	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sommerfield, Blunts Lane, Whittlesey	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Spar, The Saxon Centre, Biggleswade	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	
Somerfield, Horse Fair, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Spar, High Street, Royston	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Headington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Upper Brook Street, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sommerfield, High Street, Shefford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cromwell Road, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
	Spar, Freshfields, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	1788	100.0%	133	100.0%	133	100.0%	78	100.0%	52	100.0%	48	100.0%	32	100.0%
Cambridge (Historic Centre/Grafton Centre)	655	36.6%	95	71.1%	110	82.8%	55	70.7%	37	71.7%	42	87.5%	21	65.9%
Peterborough	182	10.2%	3	2.4%	2	1.1%	1	1.1%	1	2.2%	0	.0%	0	.0%
Bury St Edmunds	89	5.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	2.4%
Ely	65	3.7%	5	3.6%	3	2.3%	5	6.5%	1	1.1%	0	.0%	0	.0%
Stevenage	55	3.1%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%	0	.0%
Newmarket	51	2.8%	5	3.6%	2	1.1%	6	7.6%	0	.0%	0	.0%	6	20.0%
Don't know/ varies	50	2.8%	6	4.8%	3	2.3%	3	3.3%	2	3.3%	1	1.1%	1	2.4%
Bedford	47	2.6%	0	.0%	0	.0%	1	1.1%	1	2.2%	0	.0%	0	.0%
Huntingdon	45	2.5%	0	.0%	0	.0%	1	1.1%	1	1.1%	0	.0%	0	.0%
Bishop Stortford	41	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	41	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	36	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	29	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	27	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	27	1.5%	2	1.2%	0	.0%	2	2.2%	4	7.6%	0	.0%	0	.0%
Chelmsford	24	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Letchworth	23	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Haverhill	23	1.3%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.5%
Braintree	23	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.2%
Milton Keynes	22	1.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	19	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	19	1.1%	2	1.2%	3	2.3%	0	.0%	0	.0%	1	1.1%	0	.0%
Welwyn Garden City, Hertfordshire	17	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	14	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	14	.8%	5	3.6%	2	1.1%	1	1.1%	1	1.1%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Weighted Base: All respondents - with exclusions		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
London, West End	12	.7%	0	.0%	2	1.1%	0	.0%	1	1.1%	1	1.1%	0	.0%
Hitchin	10	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%
Saffron Walden	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Ipswich	7	.4%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	2.4%
Harlow	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cambridge Retail Park, Newmarket Road	6	.3%	0	.0%	2	1.1%	1	1.1%	0	.0%	0	.0%	0	1.2%
Tesco Extra, Bar Hill, Cambridge	5	.3%	2	1.2%	0	.0%	1	1.1%	2	4.3%	0	.0%	0	.0%
Tesco, Yarrow Road, Fulbourn, Cambridge	5	.3%	0	.0%	5	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	4	.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Tesco, Old North Road, Royston	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Fordham Road, Newmarket	3	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Halstead	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Matalan, Easlea Road, Bury St Edmunds	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Matalan, London Road, Biggleswade	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
DFS, Easlea Road, Bury St Edmunds	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Dalton-in-Furness, Cumbria	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rushden	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Eastbourne	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cherry Hinton	2	.1%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	1.2%
	Clacton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheshire Oaks Outlet Village, Kinsey Road, Ellesmere Port	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swindon	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Baldock	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London, Colney	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Luton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Extra, High Street, Baldock	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mildenhall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Alconbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Interchange Retail Park, Race Meadows Way, Bedford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kempston, Bedford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Riverside Retail Park, Chelmsford	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newcastle	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Romford	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Reading	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Felixstowe	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stowmarket	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clarks Village	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Holt, Norfolk	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Kettering	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hadleigh Road, Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bicester, Oxford	1	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Exeter	1	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Marks & Spencer, Broad Street, Reading	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	132	100.0%	80	100.0%	63	100.0%	76	100.0%	81	100.0%	69	100.0%	57	100.0%
Cambridge (Historic Centre/Grafton Centre)	57	43.0%	5	6.6%	16	24.7%	8	10.1%	10	11.8%	23	33.0%	29	51.1%
Peterborough	4	3.2%	3	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Bury St Edmunds	4	3.2%	17	20.9%	33	51.8%	8	10.1%	0	.0%	17	24.2%	6	10.2%
Ely	43	32.3%	3	3.3%	1	1.2%	0	.0%	0	.0%	2	2.2%	0	.0%
Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket	1	1.1%	1	1.1%	6	9.4%	0	.0%	0	.0%	24	34.1%	0	.0%
Don't know/ varies	7	5.4%	3	3.3%	1	1.2%	3	3.4%	3	3.2%	2	3.3%	0	.0%
Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	0	.0%	0	.0%	0	.0%	0	.0%	15	18.3%	0	.0%	0	.0%
Kings Lynn	4	3.2%	32	39.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	0	.0%	0	.0%	0	.0%	23	30.3%	3	3.2%	0	.0%	1	2.3%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	1	2.4%	14	18.0%	0	.0%	0	.0%	1	1.1%
St Ives	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	0	.0%	0	.0%	0	.0%	4	5.6%	18	22.6%	0	.0%	1	1.1%
Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	0	.0%	0	.0%	0	.0%	2	2.2%	3	3.2%	1	1.1%	15	26.1%
Braintree	0	.0%	0	.0%	0	.0%	8	10.1%	14	17.2%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	3	2.2%	9	11.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Welwyn Garden City, Hertfordshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
London, West End	0	.0%	0	.0%	1	1.2%	1	1.1%	3	3.2%	0	.0%	1	2.3%
Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	0	.0%	0	.0%	1	1.2%	0	.0%	3	3.2%	0	.0%	0	.0%
Ipswich	0	.0%	0	.0%	2	3.5%	1	1.1%	0	.0%	0	.0%	1	1.1%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	4	5.4%	0	.0%	0	.0%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	3	4.3%	0	.0%	0	.0%
Cambridge Retail Park, Newmarket Road	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Yarrow Road, Fulbourn, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	0	.0%	4	5.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	4	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Tesco, Old North Road, Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Fordham Road, Newmarket	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	3	3.4%	0	.0%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Matalan, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Matalan, London Road, Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
DFS, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Dalton-in-Furness, Cumbria	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rushden	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%
	Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clacton	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%	0	.0%	0	.0%
	Cheshire Oaks Outlet Village, Kinsey Road, Ellesmere Port	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swindon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London, Colney	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Luton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Extra, High Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mildenhall	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Alconbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Interchange Retail Park, Race Meadows Way, Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kempston, Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Riverside Retail Park, Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Newcastle	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Romford	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Felixstowe	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Stowmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Clarks Village	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Holt, Norfolk	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Kettering	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%
	Bicester, Oxford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exeter	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Broad Street, Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	56	100.0%	77	100.0%	103	100.0%	191	100.0%	117	100.0%	75	100.0%	136	100.0%
Cambridge (Historic Centre/Grafton Centre)	13	22.7%	47	60.2%	4	4.3%	31	16.1%	29	24.4%	3	4.4%	22	16.1%
Peterborough	0	.0%	1	1.1%	0	.0%	76	39.8%	57	48.9%	34	45.6%	0	.0%
Bury St Edmunds	3	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	2	2.2%	0	.0%
Stevenage	0	.0%	11	13.6%	13	13.0%	0	.0%	0	.0%	0	.0%	30	21.8%
Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	1	2.3%	3	3.4%	7	6.5%	2	1.1%	0	.0%	2	2.2%	3	2.3%
Bedford	0	.0%	0	.0%	31	30.4%	12	6.5%	0	.0%	0	.0%	2	1.1%
Huntingdon	0	.0%	0	.0%	0	.0%	29	15.1%	10	8.9%	3	4.4%	0	.0%
Bishop Stortford	6	11.4%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	19	13.8%
Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	6.7%	0	.0%
Colchester	9	15.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	4	4.3%	25	12.9%	0	.0%	0	.0%	0	.0%
Sudbury	11	20.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	0	.0%	0	.0%	0	.0%	2	1.1%	14	12.2%	2	2.2%	0	.0%
Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	1	1.1%	1	1.1%	0	.0%	0	.0%	0	.0%	20	14.9%
Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	13	13.0%	0	.0%	0	.0%	1	1.1%	6	4.6%
Biggleswade	0	.0%	1	1.1%	17	16.3%	0	.0%	0	.0%	0	.0%	2	1.1%
Norwich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
Welwyn Garden City, Hertfordshire	1	1.1%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	14	10.3%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	18.9%	0	.0%
Beehive Retail Park, Coldham's Lane	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
London, West End	1	2.3%	2	2.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Hitchin	0	.0%	1	1.1%	1	1.1%	2	1.1%	0	.0%	0	.0%	6	4.6%
Royston	0	.0%	7	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
Saffron Walden	3	5.7%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
Ipswich	3	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Harlow	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	2	1.1%
Cambridge Retail Park, Newmarket Road	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Yarrow Road, Fulbourn, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.6%	0	.0%
Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
Tesco, Old North Road, Royston	0	.0%	4	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Fordham Road, Newmarket	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
Freeport Village, Charter Way, Braintree	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
Matalan, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Matalan, London Road, Biggleswade	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
DFS, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Dalton-in-Furness, Cumbria	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
	Rushden	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
	Eastbourne	0	.0%	1	1.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clacton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheshire Oaks Outlet Village, Kinsey Road, Ellesmere Port	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swindon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	London, Colney	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Luton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Tesco Extra, High Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Alconbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Interchange Retail Park, Race Meadows Way, Bedford	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Kempston, Bedford	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Riverside Retail Park, Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newcastle	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%
	Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Felixstowe	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stowmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clarks Village	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Holt, Norfolk	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Kettering	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hadleigh Road, Ipswich	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bicester, Oxford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exeter	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Broad Street, Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q7. How does your household normally travel to Q6 for clothing and footwear?

		Zone															
		Weighted Base: Those travelling to buy fashion goods		1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those travelling to buy fashion goods		1737	100.0%	127	100.0%	130	100.0%	75	100.0%	50	100.0%	47	100.0%	31	100.0%	125	100.0%
Car (as driver)		963	55.5%	43	34.2%	24	18.8%	39	51.7%	26	52.8%	16	34.5%	17	55.4%	63	50.0%
Car (as passenger)		240	13.8%	8	6.3%	12	9.4%	8	10.1%	7	14.6%	6	12.6%	4	12.0%	23	18.2%
Bus		210	12.1%	29	22.8%	24	18.8%	18	23.6%	7	13.5%	9	18.4%	6	18.1%	10	8.0%
Walk		109	6.3%	14	11.4%	29	22.4%	0	.0%	2	3.4%	1	2.3%	0	.0%	10	8.0%
Park & Ride		108	6.2%	14	11.4%	6	4.7%	9	12.4%	6	12.4%	12	26.4%	4	13.3%	14	11.4%
Train		48	2.8%	3	2.5%	3	2.4%	0	.0%	1	1.1%	2	3.4%	0	.0%	6	4.5%
Bicycle		44	2.5%	11	8.9%	27	21.2%	0	.0%	1	2.2%	1	1.1%	0	1.2%	0	.0%
Moped/motorcycle		6	.4%	2	1.3%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Taxi		4	.2%	0	.0%	2	1.2%	2	2.2%	0	.0%	1	1.1%	0	.0%	0	.0%
Other Mobility scooter		4	.3%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. How does your household normally travel to Q6 for clothing and footwear?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those travelling to buy fashion goods	77	100.0%	62	100.0%	73	100.0%	78	100.0%	67	100.0%	57	100.0%	55	100.0%	75	100.0%
Car (as driver)	54	70.5%	47	75.0%	48	66.3%	61	77.8%	40	59.1%	31	54.5%	32	58.1%	42	56.5%
Car (as passenger)	10	12.5%	7	10.7%	11	15.1%	7	8.9%	8	11.4%	12	21.6%	7	12.8%	12	16.5%
Bus	9	11.4%	6	9.5%	11	15.1%	4	5.6%	12	18.2%	7	12.5%	5	9.3%	4	5.9%
Walk	2	2.3%	0	.0%	2	2.3%	1	1.1%	2	2.3%	6	11.4%	7	12.8%	1	1.2%
Park & Ride	1	1.1%	2	3.6%	0	.0%	2	2.2%	5	6.8%	0	.0%	2	3.5%	13	17.6%
Train	2	2.3%	0	.0%	1	1.2%	3	4.4%	0	.0%	0	.0%	2	3.5%	1	1.2%
Bicycle	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Moped/motorcycle	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.2%
Taxi	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Mobility scooter	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. How does your household normally travel to Q6 for clothing and footwear?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those travelling to buy fashion goods	96	100.0%	189	100.0%	117	100.0%	73	100.0%	133	100.0%
Car (as driver)	66	68.6%	103	54.3%	79	67.8%	42	58.0%	89	67.1%
Car (as passenger)	16	16.3%	37	19.6%	14	12.2%	17	23.9%	14	10.6%
Bus	8	8.1%	10	5.4%	17	14.4%	3	4.5%	11	8.2%
Walk	1	1.2%	18	9.8%	4	3.3%	3	4.5%	6	4.7%
Park & Ride	0	.0%	8	4.3%	1	1.1%	1	1.1%	6	4.7%
Train	4	4.7%	12	6.5%	1	1.1%	4	5.7%	3	2.4%
Bicycle	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
Moped/motorcycle	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
Taxi	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Mobility scooter	1	1.2%	0	.0%	0	.0%	2	2.3%	0	.0%

Q8. What do you like about Q6?

	Weighted Base: Those travelling to buy fashion goods		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those travelling to buy fashion goods	1737	100.0%	127	100.0%	130	100.0%	75	100.0%	50	100.0%	47	100.0%	31	100.0%
Close to home	398	22.9%	37	29.1%	35	27.1%	21	28.1%	14	28.1%	11	23.0%	4	14.5%
Good range of chain / well known stores	264	15.2%	13	10.1%	9	7.1%	10	13.5%	4	7.9%	4	9.2%	3	10.8%
Nothing / very little	211	12.1%	21	16.5%	20	15.3%	8	11.2%	9	18.0%	9	19.5%	5	16.9%
Attractive environment	206	11.8%	18	13.9%	24	18.8%	10	13.5%	10	19.1%	5	11.5%	3	10.8%
Good range of independent stores	205	11.8%	10	7.6%	9	7.1%	6	7.9%	2	4.5%	4	9.2%	2	7.2%
Good range of products	112	6.5%	6	5.1%	3	2.4%	2	2.2%	1	1.1%	3	5.7%	2	6.0%
Good and / or free car parking	49	2.8%	2	1.3%	5	3.5%	4	5.6%	1	2.2%	1	2.3%	2	7.2%
Compact/ everything in one place	32	1.8%	2	1.3%	2	1.2%	3	3.4%	1	1.1%	0	.0%	0	1.2%
Easily accessible by foot / cycle	32	1.8%	3	2.5%	8	5.9%	0	.0%	0	.0%	1	1.1%	1	2.4%
Indoor shopping malls / arcades	31	1.8%	2	1.3%	3	2.4%	4	5.6%	1	1.1%	2	3.4%	0	.0%
Don't know/ varies	28	1.6%	0	.0%	0	.0%	1	1.1%	2	4.5%	1	2.3%	2	6.0%
Close to work / en route to work	21	1.2%	0	.0%	2	1.2%	1	1.1%	1	1.1%	2	4.6%	1	3.6%
Good prices	17	1.0%	0	.0%	2	1.2%	1	1.1%	2	3.4%	0	.0%	0	1.2%
Good facilities	17	1.0%	2	1.3%	0	.0%	0	.0%	1	1.1%	1	1.1%	0	1.2%
Markets	16	.9%	2	1.3%	2	1.2%	1	1.1%	0	.0%	0	.0%	0	1.2%
Cleanliness	14	.8%	2	1.3%	2	1.2%	0	.0%	1	1.1%	0	.0%	0	1.2%
Friendly/ friendly people	12	.7%	0	.0%	2	1.2%	1	1.1%	1	1.1%	0	.0%	1	3.6%
Good park & ride	9	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%	0	1.2%
John Lewis store	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.2%
Good range of non-food shops generally	7	.4%	2	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Safe and secure	6	.3%	3	2.5%	2	1.2%	0	.0%	0	.0%	1	1.1%	0	.0%
Part of an overall day out	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Family live there	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. What do you like about Q6?

	Weighted Base: Those travelling to buy fashion goods		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Lively/ interesting/ cosmopolitan	5	.3%	3	2.5%	0	.0%	1	1.1%	1	1.1%	0	.0%	0	.0%
Restaurant / cafes	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	1.2%
Large department stores	4	.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Pedestrianised	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Quiet/ not too crowded	2	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	1.2%
Good disabled access	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Good bus service / accessible public transport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Friends/ family work there	2	.1%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Clubcard	2	.1%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lots of concerts	2	.1%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Horse racing	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Find more interesting since expansion	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other														
Like to support the community	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
En route to children's school	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Out of town shopping	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More of a necessity, no choice in local area	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Likes local radio station	1	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Museums	1	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

(cont.)

Q8. What do you like about Q6?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those travelling to buy fashion goods	125	100.0%	77	100.0%	62	100.0%	73	100.0%	78	100.0%	67	100.0%	57	100.0%
Close to home	27	21.6%	21	27.3%	16	25.0%	14	18.6%	23	30.0%	13	19.3%	12	20.5%
Good range of chain / well known stores	17	13.6%	15	19.3%	10	15.5%	14	19.8%	14	17.8%	8	11.4%	8	14.8%
Nothing / very little	14	11.4%	5	6.8%	4	6.0%	6	8.1%	7	8.9%	10	14.8%	6	10.2%
Attractive environment	20	15.9%	5	6.8%	10	15.5%	7	9.3%	5	6.7%	8	12.5%	6	10.2%
Good range of independent stores	13	10.2%	11	14.8%	10	16.7%	10	14.0%	8	10.0%	11	17.0%	8	13.6%
Good range of products	7	5.7%	8	10.2%	4	7.1%	8	10.5%	7	8.9%	3	4.5%	3	5.7%
Good and / or free car parking	7	5.7%	0	.0%	1	2.4%	3	3.5%	2	2.2%	4	5.7%	1	2.3%
Compact/ everything in one place	3	2.3%	2	2.3%	0	.0%	0	.0%	3	4.4%	1	1.1%	1	2.3%
Easily accessible by foot / cycle	3	2.3%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%
Indoor shopping malls / arcades	1	1.1%	5	6.8%	1	1.2%	0	.0%	0	.0%	2	2.3%	2	3.4%
Don't know/ varies	6	4.5%	1	1.1%	1	1.2%	3	3.5%	0	.0%	0	.0%	3	4.5%
Close to work / en route to work	1	1.1%	0	.0%	0	.0%	3	3.5%	2	2.2%	1	1.1%	1	1.1%
Good prices	0	.0%	0	.0%	1	1.2%	0	.0%	2	2.2%	1	1.1%	1	1.1%
Good facilities	0	.0%	1	1.1%	1	2.4%	0	.0%	1	1.1%	1	1.1%	2	3.4%
Markets	1	1.1%	0	.0%	1	2.4%	2	2.3%	1	1.1%	1	1.1%	0	.0%
Cleanliness	0	.0%	2	2.3%	1	1.2%	0	.0%	1	1.1%	1	1.1%	0	.0%
Friendly/ friendly people	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	2.3%
Good park & ride	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%	1	1.1%
John Lewis store	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Good range of non-food shops generally	1	1.1%	0	.0%	0	.0%	2	2.3%	1	1.1%	0	.0%	0	.0%
Safe and secure	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Part of an overall day out	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%
Family live there	1	1.1%	0	.0%	1	1.2%	1	1.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. What do you like about Q6?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Lively/ interesting/ cosmopolitan	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Restaurant / cafes	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Large department stores	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pedestrianised	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Quiet/ not too crowded	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Good disabled access	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Good bus service / accessible public transport	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Friends/ family work there	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clubcard	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lots of concerts	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Horse racing	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Find more interesting since expansion	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other														
Like to support the community	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
En route to children's school	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Out of town shopping	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
More of a necessity, no choice in local area	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Likes local radio station	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Museums	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. What do you like about Q6?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those travelling to buy fashion goods	55	100.0%	75	100.0%	96	100.0%	189	100.0%	117	100.0%	73	100.0%	133	100.0%
Close to home	13	23.3%	18	23.5%	20	20.9%	39	20.7%	23	20.0%	17	23.9%	20	15.3%
Good range of chain / well known stores	9	16.3%	11	14.1%	20	20.9%	33	17.4%	22	18.9%	7	9.1%	33	24.7%
Nothing / very little	3	5.8%	9	11.8%	11	11.6%	21	10.9%	13	11.1%	14	19.3%	16	11.8%
Attractive environment	7	12.8%	9	11.8%	4	4.7%	16	8.7%	17	14.4%	5	6.8%	16	11.8%
Good range of independent stores	9	16.3%	6	8.2%	12	12.8%	29	15.2%	14	12.2%	15	20.5%	14	10.6%
Good range of products	3	5.8%	10	12.9%	6	5.8%	10	5.4%	8	6.7%	7	9.1%	13	9.4%
Good and / or free car parking	0	.0%	1	1.2%	3	3.5%	6	3.3%	1	1.1%	2	3.4%	2	1.2%
Compact/ everything in one place	2	3.5%	1	1.2%	2	2.3%	6	3.3%	3	2.2%	0	.0%	2	1.2%
Easily accessible by foot / cycle	0	.0%	0	.0%	2	2.3%	8	4.3%	1	1.1%	0	.0%	3	2.4%
Indoor shopping malls / arcades	0	.0%	2	2.4%	1	1.2%	0	.0%	3	2.2%	0	.0%	3	2.4%
Don't know/ varies	1	2.3%	1	1.2%	0	.0%	4	2.2%	1	1.1%	1	1.1%	2	1.2%
Close to work / en route to work	1	1.2%	1	1.2%	2	2.3%	2	1.1%	0	.0%	2	2.3%	0	.0%
Good prices	2	3.5%	3	3.5%	1	1.2%	2	1.1%	1	1.1%	0	.0%	0	.0%
Good facilities	1	1.2%	2	2.4%	2	2.3%	0	.0%	1	1.1%	0	.0%	2	1.2%
Markets	1	1.2%	0	.0%	0	.0%	0	.0%	3	2.2%	1	1.1%	2	1.2%
Cleanliness	0	.0%	0	.0%	0	.0%	4	2.2%	0	.0%	0	.0%	2	1.2%
Friendly/ friendly people	2	3.5%	1	1.2%	0	.0%	2	1.1%	1	1.1%	0	.0%	0	.0%
Good park & ride	1	1.2%	2	2.4%	1	1.2%	0	.0%	0	.0%	0	.0%	2	1.2%
John Lewis store	0	.0%	0	.0%	0	.0%	2	1.1%	1	1.1%	1	1.1%	3	2.4%
Good range of non-food shops generally	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Safe and secure	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Part of an overall day out	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	1	1.1%	0	.0%
Family live there	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. What do you like about Q6?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Lively/ interesting/ cosmopolitan	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Restaurant / cafes	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%	0	.0%	0	.0%
Large department stores	1	1.2%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
Pedestrianised	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	2	1.2%
Quiet/ not too crowded	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Good disabled access	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Good bus service / accessible public transport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Friends/ family work there	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clubcard	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lots of concerts	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Horse racing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Find more interesting since expansion	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Other														
Like to support the community	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
En route to children's school	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Out of town shopping	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More of a necessity, no choice in local area	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Likes local radio station	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Museums	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q9. What would make you shop in or visit Q6 more often?

	Weighted Base: Those travelling to buy fashion goods		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those travelling to buy fashion goods	1737	100.0%	127	100.0%	130	100.0%	75	100.0%	50	100.0%	47	100.0%	31	100.0%	125	100.0%
Nothing	1087	62.6%	74	58.2%	90	69.4%	45	59.6%	25	50.6%	35	74.7%	18	56.6%	78	62.5%
Cheaper parking	99	5.7%	10	7.6%	6	4.7%	8	10.1%	6	11.2%	3	6.9%	2	7.2%	1	1.1%
More Department Stores	98	5.6%	5	3.8%	0	.0%	3	3.4%	2	4.5%	1	1.1%	1	3.6%	13	10.2%
Don't know/ varies	93	5.3%	10	7.6%	5	3.5%	3	3.4%	3	5.6%	1	2.3%	1	4.8%	9	6.8%
More non-food stores	73	4.2%	6	5.1%	5	3.5%	4	5.6%	3	5.6%	1	1.1%	1	4.8%	4	3.4%
Easier / more parking	54	3.1%	6	5.1%	3	2.4%	4	5.6%	3	5.6%	3	5.7%	1	4.8%	1	1.1%
More independent shops	30	1.7%	2	1.3%	3	2.4%	0	.0%	0	.0%	1	2.3%	0	1.2%	3	2.3%
More Specialist Shops	29	1.7%	0	.0%	3	2.4%	1	1.1%	2	3.4%	1	1.1%	1	3.6%	1	1.1%
Better public transport links	29	1.7%	2	1.3%	3	2.4%	2	2.2%	2	4.5%	1	2.3%	1	2.4%	1	1.1%
Cheaper prices	23	1.3%	3	2.5%	5	3.5%	1	1.1%	1	2.2%	0	.0%	0	1.2%	3	2.3%
More Higher Order / Designer Stores	23	1.3%	0	.0%	2	1.2%	2	2.2%	0	.0%	0	.0%	0	1.2%	3	2.3%
Sort out traffic/ access problems	19	1.1%	2	1.3%	3	2.4%	3	3.4%	1	1.1%	0	.0%	1	2.4%	1	1.1%
More convenient/ nearer	13	.8%	2	1.3%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%
More food stores	10	.6%	0	.0%	2	1.2%	0	.0%	1	1.1%	0	.0%	0	1.2%	3	2.3%
Having more time/ money/ energy	10	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	2.4%	0	.0%
More leisure facilities (e.g. cinema etc.)	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More places to eat / drink	9	.5%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.2%	0	.0%
More services (e.g. bank, library, hairdressers etc.)	4	.2%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Park & Ride	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Later shopping hours	3	.1%	2	1.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	1.2%	0	.0%
Markets	2	.1%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Better disabled access	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. What would make you shop in or visit Q6 more often?

	Weighted Base: Those travelling to buy fashion goods	Zone															
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other		2	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%
	Wider range of shops	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fewer night clubs/ pubs	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Needs to be modernised	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stop building and keep it as it is	2	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	New arcades	2	.1%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Later bus service	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Less crowded	1	.1%	0	.0%	0	.0%	1	1.1%	1	1.1%	0	.0%	0	.0%	0	.0%
	Cheaper public transport	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More cycle stands	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More events	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More to do for older people	1	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. What would make you shop in or visit Q6 more often?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those travelling to buy fashion goods	77	100.0%	62	100.0%	73	100.0%	78	100.0%	67	100.0%	57	100.0%	55	100.0%	75	100.0%
Nothing	53	68.2%	38	60.7%	49	67.4%	47	60.0%	39	58.0%	37	64.8%	36	65.1%	46	61.2%
Cheaper parking	0	.0%	5	8.3%	2	2.3%	3	4.4%	4	5.7%	1	2.3%	3	5.8%	7	9.4%
More Department Stores	5	6.8%	3	4.8%	4	5.8%	5	6.7%	5	8.0%	5	8.0%	3	5.8%	3	3.5%
Don't know/ varies	4	5.7%	1	2.4%	6	8.1%	6	7.8%	2	2.3%	2	3.4%	3	5.8%	5	7.1%
More non-food stores	4	4.5%	4	7.1%	2	2.3%	4	5.6%	0	.0%	1	2.3%	1	1.2%	1	1.2%
Easier / more parking	1	1.1%	3	4.8%	3	4.7%	4	5.6%	5	6.8%	0	.0%	1	2.3%	4	4.7%
More independent shops	2	2.3%	0	.0%	2	2.3%	1	1.1%	3	4.5%	1	2.3%	1	1.2%	2	2.4%
More Specialist Shops	1	1.1%	3	4.8%	1	1.2%	0	.0%	2	2.3%	3	4.5%	0	.0%	0	.0%
Better public transport links	2	2.3%	1	2.4%	1	1.2%	3	3.3%	1	1.1%	1	1.1%	1	2.3%	4	4.7%
Cheaper prices	0	.0%	1	2.4%	0	.0%	1	1.1%	0	.0%	1	2.3%	0	.0%	0	.0%
More Higher Order / Designer Stores	2	2.3%	0	.0%	1	1.2%	0	.0%	2	3.4%	0	.0%	1	1.2%	2	2.4%
Sort out traffic/ access problems	0	.0%	1	1.2%	0	.0%	3	3.3%	2	3.4%	0	.0%	0	.0%	0	.0%
More convenient/ nearer	0	.0%	0	.0%	1	1.2%	0	.0%	2	2.3%	0	.0%	0	.0%	1	1.2%
More food stores	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.4%	0	.0%	0	.0%
Having more time/ money/ energy	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	2.3%	3	4.7%	0	.0%
More leisure facilities (e.g. cinema etc.)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%
More places to eat / drink	2	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
More services (e.g. bank, library, hairdressers etc.)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%
Park & Ride	3	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
Later shopping hours	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Markets	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Better disabled access	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.2%	0	.0%

(cont.)

Q9. What would make you shop in or visit Q6 more often?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Wider range of shops	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fewer night clubs/ pubs	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Needs to be modernised	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Stop building and keep it as it is	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	New arcades	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Later bus service	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Less crowded	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheaper public transport	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	More cycle stands	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More events	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
	More to do for older people	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. What would make you shop in or visit Q6 more often?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those travelling to buy fashion goods	96	100.0%	189	100.0%	117	100.0%	73	100.0%	133	100.0%
Nothing	54	55.8%	109	57.6%	84	72.2%	50	68.2%	82	61.2%
Cheaper parking	4	4.7%	18	9.8%	8	6.7%	2	2.3%	5	3.5%
More Department Stores	11	11.6%	14	7.6%	3	2.2%	4	5.7%	8	5.9%
Don't know/ varies	6	5.8%	6	3.3%	4	3.3%	2	3.4%	14	10.6%
More non-food stores	6	5.8%	12	6.5%	5	4.4%	2	3.4%	6	4.7%
Easier / more parking	6	5.8%	2	1.1%	1	1.1%	1	1.1%	2	1.2%
More independent shops	1	1.2%	2	1.1%	4	3.3%	2	2.3%	2	1.2%
More Specialist Shops	0	.0%	2	1.1%	3	2.2%	2	3.4%	5	3.5%
Better public transport links	1	1.2%	0	.0%	3	2.2%	1	1.1%	0	.0%
Cheaper prices	1	1.2%	4	2.2%	1	1.1%	0	.0%	0	.0%
More Higher Order / Designer Stores	0	.0%	4	2.2%	0	.0%	2	2.3%	3	2.4%
Sort out traffic/ access problems	1	1.2%	2	1.1%	0	.0%	0	.0%	0	.0%
More convenient/ nearer	0	.0%	4	2.2%	0	.0%	1	1.1%	2	1.2%
More food stores	1	1.2%	2	1.1%	0	.0%	0	.0%	0	.0%
Having more time/ money/ energy	0	.0%	2	1.1%	0	.0%	1	1.1%	2	1.2%
More leisure facilities (e.g. cinema etc.)	2	2.3%	2	1.1%	0	.0%	1	1.1%	3	2.4%
More places to eat / drink	0	.0%	2	1.1%	1	1.1%	1	1.1%	0	.0%
More services (e.g. bank, library, hairdressers etc.)	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Park & Ride	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Later shopping hours	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Markets	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Better disabled access	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. What would make you shop in or visit Q6 more often?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Wider range of shops	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fewer night clubs/ pubs	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Needs to be modernised	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Stop building and keep it as it is	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	New arcades	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Later bus service	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Less crowded	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheaper public transport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More cycle stands	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More events	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More to do for older people	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	1494	100.0%	117	100.0%	101	100.0%	66	100.0%	45	100.0%	41	100.0%	28	100.0%
Cambridge (Historic Centre/Grafton Centre)	366	24.5%	64	54.8%	58	57.6%	34	51.3%	25	55.0%	25	61.3%	12	41.9%
Don't know/ varies	124	8.3%	11	9.6%	12	12.1%	5	7.7%	6	13.8%	1	2.7%	2	8.1%
Peterborough	116	7.8%	0	.0%	0	.0%	1	1.3%	1	2.5%	0	.0%	0	.0%
Cambridge Retail Park, Newmarket Road	110	7.4%	24	20.5%	14	13.6%	12	17.9%	6	12.5%	8	20.0%	8	28.4%
Bury St Edmunds	104	6.9%	3	2.7%	0	.0%	3	3.8%	1	1.3%	1	1.3%	0	1.4%
Stevenage	48	3.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
Huntingdon	39	2.6%	0	.0%	0	.0%	2	2.6%	0	.0%	0	.0%	0	1.4%
St Neots	32	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	26	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket	26	1.7%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	4.1%
St Ives	25	1.7%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%
Biggleswade	24	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	22	1.5%	0	.0%	0	.0%	1	1.3%	1	1.3%	0	.0%	0	.0%
Welwyn Garden City, Hertfordshire	22	1.5%	0	.0%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Ely	21	1.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Kings Lynn	19	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	19	1.3%	3	2.7%	6	6.1%	1	1.3%	1	2.5%	1	1.3%	1	2.7%
Letchworth	18	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	17	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	16	1.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Milton Keynes	16	1.1%	0	.0%	2	1.5%	1	1.3%	1	1.3%	1	1.3%	0	.0%
Harlow	15	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	15	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Bishop Stortford	14	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	14	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%
March	13	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	12	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	1	2.7%
Braintree	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roaring Meg Retail Park, Stevenage	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Goslington, Off Bletcham Way, Milton Keynes	9	.6%	0	.0%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	8	.6%	2	1.4%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Ikea, Lakeside Retail Park, Heron Way, West Thurrock, Grays	8	.5%	2	1.4%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	7	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Thetford	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	5	.4%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
Ramsey	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, 400 Newmarket Road, Cambridge	5	.3%	2	1.4%	0	.0%	3	3.8%	0	.0%	1	1.3%	0	.0%
Tesco Extra, Bar Hill, Cambridge	4	.3%	3	2.7%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
B&Q, Priors Gate, Great North Road, St Neots	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	4	.2%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Glasswells, Dettingen Way, Bury St Edmunds	4	.2%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	1.4%
Biggleswade Retail Park, London Road	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Waldingfield Road, Sudbury	2	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Homebase, A1 Trading Estate, London Road, Biggleswade	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whittlesey	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stukely Road Retail Park, Stukely Road	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Matalan, London Road, Biggleswade	2	.1%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
DFS, 442 Newmarket Road, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%
Chetteris	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, Easlea Road, Bury St Edmunds	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Studlands Road Retail Park, Oaks Drive, Newmarket,	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Gamlingay	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Emmaus, Kingston Street, Cambridge	3	.2%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hitchin	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Tenison Road, Cambridge	2	.1%	0	.0%	2	1.5%	0	.0%	1	1.3%	0	.0%	0	.0%
	Graveley	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Carpentright, Forest Retail Park, London Road, Thetbury	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Mountbatten Road, Braintree	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stanstead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Soham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Maskew Avenue, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Euro Retail Park, Ransomers Way, Ipswich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%
	Antique stores, Lincolnshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm Mills, Cromwell Road, Wisbech	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fakenham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Feltwell	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton Hall Retail Park, Bedingfield Way, Bury St Edmunds	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Roaring Meg Retail Park, London Road, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm Mills, Stukeley Meadows, Huntingdon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Eastbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Melbourn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ridgeons, Cromwell Road, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Weighted Base: All respondents - with exclusions		Zone											
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Argos, Braintree	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Bardfield, Essex	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Queensgate Centre, Harlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tollgate Retail Park, Tollgate West, Colchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clacton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woodhall Business Park, Sudbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Denton Carpets, High Street, Cambridge	1	.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Hi-Sell Direct, Gamlingay	1	.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Carpetright, Moreton Hall Retail Park, Bedingfield Way, Bury	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Suffolk Retail Park, London Road, Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, High Street, Haverhill	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
	Suffolk	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	104	100.0%	71	100.0%	63	100.0%	65	100.0%	62	100.0%	60	100.0%	51	100.0%
Cambridge (Historic Centre/Grafton Centre)	40	38.4%	3	3.7%	6	9.4%	4	6.6%	3	5.6%	14	23.1%	12	24.1%
Don't know/ varies	10	9.6%	4	6.2%	4	7.1%	4	6.6%	7	11.1%	7	11.5%	3	5.1%
Peterborough	4	4.1%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cambridge Retail Park, Newmarket Road	10	9.6%	0	.0%	3	4.7%	0	.0%	0	.0%	5	7.7%	5	10.1%
Bury St Edmunds	3	2.7%	15	21.0%	35	55.3%	14	22.4%	0	.0%	14	23.1%	12	22.8%
Stevenage	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	0	.0%	0	.0%	0	.0%	17	26.3%	3	5.6%	0	.0%	0	.0%
Newmarket	3	2.7%	0	.0%	4	5.9%	0	.0%	0	.0%	17	28.2%	1	1.3%
St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welwyn Garden City, Hertfordshire	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Ely	18	17.8%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	3	2.7%	16	22.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	3	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Letchworth	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	3	2.7%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	9	13.9%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	0	.0%	6	9.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Bishop Stortford	0	.0%	0	.0%	0	.0%	0	.0%	8	12.5%	0	.0%	0	.0%
Haverhill	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	12	24.1%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	2	2.8%	0	.0%	1	2.5%
Braintree	0	.0%	0	.0%	0	.0%	3	3.9%	9	13.9%	0	.0%	0	.0%
Downham Market	0	.0%	11	14.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roaring Meg Retail Park, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Goslington, Off Bletcham Way, Milton Keynes	1	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	0	.0%	0	.0%	0	.0%	2	2.6%	7	11.1%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	8	11.8%	1	1.4%	0	.0%	0	.0%
London, West End	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.4%	0	.0%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Lakeside Retail Park, Heron Way, West Thurrock, Grays	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	2.5%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	1	1.2%	4	7.1%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	5	7.4%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Norwich	1	1.4%	2	2.5%	1	1.2%	0	.0%	0	.0%	1	1.3%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, 400 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Priors Gate, Great North Road, St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	1	1.4%	1	1.2%	1	1.2%	0	.0%	1	1.4%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Glasswells, Dettingen Way, Bury St Edmunds	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	2.5%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	1	1.3%	2	2.8%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Waldingfield Road, Sudbury	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Homebase, A1 Trading Estate, London Road, Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	0	.0%	2	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Whittlesey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stukely Road Retail Park, Stukely Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	2	2.8%	0	.0%	0	.0%
Matalan, London Road, Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, 442 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Studlands Road Retail Park, Oaks Drive, Newmarket,	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Gamlingay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Emmaus, Kingston Street, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Tenison Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Graveley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Carpentright, Forest Retail Park, London Road, Thetbury	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Co-op, Mountbatten Road, Braintree	0	.0%	0	.0%	0	.0%	1	1.3%	1	1.4%	0	.0%	0	.0%
	Stanstead	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Soham	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Euro Retail Park, Ransomers Way, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Antique stores, Lincolnshire	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm Mills, Cromwell Road, Wisbech	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fakenham	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Feltwell	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton Hall Retail Park, Bedingfield Way, Bury St Edmunds	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Roaring Meg Retail Park, London Road, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm Mills, Stukeley Meadows, Huntingdon	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%
Melbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ridgeons, Cromwell Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Argos, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Great Bardfield, Essex	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Hatfield	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	The Queensgate Centre, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Tollgate Retail Park, Tollgate West, Colchester	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Clacton	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Woodhall Business Park, Sudbury	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Denton Carpets, High Street, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hi-Sell Direct, Gamlingay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Carpetright, Moreton Hall Retail Park, Bedingfield Way, Bury	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Suffolk Retail Park, London Road, Ipswich	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, High Street, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Suffolk	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	45	100.0%	64	100.0%	77	100.0%	162	100.0%	109	100.0%	57	100.0%	107	100.0%
Cambridge (Historic Centre/Grafton Centre)	8	16.9%	22	34.2%	3	4.3%	10	6.3%	13	11.9%	1	1.4%	9	8.8%
Don't know/ varies	4	9.9%	6	9.6%	6	7.2%	14	8.9%	5	4.8%	3	5.8%	8	7.4%
Peterborough	0	.0%	0	.0%	0	.0%	49	30.4%	36	33.3%	22	39.1%	0	.0%
Cambridge Retail Park, Newmarket Road	1	2.8%	7	11.0%	0	.0%	0	.0%	5	4.8%	1	1.4%	2	1.5%
Bury St Edmunds	3	7.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	0	.0%	11	17.8%	9	11.6%	0	.0%	0	.0%	0	.0%	27	25.0%
Huntingdon	0	.0%	0	.0%	0	.0%	23	13.9%	12	10.7%	0	.0%	2	1.5%
St Neots	0	.0%	0	.0%	1	1.4%	31	19.0%	0	.0%	0	.0%	0	.0%
Colchester	6	12.7%	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%
St Ives	0	.0%	0	.0%	2	2.9%	4	2.5%	17	15.5%	1	1.4%	0	.0%
Biggleswade	0	.0%	2	2.7%	22	29.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	0	.0%	18	23.2%	2	1.3%	0	.0%	0	.0%	0	.0%
Welwyn Garden City, Hertfordshire	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	17	16.2%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Beehive Retail Park, Coldham's Lane	0	.0%	1	1.4%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	2	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	16	14.7%
Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	20.3%	0	.0%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	10	6.3%	5	4.8%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	4	5.8%	6	3.8%	0	.0%	0	.0%	0	.0%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.9%
Sudbury	9	19.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Bishop Stortford	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.4%
Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	12	20.3%	0	.0%
Saffron Walden	8	16.9%	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%
Downham Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roaring Meg Retail Park, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	8.8%
Ikea, Goslington, Off Bletcham Way, Milton Keynes	0	.0%	0	.0%	1	1.4%	0	.0%	1	1.2%	1	1.4%	2	1.5%
Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	1	1.4%	2	2.7%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Royston	0	.0%	4	6.8%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.9%
Ikea, Lakeside Retail Park, Heron Way, West Thurrock, Grays	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	2	1.5%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	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%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	5	4.8%	0	.0%	0	.0%
B&Q, 400 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Priors Gate, Great North Road, St Neots	0	.0%	0	.0%	0	.0%	4	2.5%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Glasswells, Dettingen Way, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	0	.0%	1	1.4%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Waldingfield Road, Sudbury	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, A1 Trading Estate, London Road, Biggleswade	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Whittlesey	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.4%	0	.0%
Stukely Road Retail Park, Stukely Road	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Matalan, London Road, Biggleswade	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, 442 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
DFS, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Studlands Road Retail Park, Oaks Drive, Newmarket,	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Gamlingay	0	.0%	0	.0%	1	1.4%	2	1.3%	0	.0%	0	.0%	0	.0%
	Emmaus, Kingston Street, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hitchin	0	.0%	1	1.4%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%
	Focus, Tenison Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Graveley	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%
	Carpentright, Forest Retail Park, London Road, Thetbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Mountbatten Road, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stanstead	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Soham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	B&Q, Euro Retail Park, Ransomers Way, Ipswich	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Antique stores, Lincolnshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm Mills, Cromwell Road, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fakenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Feltwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton Hall Retail Park, Bedingfield Way, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Roaring Meg Retail Park, London Road, Stevenage	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm Mills, Stukeley Meadows, Huntingdon	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Eastbourne	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Melbourn	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ridgeons, Cromwell Road, Cambridge	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q10. Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Argos, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Bardfield, Essex	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hatfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Queensgate Centre, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tollgate Retail Park, Tollgate West, Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clacton	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%
	Denton Carpets, High Street, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hi-Sell Direct, Gamlingay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Carpetright, Moreton Hall Retail Park, Bedingfield Way, Bury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Suffolk Retail Park, London Road, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, High Street, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Suffolk	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	1727	100.0%	133	100.0%	111	100.0%	75	100.0%	49	100.0%	44	100.0%	31	100.0%
Cambridge Retail Park, Newmarket Road	208	12.0%	55	41.0%	43	38.4%	23	30.3%	15	31.0%	13	29.3%	12	38.1%
Cambridge (Historic Centre/Grafton Centre)	173	10.0%	34	25.3%	35	31.5%	25	33.7%	15	31.0%	12	26.8%	5	16.7%
Huntingdon	107	6.2%	0	.0%	0	.0%	2	2.2%	1	2.3%	0	.0%	0	.0%
B&Q, 400 Newmarket Road, Cambridge	80	4.6%	27	20.5%	18	16.4%	8	11.2%	9	18.4%	4	9.8%	3	9.5%
Newmarket	67	3.9%	0	.0%	2	1.4%	8	10.1%	0	.0%	0	.0%	0	.0%
Don't know/ varies	57	3.3%	3	2.4%	2	1.4%	1	1.1%	1	2.3%	1	2.4%	1	3.6%
Bury St Edmunds	52	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	47	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	44	2.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Stevenage	43	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	41	2.4%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
B&Q, Priors Gate, Great North Road, St Neots	40	2.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
March	39	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	38	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	37	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	15.5%
Bishop Stortford	37	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ely	34	2.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
St Neots	34	2.0%	0	.0%	0	.0%	0	.0%	2	3.4%	0	.0%	0	.0%
Peterborough	30	1.7%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Homebase, A1 Trading Estate, London Road, Biggleswade	29	1.7%	3	2.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Studlands Road Retail Park, Oaks Drive, Newmarket	29	1.7%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Biggleswade Retail Park, London Road	26	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	25	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Chapel Hill Retail Park, Braintree	25	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	25	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	21	1.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	21	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	7.1%
Saffron Walden	18	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.7%	0	1.2%
Stukely Road Retail Park, Stukely Road	18	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	18	1.0%	5	3.6%	5	4.1%	0	.0%	1	1.1%	1	1.2%	0	1.2%
Thetford	16	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	16	.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.7%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	16	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, March Trading Park, March	14	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Elizabeth Way, Saffron Walden	14	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Colchester	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Stansted Road, Birchanger, Bishop Stortford	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Letchworth Business Park, Garden City, Letchworth	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sawston	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	6	14.6%	0	1.2%
Downham Market	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Homebase, Waldingfield Road, Sudbury	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Woodhall Business Park, Sudbury	6	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Focus, Tenison Road, Cambridge	6	.3%	2	1.2%	3	2.7%	0	.0%	0	.0%	1	1.2%	0	1.2%
B&Q, High Street, Stevenage	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	5	.3%	0	.0%	2	1.4%	1	1.1%	2	3.4%	0	.0%	0	.0%
Harlow	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Elm High Road, Wisbech	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roaring Meg Retail Park, London Road, Stevenage	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Maskew Avenue, Peterborough	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	3	.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Forest Retail Park, London Road, Thetford	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet/Staples, 393-395 Newmarket Road, Cambridge	2	.1%	0	.0%	2	1.4%	1	1.1%	0	.0%	0	.0%	0	.0%
Focus, Goodliffe Park, Birchanger, Bishops Stortford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Hythe Quay, Colne Causeway, Colchester	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Brotherhood Retail Park, Lincoln Road, Peterborough	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ridgeons, Cromwell Road, Cambridge	2	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	1.2%
Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Ramsey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, Easlea Road, Bury St Edmunds	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brent Cross	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Welwyn Garden City	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton	2	.1%	2	1.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Mackay's, East Road, Cambridge	2	.1%	0	.0%	2	1.4%	0	.0%	0	.0%	1	1.2%	0	.0%
	Eaton Socon	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Nicholas R Fox Gardening Services, Duck Lane, Cambridgeshire	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hardwick Industrial Estate, Paxman Road, Kings Lynn	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sible Hedingham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oakington Garden Centre, Dry Drayton Road, Oakington	2	.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Baldock	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hitchin	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ken Jack, High Street, Buntingford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Masons, Hitchin Street, Baldock	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roebuck Retail Park, London Road, Stevenage	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes, Cotton Brown Way, Letchworth	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Collingwood Retail Park, Newgate	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Angel Drove, Ely	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Melbourn Flooring & Home Interiors, Cherry Park Farm Industr	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
	Ipswich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Watton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Eastbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Melbourn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Fred's DIY, Kingsland Road, Clacton-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, London Road, Clacton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clare	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woodhall Business Park, Sudbury	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ridgeons, Trinity Hall Industrial Estate, Nuffield Road, Cam	1	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Buzzing & Parker, Yale Business Park, Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Suffolk Retail Park, London Road, Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stowmarket, Essex	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Euro Retail Park, Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chiltern Industrial Estate, Earl Howe Road, Holmer Green	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cottenham	1	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Foxton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
	Ridgeons, Station Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.2%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	122	100.0%	78	100.0%	67	100.0%	78	100.0%	80	100.0%	69	100.0%	58	100.0%
Cambridge Retail Park, Newmarket Road	18	15.1%	0	.0%	1	2.2%	1	1.1%	2	2.2%	5	7.7%	4	6.7%
Cambridge (Historic Centre/Grafton Centre)	16	12.8%	1	1.1%	1	1.1%	2	2.2%	0	.0%	3	4.4%	5	7.9%
Huntingdon	3	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, 400 Newmarket Road, Cambridge	6	4.7%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.1%	1	1.1%
Newmarket	13	10.5%	3	3.4%	8	12.2%	0	.0%	0	.0%	34	49.5%	0	.0%
Don't know/ varies	6	4.7%	5	6.7%	4	6.7%	3	4.3%	2	2.2%	2	2.2%	1	2.2%
Bury St Edmunds	1	1.2%	6	7.9%	31	46.7%	5	6.5%	1	1.1%	4	5.5%	3	5.6%
Letchworth	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Priors Gate, Great North Road, St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	1	2.2%	20	25.0%	1	1.1%	0	.0%	0	.0%
Haverhill	0	.0%	0	.0%	0	.0%	5	6.5%	1	1.1%	0	.0%	25	42.7%
Bishop Stortford	0	.0%	0	.0%	0	.0%	0	.0%	16	20.7%	0	.0%	0	.0%
Ely	33	26.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough	4	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, A1 Trading Estate, London Road, Biggleswade	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Studlands Road Retail Park, Oaks Drive, Newmarket	7	5.8%	1	1.1%	4	6.7%	0	.0%	0	.0%	14	20.9%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Biggleswade Retail Park, London Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	1	1.2%	24	30.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Chapel Hill Retail Park, Braintree	0	.0%	0	.0%	0	.0%	12	15.2%	13	16.3%	0	.0%	0	.0%
Braintree	0	.0%	0	.0%	0	.0%	10	13.0%	14	17.4%	0	.0%	0	.0%
St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.1%	0	.0%	16	28.1%
Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	4	5.4%	0	.0%	0	.0%
Stukely Road Retail Park, Stukely Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	3	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	15	19.1%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	1	1.2%	2	2.2%	5	7.8%	1	1.1%	1	1.1%	2	2.2%	1	1.1%
Focus, March Trading Park, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Elizabeth Way, Saffron Walden	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.1%	0	.0%	1	1.1%
Colchester	0	.0%	0	.0%	0	.0%	6	7.6%	1	1.1%	0	.0%	0	.0%
Homebase, Stansted Road, Birchanger, Bishop Stortford	0	.0%	0	.0%	0	.0%	0	.0%	5	6.5%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	3	3.4%	3	4.4%	0	.0%	0	.0%	2	2.2%	1	2.2%
Wisbech	1	1.2%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Letchworth Business Park, Garden City, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	0	.0%	6	7.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Homebase, Waldingfield Road, Sudbury	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	6	7.6%	0	.0%	0	.0%
Focus, Woodhall Business Park, Sudbury	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
Focus, Tenison Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, High Street, Stevenage	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	3	3.3%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	3	4.3%	0	.0%	0	.0%	0	.0%
B&Q, Elm High Road, Wisbech	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roaring Meg Retail Park, London Road, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	1	1.1%	3	4.4%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Focus, Forest Retail Park, London Road, Thetford	0	.0%	3	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	3	3.3%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet/Staples, 393-395 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Goodliffe Park, Birchanger, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
B&Q, Hythe Quay, Colne Causeway, Colchester	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Ridgeons, Cromwell Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brent Cross	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Welwyn Garden City	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mackay's, East Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Eaton Socon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Nicholas R Fox Gardening Services, Duck Lane, Cambridgeshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hardwick Industrial Estate, Paxman Road, Kings Lynn	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sible Hedingham	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
	Oakington Garden Centre, Dry Drayton Road, Oakington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ken Jack, High Street, Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Masons, Hitchin Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roebuck Retail Park, London Road, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes, Cotton Brown Way, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Collingwood Retail Park, Newgate	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Angel Drove, Ely	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Melbourn Flooring & Home Interiors, Cherry Park Farm Industr	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Watton	0	.0%	1	1.1%	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%	
Melbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Fred's DIY, Kingsland Road, Clacton-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	B&Q, London Road, Clacton	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Clare	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Woodhall Business Park, Sudbury	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Ridgeons, Trinity Hall Industrial Estate, Nuffield Road, Cam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buzzing & Parker, Yale Business Park, Ipswich	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Suffolk Retail Park, London Road, Ipswich	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Stowmarket, Essex	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	B&Q, Euro Retail Park, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chiltern Industrial Estate, Earl Howe Road, Holmer Green	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cottenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Foxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ridgeons, Station Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	53	100.0%	73	100.0%	97	100.0%	181	100.0%	118	100.0%	72	100.0%	136	100.0%
Cambridge Retail Park, Newmarket Road	1	2.4%	9	12.0%	0	.0%	0	.0%	4	3.3%	0	.0%	2	1.1%
Cambridge (Historic Centre/Grafton Centre)	2	3.6%	11	14.5%	1	1.1%	0	.0%	3	2.2%	3	4.7%	0	.0%
Huntingdon	0	.0%	0	.0%	0	.0%	62	34.1%	38	31.9%	2	3.5%	0	.0%
B&Q, 400 Newmarket Road, Cambridge	0	.0%	2	2.4%	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%
Don't know/ varies	1	1.2%	8	10.8%	4	4.6%	4	2.3%	3	2.2%	0	.0%	5	3.4%
Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	6	8.4%	1	1.1%	0	.0%	0	.0%	0	.0%	39	28.7%
Biggleswade	0	.0%	4	4.8%	38	39.1%	0	.0%	0	.0%	0	.0%	2	1.1%
Stevenage	0	.0%	11	15.7%	4	4.6%	0	.0%	0	.0%	0	.0%	27	19.5%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	27	14.8%	12	9.9%	0	.0%	0	.0%
B&Q, Priors Gate, Great North Road, St Neots	0	.0%	0	.0%	6	5.7%	33	18.2%	1	1.1%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	37	52.3%	0	.0%
Sudbury	16	29.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
Bishop Stortford	4	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	16	11.5%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	3	3.4%	27	14.8%	1	1.1%	1	1.2%	0	.0%
Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	21	17.6%	4	5.8%	0	.0%
Homebase, A1 Trading Estate, London Road, Biggleswade	0	.0%	2	2.4%	15	14.9%	4	2.3%	1	1.1%	0	.0%	2	1.1%
Studlands Road Retail Park, Oaks Drive, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Biggleswade Retail Park, London Road	0	.0%	2	2.4%	22	23.0%	0	.0%	0	.0%	0	.0%	2	1.1%
Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Chapel Hill Retail Park, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	0	.0%	0	.0%	0	.0%	4	2.3%	14	12.1%	0	.0%	2	1.1%
Haverhill Retail Park, Cambridge Road, Haverhill	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	10	17.9%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
Stukely Road Retail Park, Stukely Road	0	.0%	0	.0%	0	.0%	6	3.4%	12	9.9%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	0	.0%	2	2.4%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	11	15.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	1	2.4%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
Focus, March Trading Park, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	19.8%	0	.0%
Homebase, Elizabeth Way, Saffron Walden	3	4.8%	1	1.2%	0	.0%	4	2.3%	0	.0%	0	.0%	3	2.3%
Colchester	3	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Stansted Road, Birchanger, Bishop Stortford	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	7.0%	0	.0%
Focus, Letchworth Business Park, Garden City, Letchworth	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.6%
Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Homebase, Waldingfield Road, Sudbury	4	8.3%	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%
Focus, Woodhall Business Park, Sudbury	2	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
Focus, Tenison Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, High Street, Stevenage	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%
Tesco Extra, Bar Hill, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harlow	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
B&Q, Elm High Road, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	2	1.1%
Roaring Meg Retail Park, London Road, Stevenage	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%
Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	1	1.2%	0	.0%
London, West End	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Forest Retail Park, London Road, Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.5%	0	.0%
Comet/Staples, 393-395 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Goodliffe Park, Birchanger, Bishops Stortford	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Hythe Quay, Colne Causeway, Colchester	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ridgeons, Cromwell Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
DFS, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Brent Cross	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	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%

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Welwyn Garden City	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%
	Milton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mackay's, East Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Eaton Socon	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
	Nicholas R Fox Gardening Services, Duck Lane, Cambridgeshire	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
	Hardwick Industrial Estate, Paxman Road, Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sible Hedingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oakington Garden Centre, Dry Drayton Road, Oakington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Hertford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Ken Jack, High Street, Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Masons, Hitchin Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Roebuck Retail Park, London Road, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Wickes, Cotton Brown Way, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%
	Collingwood Retail Park, Newgate	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Angel Drove, Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Melbourn Flooring & Home Interiors, Cherry Park Farm Industr	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Watton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Eastbourne	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Melbourn	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q11. Where do you do most of your household's shopping for DIY and decorating goods?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Fred's DIY, Kingsland Road, Clacton-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, London Road, Clacton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clare	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%
	Ridgeons, Trinity Hall Industrial Estate, Nuffield Road, Cam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buzzing & Parker, Yale Business Park, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Suffolk Retail Park, London Road, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stowmarket, Essex	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Euro Retail Park, Ipswich	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chiltern Industrial Estate, Earl Howe Road, Holmer Green	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cottenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Foxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ridgeons, Station Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	1633	100.0%	138	100.0%	127	100.0%	66	100.0%	46	100.0%	48	100.0%	30	100.0%
Cambridge (Historic Centre/Grafton Centre)	343	21.0%	63	45.3%	75	59.0%	38	57.7%	23	50.0%	25	52.8%	13	44.4%
Cambridge Retail Park, Newmarket Road	178	10.9%	45	32.6%	34	26.5%	16	24.4%	11	23.2%	11	23.6%	11	37.0%
Huntingdon	97	5.9%	0	.0%	0	.0%	3	3.8%	1	1.2%	0	.0%	0	.0%
Peterborough	76	4.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury St Edmunds	68	4.1%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	64	3.9%	8	5.8%	5	3.6%	1	1.3%	2	3.7%	1	1.1%	1	3.7%
Stevenage	61	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Ely	46	2.8%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Newmarket	40	2.5%	0	.0%	3	2.4%	3	3.8%	0	.0%	0	.0%	0	1.2%
Haverhill	38	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.2%
St Neots	35	2.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Letchworth	34	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	31	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	29	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	26	1.6%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
March	25	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	24	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	23	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	22	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	21	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	18	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	17	1.1%	8	5.8%	3	2.4%	1	1.3%	1	2.4%	1	1.1%	0	.0%
Thetford	15	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
St Ives	15	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Comet/Staples, 393-395 Newmarket Road, Cambridge	14	.9%	2	1.2%	3	2.4%	1	1.3%	2	3.7%	1	1.1%	0	.0%
Welwyn Garden City, Hertfordshire	14	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	13	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	12	.7%	5	3.5%	0	.0%	2	2.6%	4	8.5%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harlow	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	10	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sawston	10	.6%	2	1.2%	0	.0%	1	1.3%	0	.0%	6	13.5%	0	1.2%
Chelmsford	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roaring Meg Retail Park, Stevenage	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet, Braintree Retail Park, Braintree	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Forest Retail Park, Thetford	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Queensgate Retail Park, Harlow	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, 400 Newmarket Road, Cambridge	4	.3%	2	1.2%	2	1.2%	1	1.3%	0	.0%	0	.0%	0	1.2%

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Freeport Village, Charter Way, Braintree	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Andrew McCulloch, Norfolk Street, Cambridge	4	.3%	2	1.2%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%
Currys, Belgrace Retail Park, Cromwell Road, Wisbech	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Shelford	3	.2%	0	.0%	2	1.2%	0	.0%	0	.0%	1	2.2%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.2%
Studlands Road Retail Park, Oaks Drive, Newmarket	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Elizabeth Way, Saffron Walden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Norwich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Baldock	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Angel Drove, Ely	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roebuck Retail Park, London Road, Stevenage	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	2	.1%	2	1.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Chesterton	2	.1%	0	.0%	2	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%
	Hampton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kimbolton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Powerhouse, Letchworth Retail Park, Baldock Rd, Letchworth	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Watton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Bocking End, Braintree	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, River Way District Centre, River Way, Harlow	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Lancaster Way, Bishops Stortford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hitchin	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Bishops Stortford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Welling	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes, Cotton Brown Park, Letchworth	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Tollgate Retail Park, Colchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
BDC Electrical, Bridisco House, Car Road Industrial Estate,	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
BEW Electrical Distributors, Hanbury Road, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Stotfold	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Currys, The Peel Centre, Hardwick Road, Kings Lynn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Eastbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Old North Road, Royston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Barford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mitchells, Elm Road, Braintree	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bennets, Chignal Smealey, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chapel Hill Retail Park, Braintree	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clare	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Martin Avenue, March	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Yarrow Road, Cherry Hinton, Cambridge	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	RAF, Feltwell	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sulfolk Retail Park, London Road, Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	W F Capps-Jenner Ltd, Colville Road, Lowestoft	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton Hall Retail Park, Bedingfield Way, Bury St Edmunds	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Tavern street, Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Edmundson Electrical, Waterwitch House, Exeter Road, Sudbury	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, High Street, Cherry Hinton, Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.2%	

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	114	100.0%	74	100.0%	64	100.0%	72	100.0%	75	100.0%	63	100.0%	54	100.0%
Cambridge (Historic Centre/Grafton Centre)	26	22.5%	1	1.2%	4	5.8%	3	4.7%	2	2.3%	15	24.4%	7	13.3%
Cambridge Retail Park, Newmarket Road	20	17.5%	0	.0%	1	2.3%	0	.0%	0	.0%	8	12.2%	6	12.0%
Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
Peterborough	1	1.3%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury St Edmunds	1	1.3%	9	11.9%	33	51.2%	9	12.9%	1	1.1%	8	12.2%	3	6.0%
Don't know/ varies	1	1.3%	4	4.8%	4	5.8%	3	4.7%	5	6.9%	4	6.1%	1	2.4%
Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ely	44	38.8%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket	7	6.3%	0	.0%	4	5.8%	0	.0%	0	.0%	24	37.8%	0	.0%
Haverhill	0	.0%	0	.0%	0	.0%	5	7.1%	1	1.1%	0	.0%	31	56.6%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	1	2.3%	13	17.6%	1	1.1%	0	.0%	0	.0%
Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	1	1.3%	22	29.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	0	.0%	0	.0%	0	.0%	0	.0%	15	19.5%	0	.0%	0	.0%
Braintree	0	.0%	0	.0%	0	.0%	5	7.1%	16	20.7%	0	.0%	0	.0%
Colchester	0	.0%	0	.0%	0	.0%	12	16.5%	1	1.1%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
Thetford	0	.0%	14	19.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
St Ives	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Comet/Staples, 393-395 Newmarket Road, Cambridge	3	2.5%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%
Welwyn Garden City, Hertfordshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	1	1.3%	1	1.2%	6	9.3%	1	1.2%	0	.0%	2	2.4%	1	1.2%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	5	6.9%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	11	15.3%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	0	.0%	0	.0%	0	.0%	1	1.2%	8	10.3%	0	.0%	0	.0%
Roaring Meg Retail Park, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet, Braintree Retail Park, Braintree	0	.0%	0	.0%	0	.0%	3	3.5%	5	6.9%	0	.0%	0	.0%
Downham Market	0	.0%	6	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	1	1.2%	5	8.1%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Forest Retail Park, Thetford	0	.0%	5	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Queensgate Retail Park, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
B&Q, 400 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Freeport Village, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	2	2.4%	3	3.4%	0	.0%	0	.0%
Andrew McCulloch, Norfolk Street, Cambridge	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Belgrace Retail Park, Cromwell Road, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	0	.0%	0	.0%	1	2.3%	1	1.2%	0	.0%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.6%
Studlands Road Retail Park, Oaks Drive, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.2%
Homebase, Elizabeth Way, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Angel Drove, Ely	3	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roebuck Retail Park, London Road, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chesterton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kimbolton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Powerhouse, Letchworth Retail Park, Baldock Rd, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Watton	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Bocking End, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%
	Comet, River Way District Centre, River Way, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%
	Tesco, Lancaster Way, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%
	Hertford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Welling	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes, Cotton Brown Park, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Tollgate Retail Park, Colchester	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	BDC Electrical, Bridisco House, Car Road Industrial Estate,	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BEW Electrical Distributors, Hanbury Road, Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stotfold	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Currys, The Peel Centre, Hardwick Road, Kings Lynn	0	.0%	1	1.2%	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%
	Tesco, Old North Road, Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Barford	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Mitchells, Elm Road, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Bennets, Chignal Smealey, Chelmsford	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Chapel Hill Retail Park, Braintree	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Clare	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Focus, Martin Avenue, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Yarrow Road, Cherry Hinton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	RAF, Feltwell	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Sulfolk Retail Park, London Road, Ipswich	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	W F Capps-Jenner Ltd, Colville Road, Lowestoft	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton Hall Retail Park, Bedingfield Way, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Currys, Tavern street, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Edmundson Electrical, Waterwitch House, Exeter Road, Sudbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, High Street, Cherry Hinton, Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	46	100.0%	64	100.0%	89	100.0%	168	100.0%	108	100.0%	62	100.0%	124	100.0%
Cambridge (Historic Centre/Grafton Centre)	4	9.6%	18	28.8%	2	2.5%	10	6.1%	8	7.2%	2	2.7%	3	2.5%
Cambridge Retail Park, Newmarket Road	1	1.4%	11	17.8%	0	.0%	2	1.2%	0	.0%	1	1.3%	0	.0%
Huntingdon	0	.0%	0	.0%	0	.0%	62	36.6%	30	27.7%	2	2.7%	0	.0%
Peterborough	0	.0%	1	1.4%	0	.0%	29	17.1%	27	25.3%	16	25.3%	0	.0%
Bury St Edmunds	1	2.7%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	2	4.1%	4	6.8%	3	3.8%	6	3.7%	1	1.2%	2	2.7%	6	5.1%
Stevenage	0	.0%	11	17.8%	15	16.3%	0	.0%	0	.0%	0	.0%	34	27.8%
Ely	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%
Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	4	5.0%	29	17.1%	1	1.2%	0	.0%	0	.0%
Letchworth	0	.0%	1	1.4%	2	2.5%	0	.0%	0	.0%	0	.0%	30	24.1%
Sudbury	15	31.5%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	0	.0%	2	2.7%	26	28.8%	0	.0%	0	.0%	0	.0%	2	1.3%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	12	7.3%	12	10.8%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	25	40.0%	0	.0%
Bedford	0	.0%	0	.0%	17	18.8%	6	3.7%	0	.0%	0	.0%	0	.0%
Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	1	2.7%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	5	3.8%
Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	6	12.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	0	.0%	2	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
St Ives	0	.0%	0	.0%	0	.0%	2	1.2%	12	10.8%	0	.0%	0	.0%
Comet/Staples, 393-395 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
Welwyn Garden City, Hertfordshire	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	13	10.1%
Saffron Walden	11	23.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harlow	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.8%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	8	12.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	9	8.4%	0	.0%	2	1.3%
Wisbech	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	7	12.0%	0	.0%
Sawston	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roaring Meg Retail Park, Stevenage	0	.0%	1	1.4%	1	1.3%	0	.0%	0	.0%	0	.0%	6	5.1%
Biggleswade Retail Park, London Road	0	.0%	0	.0%	8	8.8%	0	.0%	0	.0%	0	.0%	0	.0%
Comet, Braintree Retail Park, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Forest Retail Park, Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Queensgate Retail Park, Harlow	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	2	1.3%
Milton Keynes	0	.0%	0	.0%	3	3.8%	0	.0%	0	.0%	0	.0%	2	1.3%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	2	2.7%	0	.0%
B&Q, 400 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Freeport Village, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Andrew McCulloch, Norfolk Street, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Belgrace Retail Park, Cromwell Road, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.3%	0	.0%
Brandon	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
London, West End	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Studlands Road Retail Park, Oaks Drive, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Elizabeth Way, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Lakeside, Thurrock	1	1.4%	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%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%
	Tesco, Angel Drove, Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roebuck Retail Park, London Road, Stevenage	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	2	1.3%
	Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chesterton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hampton	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
	Kimbolton	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
	Powerhouse, Letchworth Retail Park, Baldock Rd, Letchworth	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%
	Watton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Bocking End, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, River Way District Centre, River Way, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Lancaster Way, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Tesco, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Welling	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Wickes, Cotton Brown Park, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Currys, Tollgate Retail Park, Colchester	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BDC Electrical, Bridisco House, Car Road Industrial Estate,	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	BEW Electrical Distributors, Hanbury Road, Chelmsford	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Stotfold	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q12. Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Currys, The Peel Centre, Hardwick Road, Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Eastbourne	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Old North Road, Royston	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Barford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mitchells, Elm Road, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bennets, Chignal Smealey, Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chapel Hill Retail Park, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clare	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Martin Avenue, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
	Tesco, Yarrow Road, Cherry Hinton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	RAF, Feltwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sulfolk Retail Park, London Road, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	W F Capps-Jenner Ltd, Colville Road, Lowestoft	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton Hall Retail Park, Bedingfield Way, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Tavern street, Ipswich	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Edmundson Electrical, Waterwitch House, Exeter Road, Sudbury	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, High Street, Cherry Hinton, Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	1531	100.0%	127	100.0%	121	100.0%	62	100.0%	44	100.0%	42	100.0%	27	100.0%
Cambridge (Historic Centre/Grafton Centre)	371	24.2%	69	54.4%	75	62.0%	35	56.2%	26	60.3%	21	50.0%	13	49.3%
Cambridge Retail Park, Newmarket Road	140	9.1%	32	25.3%	26	21.5%	14	21.9%	7	16.7%	8	17.9%	10	38.4%
Huntingdon	97	6.3%	0	.0%	0	.0%	3	4.1%	1	1.3%	0	.0%	0	.0%
Peterborough	81	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	70	4.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Bury St Edmunds	66	4.3%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Don't know/ varies	65	4.2%	5	3.8%	5	3.8%	1	1.4%	2	3.8%	2	3.8%	1	5.5%
Ely	43	2.8%	0	.0%	0	.0%	2	2.7%	0	.0%	0	.0%	0	.0%
Newmarket	39	2.6%	0	.0%	3	2.5%	3	5.5%	0	.0%	1	1.3%	0	1.4%
Haverhill	33	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
St Neots	31	2.0%	0	.0%	2	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%
Biggleswade	30	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	27	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	25	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	25	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	23	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop's Stortford	21	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welwyn Garden City, Hertfordshire	19	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	18	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	16	1.0%	3	2.5%	2	1.3%	2	2.7%	3	6.4%	2	3.8%	0	1.4%
Harlow	14	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	14	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	14	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	12	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Huntingdon Retail Park, St Peters Road	12	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	12	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Comet/Staples, 393-395 Newmarket Road, Cambridge	10	.7%	2	1.3%	5	3.8%	2	2.7%	1	2.6%	0	.0%	0	.0%
Thetford	10	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	10	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	9	.6%	5	3.8%	0	.0%	0	.0%	1	2.6%	1	1.3%	0	.0%
Chelmsford	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Downham Market	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Andrew McCulloch, Norfolk Street, Cambridge	8	.5%	5	3.8%	0	.0%	1	1.4%	0	.0%	1	2.6%	0	.0%
Ramsey	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	6	.4%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Halstead	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet, Braintree Retail Park, Braintree	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baldock	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, High Street, Baldock	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sawston	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	4	10.3%	0	1.4%
Roaring Meg Retail Park, Stevenage	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tollgate Retail Park, Colchester	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Queensgate Retail Park, Harlow	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Watton	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stukely Road Retail Park, Stukely Road	2	.1%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Staples, 1 21 Chesterton Road, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whittlesey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Daring & Wood, Cherry Hinton Road, Cambridge	3	.2%	2	1.3%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Risbygate, Bury St Edmunds	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	2	.1%	2	1.3%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Chesterton	2	.1%	0	.0%	2	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%
	Argos, Kettering, Northamptonshire	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kimbolton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Powerhouse, Letchworth Retail Park, Baldock Rd, Letchworth	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, River Way District Centre, River Way, Harlow	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Andrew McCulloch, Arbury Court, Sawston	2	.1%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Great North Road, Stevenage	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hitchin	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	McCulloch (Electrical), Arbury Court, Cambridge	2	.1%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Hire	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lakenheath	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Ely	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brandon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Forest Retail Park, Thetford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, The Peel Centre, Hardwick Road, Kings Lynn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Hughes Electrical, Market Place, Swaffham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Stowmarket	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swaffham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Enfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Old North Road, Royston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Barford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, March Trading Estate, Hostmoor Avenue, March	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wimblington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	W F Capps-Jenner Ltd, Colville Road, Lowestoft	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton Hall Retail Park, Bedingfield Way, Bury St Edmunds	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Haycocks Road, Haverhill	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Tavern Street , Ipswich	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Lancaster Way, Bishops Stortford	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Ventura Retail Park, Tamworth	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
	Great Shelford	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	104	100.0%	70	100.0%	62	100.0%	62	100.0%	64	100.0%	56	100.0%	52	100.0%
Cambridge (Historic Centre/Grafton Centre)	27	26.0%	1	1.3%	5	8.3%	3	4.1%	2	2.7%	13	23.3%	10	18.8%
Cambridge Retail Park, Newmarket Road	17	16.4%	0	.0%	2	3.6%	0	.0%	0	.0%	8	13.7%	5	10.0%
Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
Peterborough	1	1.4%	1	1.3%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Stevenage	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Bury St Edmunds	4	4.1%	10	13.8%	36	57.1%	7	11.0%	0	.0%	5	8.2%	3	6.3%
Don't know/ varies	3	2.7%	1	1.3%	2	3.6%	3	4.1%	7	10.8%	2	2.7%	1	1.3%
Ely	40	38.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket	1	1.4%	0	.0%	2	3.6%	0	.0%	0	.0%	26	46.6%	1	1.3%
Haverhill	0	.0%	0	.0%	0	.0%	4	6.8%	2	2.7%	0	.0%	27	51.3%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	1	1.2%	14	21.9%	0	.0%	0	.0%	0	.0%
Colchester	0	.0%	0	.0%	1	1.2%	16	26.0%	1	1.4%	0	.0%	0	.0%
Bedford	1	1.4%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	1	1.4%	22	31.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop's Stortford	0	.0%	0	.0%	0	.0%	0	.0%	13	20.3%	0	.0%	0	.0%
Welwyn Garden City, Hertfordshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Bar Hill, Cambridge	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	7	10.8%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	0	.0%	0	.0%	0	.0%	3	4.1%	10	16.2%	0	.0%	1	1.3%
Wisbech	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet/Staples, 393-395 Newmarket Road, Cambridge	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	10	13.8%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
Chelmsford	0	.0%	0	.0%	0	.0%	2	2.7%	6	9.5%	0	.0%	0	.0%
Downham Market	0	.0%	8	11.3%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Biggleswade Retail Park, London Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Andrew McCulloch, Norfolk Street, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	1	1.3%	3	4.8%	1	1.4%	0	.0%	1	1.4%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	6	9.6%	0	.0%	0	.0%	0	.0%
Comet, Braintree Retail Park, Braintree	0	.0%	0	.0%	0	.0%	1	1.4%	4	6.8%	0	.0%	0	.0%
Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, High Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roaring Meg Retail Park, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	1	1.3%	3	4.8%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	1	1.4%	3	4.1%	0	.0%	0	.0%
Tollgate Retail Park, Colchester	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Queensgate Retail Park, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Watton	0	.0%	3	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	0	.0%	2	2.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds	0	.0%	0	.0%	2	3.6%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%	0	.0%
Stukely Road Retail Park, Stukely Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Staples, 1 21 Chesterton Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whittlesey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Daring & Wood, Cherry Hinton Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Risbygate, Bury St Edmunds	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chesterton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Kettering, Northamptonshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kimbolton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Powerhouse, Letchworth Retail Park, Baldock Rd, Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, River Way District Centre, River Way, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%	0	.0%
	Andrew McCulloch, Arbury Court, Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Great North Road, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	McCulloch (Electrical), Arbury Court, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hire	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.4%	0	.0%
	Lakenheath	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Ely	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brandon	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Forest Retail Park, Thetford	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, The Peel Centre, Hardwick Road, Kings Lynn	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Hughes Electrical, Market Place, Swaffham	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Stowmarket	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swaffham	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Enfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Old North Road, Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Barford	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Tesco, March Trading Estate, Hostmoor Avenue, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wimblington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	W F Capps-Jenner Ltd, Colville Road, Lowestoft	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton Hall Retail Park, Bedingfield Way, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Sainsbury's, Haycocks Road, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Currys, Tavern Street , Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Lancaster Way, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Ventura Retail Park, Tamworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	43	100.0%	61	100.0%	90	100.0%	158	100.0%	108	100.0%	59	100.0%	119	100.0%
Cambridge (Historic Centre/Grafton Centre)	4	10.3%	21	34.8%	4	4.9%	16	10.4%	16	14.5%	0	.0%	9	7.9%
Cambridge Retail Park, Newmarket Road	0	.0%	9	14.5%	0	.0%	0	.0%	1	1.2%	1	1.4%	0	.0%
Huntingdon	0	.0%	0	.0%	0	.0%	62	39.0%	30	27.7%	1	1.4%	0	.0%
Peterborough	0	.0%	0	.0%	0	.0%	23	14.3%	31	28.9%	24	40.8%	0	.0%
Stevenage	0	.0%	12	20.3%	22	24.7%	0	.0%	0	.0%	0	.0%	34	28.9%
Bury St Edmunds	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	2	4.4%	5	8.7%	6	6.2%	6	3.9%	5	4.8%	3	5.6%	5	3.9%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	2	2.5%	27	16.9%	0	.0%	0	.0%	0	.0%
Biggleswade	0	.0%	1	1.4%	28	30.9%	0	.0%	0	.0%	0	.0%	2	1.3%
Sudbury	13	29.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	7	16.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	0	.0%	11	12.3%	10	6.5%	0	.0%	0	.0%	0	.0%
Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop's Stortford	2	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.3%
Welwyn Garden City, Hertfordshire	0	.0%	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%	16	13.2%
Letchworth	0	.0%	1	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%	14	11.8%
Tesco Extra, Bar Hill, Cambridge	1	1.5%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harlow	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.3%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	23.9%	0	.0%
Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	10	16.9%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	8	5.2%	4	3.6%	0	.0%	0	.0%
St Ives	0	.0%	0	.0%	0	.0%	0	.0%	12	10.8%	0	.0%	0	.0%
Royston	0	.0%	7	11.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%
Comet/Staples, 393-395 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	8	19.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	0	.0%	0	.0%	8	8.6%	0	.0%	0	.0%	0	.0%	0	.0%
Andrew McCulloch, Norfolk Street, Cambridge	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	6	6.0%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet, Braintree Retail Park, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.9%
Tesco, High Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.9%
Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roaring Meg Retail Park, Stevenage	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	3	2.6%
Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	2	1.3%
Freeport Village, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tollgate Retail Park, Colchester	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Queensgate Retail Park, Harlow	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	2	2.8%	0	.0%
Watton	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%
Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stukely Road Retail Park, Stukely Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boulevard Retail Park, Maskew Avenue, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Staples, 1 21 Chesterton Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Whittlesey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Great Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Retail Park, Cambridge Road, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Daring & Wood, Cherry Hinton Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Risbygate, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Tesco, Cambridge Road Industrial Estate, Milton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chesterton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Kettering, Northamptonshire	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%
	Kimbolton	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%
	Powerhouse, Letchworth Retail Park, Baldock Rd, Letchworth	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%
	Comet, River Way District Centre, River Way, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Andrew McCulloch, Arbury Court, Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Great North Road, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Hertford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	McCulloch (Electrical), Arbury Court, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lakenheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Forest Retail Park, Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, The Peel Centre, Hardwick Road, Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Hughes Electrical, Market Place, Swaffham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q13. Where do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Stowmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swaffham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Enfield	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Old North Road, Royston	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Barford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, March Trading Estate, Hostmoor Avenue, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Wimblington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	W F Capps-Jenner Ltd, Colville Road, Lowestoft	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton Hall Retail Park, Bedingfield Way, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Haycocks Road, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Tavern Street , Ipswich	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Lancaster Way, Bishops Stortford	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Ventura Retail Park, Tamworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	1534	100.0%	125	100.0%	122	100.0%	68	100.0%	46	100.0%	38	100.0%	26	100.0%
Cambridge (Historic Centre/Grafton Centre)	536	34.9%	99	79.5%	98	80.0%	51	75.0%	37	80.5%	33	85.9%	18	70.0%
Peterborough	108	7.0%	3	2.6%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Don't know/ varies	108	7.0%	14	11.5%	12	10.0%	4	6.3%	2	3.7%	0	.0%	2	8.6%
Bury St Edmunds	66	4.3%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%
Huntingdon	59	3.8%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Ely	53	3.5%	0	.0%	0	.0%	3	5.0%	1	1.2%	0	.0%	0	.0%
Newmarket	52	3.4%	2	1.3%	0	.0%	4	6.3%	0	.0%	0	.0%	3	10.0%
Letchworth	41	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop's Stortford	38	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	36	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
St Neots	35	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	32	2.1%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Sudbury	31	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	26	1.7%	0	.0%	2	1.3%	0	.0%	2	4.9%	0	.0%	0	.0%
March	26	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	24	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	24	1.6%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Haverhill	21	1.4%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%	1	2.9%
Braintree	17	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	13	.8%	0	.0%	2	1.3%	0	.0%	0	.0%	1	1.4%	0	1.4%
Welwyn Garden City	13	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	12	.8%	0	.0%	0	.0%	0	.0%	1	1.2%	1	2.8%	0	.0%
Biggleswade	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	11	.7%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

	Weighted Base: All respondents - with exclusions		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco Extra, Bar Hill, Cambridge	11	.7%	3	2.6%	0	.0%	0	.0%	2	4.9%	0	.0%	0	.0%
Saffron Walden	11	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%	0	1.4%
Cambridge Retail Park, Newmarket Road	9	.6%	0	.0%	5	3.8%	0	.0%	1	1.2%	0	.0%	0	1.4%
Royston	9	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Halstead	8	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	7	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hitchin	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	5	.3%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ipswich	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%
Biggleswade Retail Park, London Road	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	2	.1%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, 442 Newmarket Road, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

	Weighted Base: All respondents - with exclusions		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buntingford	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sandy	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, March Trading Park, March	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Debenhams, The Arndale Centre, Luton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harlow	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, High Street, Baldock	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mobile library	2	.1%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Barford Road, Huntingdon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Bletcham Way, Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northwold	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Bedford Extra, Bedford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Down Market, Downham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Enfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Old North Road, Royston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Clare	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Haycocks Road, Haverhill	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, March	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gatwick Airport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Factory Shops, Stoke on Trent	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
RAF Lakenheath	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

		Weighted Base: All respondents - with exclusions		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Stanstead Aripport	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Radwinter Road, Saffron Walden	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Milton, Cambridge	1	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Boots, Broad Street, Reading	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Great Shelford	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Sawston	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Tesco, Yarrow Road, Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	111	100.0%	71	100.0%	60	100.0%	67	100.0%	64	100.0%	63	100.0%	44	100.0%
Cambridge (Historic Centre/Grafton Centre)	36	32.1%	7	9.9%	10	16.0%	3	3.8%	7	10.8%	15	24.1%	22	50.0%
Peterborough	6	5.1%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	10	9.0%	2	2.5%	4	7.4%	3	5.1%	8	12.2%	5	8.4%	1	1.5%
Bury St Edmunds	0	.0%	16	22.2%	30	50.6%	8	11.4%	0	.0%	5	8.4%	3	7.4%
Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ely	47	42.3%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket	4	3.8%	1	1.2%	4	7.4%	0	.0%	0	.0%	34	53.0%	0	.0%
Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop's Stortford	0	.0%	0	.0%	0	.0%	0	.0%	18	28.4%	0	.0%	0	.0%
Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	1	1.5%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	1	1.2%	15	22.8%	0	.0%	0	.0%	0	.0%
St Ives	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	0	.0%	0	.0%	1	1.2%	15	22.8%	2	2.7%	0	.0%	1	1.5%
Kings Lynn	3	2.6%	18	25.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	1	1.2%	16	36.8%
Braintree	0	.0%	0	.0%	0	.0%	4	6.3%	13	20.3%	0	.0%	0	.0%
Norwich	3	2.6%	5	7.4%	1	1.2%	1	1.3%	0	.0%	1	1.2%	0	.0%
Welwyn Garden City	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	0	.0%	0	.0%	1	1.2%	1	1.3%	3	5.4%	2	2.4%	0	.0%
Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	0	.0%	0	.0%	0	.0%	3	5.1%	7	10.8%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco Extra, Bar Hill, Cambridge	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Cambridge Retail Park, Newmarket Road	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	8	11.4%	0	.0%	0	.0%	0	.0%
Downham Market	0	.0%	7	9.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	6	8.6%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beehive Retail Park, Coldham's Lane	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Bluewater, Kent	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	1	1.5%
Ipswich	0	.0%	1	1.2%	1	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, 442 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sandy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, March Trading Park, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Debenhams, The Arndale Centre, Luton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, High Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mobile library	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Barford Road, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Bletcham Way, Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Albans	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Bedford Extra, Bedford	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Down Market, Downham	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Enfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Old North Road, Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Local stores, Clare	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Sainsbury's, Haycocks Road, Haverhill	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Asda, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gatwick Airport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Factory Shops, Stoke on Trent	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
RAF Lakenheath	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

		Zone													
		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Stanstead Aripport	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Radwinter Road, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Milton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Broad Street, Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Yarrow Road, Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	49	100.0%	64	100.0%	78	100.0%	152	100.0%	98	100.0%	64	100.0%	122	100.0%
Cambridge (Historic Centre/Grafton Centre)	9	18.2%	38	58.9%	8	10.0%	21	13.5%	13	13.2%	3	5.2%	9	7.7%
Peterborough	0	.0%	1	1.4%	0	.0%	31	20.3%	44	44.7%	20	31.2%	0	.0%
Don't know/ varies	1	2.6%	4	6.8%	7	8.6%	8	5.4%	4	3.9%	2	3.9%	13	10.3%
Bury St Edmunds	2	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon	0	.0%	0	.0%	0	.0%	39	25.7%	17	17.1%	2	3.9%	0	.0%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Newmarket	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%	41	33.3%
Bishop's Stortford	4	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	16	12.8%
Stevenage	0	.0%	8	12.3%	10	12.9%	0	.0%	0	.0%	0	.0%	16	12.8%
St Neots	0	.0%	0	.0%	2	2.9%	33	21.6%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	0	.0%	21	27.1%	8	5.4%	0	.0%	0	.0%	0	.0%
Sudbury	15	31.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	0	.0%	0	.0%	1	1.4%	4	2.7%	16	15.8%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	25	39.0%	0	.0%
Colchester	6	11.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.6%	0	.0%
Haverhill	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%
Norwich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welwyn Garden City	0	.0%	0	.0%	3	4.3%	0	.0%	0	.0%	0	.0%	9	7.7%
London, West End	1	1.3%	0	.0%	0	.0%	2	1.4%	0	.0%	1	1.3%	0	.0%
Biggleswade	0	.0%	0	.0%	11	14.3%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	8	10.0%	0	.0%	0	.0%	0	.0%	2	1.3%
Chelmsford	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco Extra, Bar Hill, Cambridge	0	.0%	2	2.7%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%
Saffron Walden	8	16.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cambridge Retail Park, Newmarket Road	0	.0%	2	2.7%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
Royston	0	.0%	7	11.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hitchin	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.8%
Beehive Retail Park, Coldham's Lane	0	.0%	0	.0%	1	1.4%	2	1.4%	0	.0%	0	.0%	0	.0%
Bluewater, Kent	1	1.3%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%
Ipswich	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade Retail Park, London Road	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	2	1.3%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.9%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	2	1.3%
Huntingdon Retail Park, St Peters Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, 442 Newmarket Road, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Edmundsbury Retail Park, Easlea Road, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brotherhood Retail Park, Lincoln Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Robert Bobby Way Retail Park, Robert Bobby Way, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
B&Q/Comet, 43-48 Risbygate Street, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%
Sandy	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, March Trading Park, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.6%	0	.0%
Debenhams, The Arndale Centre, Luton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
Tesco Extra, High Street, Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
Mobile library	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Barford Road, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
Ikea, Bletcham Way, Milton Keynes	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
St Albans	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Northwold	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Bedford Extra, Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Down Market, Downham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Enfield	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Old North Road, Royston	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freeport Village, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Clare	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Haycocks Road, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Gatwick Airport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Factory Shops, Stoke on Trent	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
RAF Lakenheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass and cosmetics?

		Zone													
		14		15		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Stanstead Aripport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Radwinter Road, Saffron Walden	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Milton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Broad Street, Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Yarrow Road, Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q15. What would make you visit Cambridge in the evenings more often?

	Base: All respondents		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%
Nothing	1374	68.6%	119	74.0%	104	68.0%	55	65.0%	29	52.0%	33	61.0%	26	70.0%
Better/ cheaper parking	133	6.7%	5	3.0%	8	5.0%	3	4.0%	3	6.0%	4	8.0%	4	10.0%
More evening entertainment (e.g. cinema, theatre, concerts, etc)	111	5.6%	11	7.0%	8	5.0%	6	7.0%	4	8.0%	4	7.0%	0	1.0%
Better public transport	110	5.5%	3	2.0%	6	4.0%	7	8.0%	3	6.0%	5	9.0%	3	7.0%
Don't know/ varies	105	5.3%	6	4.0%	8	5.0%	3	4.0%	3	6.0%	1	1.0%	2	6.0%
Later/ longer opening hours	29	1.4%	3	2.0%	0	.0%	2	2.0%	2	4.0%	2	3.0%	0	.0%
Cheaper pubs/ bars/ reatarants	27	1.4%	3	2.0%	3	2.0%	4	5.0%	1	2.0%	1	1.0%	0	1.0%
Safer environment	26	1.3%	2	1.0%	8	5.0%	1	1.0%	3	5.0%	1	2.0%	0	1.0%
Wider range of pubs/ bars/ restaurnats	24	1.2%	5	3.0%	5	3.0%	2	2.0%	1	2.0%	2	3.0%	1	2.0%
More upmarket pubs/ bars/ restaurants	12	.6%	2	1.0%	2	1.0%	1	1.0%	1	2.0%	1	2.0%	0	1.0%
Better roads into cambridge/ less congestion	10	.5%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
If it was more convenient to home	7	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
More leisure time	6	.3%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	1.0%
Greater selection of leisure activities/ facilities	5	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	1	1.0%	0	.0%
Family orientated activities	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Babysitters/ free babysitters	12	.6%	0	.0%	2	1.0%	1	1.0%	2	4.0%	1	1.0%	0	.0%
More non-food shops	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other														
Ice skating	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Church	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bookstore open in evenings	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15. What would make you visit Cambridge in the evenings more often?

	Zone													
	7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	142	100.0%	88	100.0%	74	100.0%	85	100.0%	88	100.0%	76	100.0%	65	100.0%
Nothing	105	74.0%	66	75.0%	54	72.0%	61	72.0%	59	66.7%	57	75.0%	47	73.0%
Better/ cheaper parking	9	6.0%	5	6.0%	5	7.0%	3	3.0%	8	8.8%	5	6.0%	4	6.0%
More evening entertainment (e.g. cinema, theatre, concerts, etc)	6	4.0%	3	3.0%	3	4.0%	4	5.0%	5	5.9%	3	4.0%	5	7.0%
Better public transport	6	4.0%	4	5.0%	2	3.0%	7	8.0%	4	4.9%	5	6.0%	3	4.0%
Don't know/ varies	7	5.0%	4	5.0%	4	6.0%	6	7.0%	7	7.8%	2	3.0%	3	4.0%
Later/ longer opening hours	3	2.0%	2	2.0%	2	3.0%	1	1.0%	3	2.9%	1	1.0%	1	1.0%
Cheaper pubs/ bars/ reatarants	1	1.0%	0	.0%	1	1.0%	1	1.0%	1	1.0%	0	.0%	1	2.0%
Safer environment	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	2	3.0%	0	.0%
Wider range of pubs/ bars/ restaurnats	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
More upmarket pubs/ bars/ restaurants	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Better roads into cambridge/ less congestion	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
If it was more convenient to home	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More leisure time	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Greater selection of leisure activities/ facilities	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Family orientated activities	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Babysitters/ free babysitters	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	1	1.0%	1	1.0%
More non-food shops	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other														
Ice skating	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Church	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bookstore open in evenings	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

Q15. What would make you visit Cambridge in the evenings more often?

	Zone													
	14		15		16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%	157	100.0%
Nothing	44	69.0%	57	65.0%	74	66.0%	142	69.0%	79	61.0%	67	80.0%	97	62.0%
Better/ cheaper parking	3	5.0%	6	7.0%	11	10.0%	23	11.0%	9	7.0%	5	6.0%	11	7.0%
More evening entertainment (e.g. cinema, theatre, concerts, etc)	4	6.0%	3	3.0%	8	7.0%	8	4.0%	9	7.0%	1	1.0%	17	11.0%
Better public transport	4	7.0%	3	3.0%	7	6.0%	14	7.0%	8	6.0%	4	5.0%	13	8.0%
Don't know/ varies	6	9.0%	6	7.0%	7	6.0%	6	3.0%	13	10.0%	2	3.0%	8	5.0%
Later/ longer opening hours	1	1.0%	2	2.0%	1	1.0%	2	1.0%	1	1.0%	0	.0%	2	1.0%
Cheaper pubs/ bars/ reatarants	1	1.0%	1	1.0%	0	.0%	2	1.0%	1	1.0%	2	2.0%	3	2.0%
Safer environment	0	.0%	3	3.0%	0	.0%	2	1.0%	0	.0%	0	.0%	2	1.0%
Wider range of pubs/ bars/ restaurnats	1	1.0%	1	1.0%	1	1.0%	0	.0%	3	2.0%	1	1.0%	0	.0%
More upmarket pubs/ bars/ restaurants	1	1.0%	1	1.0%	0	.0%	2	1.0%	0	.0%	0	.0%	2	1.0%
Better roads into cambridge/ less congestion	0	.0%	2	2.0%	0	.0%	2	1.0%	4	3.0%	0	.0%	0	.0%
If it was more convenient to home	0	.0%	0	.0%	2	2.0%	0	.0%	1	1.0%	0	.0%	2	1.0%
More leisure time	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Greater selection of leisure activities/ facilities	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Family orientated activities	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Babysitters/ free babysitters	0	.0%	0	.0%	0	.0%	2	1.0%	1	1.0%	0	.0%	0	.0%
More non-food shops	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%
Other														
Ice skating	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Church	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bookstore open in evenings	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q16. Do you take part in any of the following leisure or cultural activities?

	Base: All respondents		Zone													
	Num	%	1		2		3		4		5		6		7	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%
Cinema	902	45.0%	77	48.0%	87	57.0%	42	49.0%	30	54.0%	27	50.0%	16	43.0%	60	42.0%
Gym/ health & fitness club	357	17.9%	24	15.0%	31	20.0%	15	18.0%	14	25.0%	9	17.0%	7	19.0%	21	15.0%
Pubs/ clubs/ bars	791	39.5%	74	46.0%	55	36.0%	37	44.0%	24	42.0%	19	35.0%	16	43.0%	54	38.0%
Restaurants	1324	66.2%	111	69.0%	111	73.0%	56	66.0%	39	70.0%	38	70.0%	25	67.0%	104	73.0%
Ten pin bowling	399	19.9%	34	21.0%	26	17.0%	21	25.0%	11	19.0%	13	24.0%	8	22.0%	36	25.0%
None of these	360	18.0%	26	16.0%	26	17.0%	15	18.0%	10	17.0%	7	13.0%	7	18.0%	20	14.0%

(cont.)

Q16. Do you take part in any of the following leisure or cultural activities?

		Base: All respondents		Zone													
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Theatre	72	3.6%	6	4.0%	11	7.0%	3	4.0%	2	4.0%	4	8.0%	1	4.0%	4	3.0%
	Swimming	20	1.0%	2	1.0%	2	1.0%	0	.0%	1	1.0%	1	1.0%	1	2.0%	1	1.0%
	Live music	11	.5%	0	.0%	3	2.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	1	1.0%
	Bowls club	11	.5%	0	.0%	2	1.0%	0	.0%	1	1.0%	1	1.0%	0	1.0%	1	1.0%
	Church attendance/ events	10	.5%	5	3.0%	2	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Bingo	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Indoor/ outdoor bowling	6	.3%	2	1.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Garden/ horticulture club	6	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Walking	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%
	Horse riding	2	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fishing and golf	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Girl guiding	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Volunteer work	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Band practice	2	.1%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Playing Musical Instruments	2	.1%	0	.0%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Choir practice	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Motorcycling	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royal Naval club	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bell ringing	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Flying club	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Drag racing	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Drama Group	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Motor Racing	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Childrens activity centres	1	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	
Snooker	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	
Painting club	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.0%	0	.0%	

(cont.)

Q16. Do you take part in any of the following leisure or cultural activities?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	88	100.0%	74	100.0%	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%
Cinema	22	25.0%	30	40.0%	37	43.0%	34	38.2%	34	44.0%	33	51.0%	29	45.0%	45	51.0%
Gym/ health & fitness club	11	13.0%	19	26.0%	16	19.0%	13	14.7%	12	16.0%	12	18.0%	13	20.0%	18	21.0%
Pubs/ clubs/ bars	20	23.0%	25	34.0%	31	36.0%	31	35.3%	31	41.0%	23	35.0%	22	35.0%	46	52.0%
Restaurants	50	57.0%	42	56.0%	60	71.0%	52	58.8%	40	52.0%	42	65.0%	38	60.0%	64	73.0%
Ten pin bowling	18	20.0%	11	15.0%	24	28.0%	15	16.7%	13	17.0%	15	23.0%	9	14.0%	20	23.0%
None of these	23	26.0%	18	24.0%	15	18.0%	24	27.5%	16	21.0%	11	17.0%	13	21.0%	13	15.0%

(cont.)

Q16. Do you take part in any of the following leisure or cultural activities?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Theatre	0	.0%	2	3.0%	1	1.0%	1	1.0%	4	5.0%	2	3.0%	1	2.0%	5	6.0%
	Swimming	1	1.0%	3	4.0%	0	.0%	1	1.0%	2	2.0%	1	2.0%	1	1.0%	1	1.0%
	Live music	0	.0%	0	.0%	1	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Bowls club	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Church attendance/ events	2	2.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%
	Bingo	2	2.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	1	1.0%	0	.0%
	Indoor/ outdoor bowling	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Garden/ horticulture club	2	2.0%	1	2.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Walking	0	.0%	0	.0%	0	.0%	2	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Horse riding	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Fishing and golf	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Girl guiding	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Volunteer work	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Band practice	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Playing Musical Instruments	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Choir practice	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Motorcycling	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royal Naval club	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bell ringing	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Flying club	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Drag racing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Drama Group	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Motor Racing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Childrens activity centres	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Snooker	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Painting club	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16. Do you take part in any of the following leisure or cultural activities?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	112	100.0%	205	100.0%	130	100.0%	83	100.0%	157	100.0%
Cinema	40	36.0%	99	48.0%	69	53.0%	32	39.0%	61	39.0%
Gym/ health & fitness club	20	18.0%	45	22.0%	21	16.0%	10	12.0%	25	16.0%
Pubs/ clubs/ bars	41	37.0%	90	44.0%	57	44.0%	30	36.0%	64	41.0%
Restaurants	70	63.0%	133	65.0%	89	69.0%	54	65.0%	105	67.0%
Ten pin bowling	16	14.0%	45	22.0%	31	24.0%	19	23.0%	16	10.0%
None of these	16	14.0%	39	19.0%	21	16.0%	16	19.0%	25	16.0%

(cont.)

Q16. Do you take part in any of the following leisure or cultural activities?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Theatre	3	3.0%	10	5.0%	3	2.0%	2	2.0%	5	3.0%
	Swimming	0	.0%	0	.0%	0	.0%	2	2.0%	3	2.0%
	Live music	1	1.0%	0	.0%	0	.0%	0	.0%	2	1.0%
	Bowls club	0	.0%	0	.0%	1	1.0%	2	2.0%	2	1.0%
	Church attendance/ events	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bingo	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Indoor/ outdoor bowling	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Garden/ horticulture club	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Walking	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Horse riding	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fishing and golf	0	.0%	0	.0%	0	.0%	1	1.0%	2	1.0%
	Girl guiding	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Volunteer work	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Band practice	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Playing Musical Instruments	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Choir practice	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Motorcycling	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royal Naval club	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bell ringing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Flying club	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Drag racing	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Drama Group	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Motor Racing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Childrens activity centres	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Snooker	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Painting club	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q16a. Where do you go most often to visit the cinema?

	Weighted Base: Those mentioning cinema		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning cinema	902	100.0%	77	100.0%	87	100.0%	42	100.0%	30	100.0%	27	100.0%	16	100.0%	60	100.0%
Cineworld, Tower Field Leisure Park, Huntingdon	204	22.7%	2	2.1%	2	1.8%	7	16.3%	8	25.9%	1	2.0%	0	.0%	16	26.2%
Cineworld, Cambridge Leisure Park, Clifton Way, Cambridge	178	19.7%	26	33.3%	24	28.1%	14	32.7%	10	33.3%	14	50.0%	11	67.4%	17	28.6%
Vue Cinema, The Grafton Centre, Cambridge	114	12.6%	29	37.5%	20	22.8%	13	30.6%	5	16.7%	5	20.0%	2	14.0%	4	7.1%
Arts Picturehouse, St Andrews Street, Cambridge	90	9.9%	18	22.9%	40	45.6%	8	18.4%	6	20.4%	6	24.0%	2	11.6%	0	.0%
Cineworld, Parkway, Bury St Edmunds	64	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.8%
Cineworld, Freeport Leisure, Charter Way, Braintree	41	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Broadway Cinema, Eastcheap, Letchworth Garden City	36	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Stevenage Leisure Park, Stevenage	30	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know / varies	28	3.1%	3	4.2%	2	1.8%	0	.0%	1	3.7%	1	2.0%	0	2.3%	4	7.1%
Empire Cinema, Anchor Street Leisure Park, Bishop's Stortford	22	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Malting, Ship Lane, Ely	17	1.9%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	14	23.8%
Showcase Cinema, Mallory Road, Boon Gate, Peterborough	11	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Cineworld, Aspects Leisure Park, Bedford	11	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Majestic, Tower Street, Kings Lynn	8	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Art Centre, High Street, Haverhill	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Screen, London Road, Saffron Walden	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.3%	0	.0%
Odeon, Head Street, Colchester	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16a. Where do you go most often to visit the cinema?

	Weighted Base: Those mentioning cinema		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Hollywood Screen Cinema, Hatter street, Bury St Edmunds	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Hippodrome, Dartford Road, March	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royal Cinema, Royal Square, St Ives	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harkness Screens, Norton Road, Stevenage	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Virtuoso Cinema, Saville Road, Peterborough	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Queensgate Centre, Edinburgh Way, Harlow	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Kettering Business Park, Kettering	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other London, West End	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.3%	0	.0%
Cineworld, Newnham Avenue, Bedford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Harpsfield Brandon Broadway, Comet Way, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Grafton Way, Ipswich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Kings Head Walk, Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%

(cont.)

Q16a. Where do you go most often to visit the cinema?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning cinema	22	100.0%	30	100.0%	37	100.0%	34	100.0%	34	100.0%	33	100.0%	29	100.0%	45	100.0%
Cineworld, Tower Field Leisure Park, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Cineworld, Cambridge Leisure Park, Clifton Way, Cambridge	1	4.0%	3	10.0%	7	18.6%	1	2.6%	8	22.7%	16	49.0%	1	2.2%	18	41.2%
Vue Cinema, The Grafton Centre, Cambridge	3	12.0%	4	15.0%	0	.0%	0	.0%	9	27.3%	3	9.8%	1	2.2%	11	25.5%
Arts Picturehouse, St Andrews Street, Cambridge	0	.0%	1	2.5%	0	.0%	0	.0%	1	2.3%	1	2.0%	1	4.4%	3	5.9%
Cineworld, Parkway, Bury St Edmunds	9	40.0%	21	70.0%	7	18.6%	0	.0%	12	36.4%	4	11.8%	4	15.6%	1	2.0%
Cineworld, Freeport Leisure, Charter Way, Braintree	0	.0%	0	.0%	20	53.5%	16	46.2%	0	.0%	1	3.9%	4	15.6%	0	.0%
Broadway Cinema, Eastcheap, Letchworth Garden City	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.8%
Cineworld, Stevenage Leisure Park, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	9.8%
Don't know / varies	1	4.0%	0	.0%	2	4.7%	3	10.3%	1	2.3%	1	2.0%	2	6.7%	1	2.0%
Empire Cinema, Anchor Street Leisure Park, Bishop's Stortford	0	.0%	0	.0%	0	.0%	11	33.3%	0	.0%	0	.0%	3	11.1%	0	.0%
The Malting, Ship Lane, Ely	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Showcase Cinema, Mallory Road, Boon Gate, Peterborough	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Aspects Leisure Park, Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Majestic, Tower Street, Kings Lynn	7	32.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%
Haverhill Art Centre, High Street, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	19.6%	0	.0%	0	.0%
Saffron Screen, London Road, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	13.3%	1	2.0%
Odeon, Head Street, Colchester	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	5	17.8%	0	.0%

(cont.)

Q16a. Where do you go most often to visit the cinema?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Hollywood Screen Cinema, Hatter street, Bury St Edmunds	1	4.0%	1	2.5%	0	.0%	0	.0%	2	6.8%	1	2.0%	1	4.4%	0	.0%
The Hippodrome, Dartford Road, March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%	1	2.0%
Royal Cinema, Royal Square, St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harkness Screens, Norton Road, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Virtuoso Cinema, Saville Road, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Queensgate Centre, Edinburgh Way, Harlow	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	1	2.2%	0	.0%
Odeon, Kettering Business Park, Kettering	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other London, West End	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Newnham Avenue, Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Harpsfield Brandon Broadway, Comet Way, Hatfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Grafton Way, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%
Odeon, Kings Head Walk, Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16a. Where do you go most often to visit the cinema?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning cinema	40	100.0%	99	100.0%	69	100.0%	32	100.0%	61	100.0%
Cineworld, Tower Field Leisure Park, Huntingdon	1	2.8%	86	87.5%	60	86.8%	22	69.2%	0	.0%
Cineworld, Cambridge Leisure Park, Clifton Way, Cambridge	1	2.8%	2	2.1%	3	3.8%	1	2.6%	2	2.6%
Vue Cinema, The Grafton Centre, Cambridge	0	.0%	4	4.2%	0	.0%	0	.0%	0	.0%
Arts Picturehouse, St Andrews Street, Cambridge	0	.0%	0	.0%	0	.0%	1	2.6%	3	5.1%
Cineworld, Parkway, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	3	5.1%
Cineworld, Freeport Leisure, Charter Way, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Broadway Cinema, Eastcheap, Letchworth Garden City	9	22.2%	0	.0%	0	.0%	0	.0%	24	38.5%
Cineworld, Stevenage Leisure Park, Stevenage	11	27.8%	0	.0%	0	.0%	0	.0%	14	23.1%
Don't know / varies	2	5.6%	2	2.1%	0	.0%	1	2.6%	2	2.6%
Empire Cinema, Anchor Street Leisure Park, Bishop's Stortford	0	.0%	0	.0%	0	.0%	0	.0%	8	12.8%
The Malting, Ship Lane, Ely	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Showcase Cinema, Mallory Road, Boon Gate, Peterborough	0	.0%	0	.0%	5	7.5%	3	10.3%	0	.0%
Cineworld, Aspects Leisure Park, Bedford	7	16.7%	4	4.2%	0	.0%	0	.0%	0	.0%
Majestic, Tower Street, Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Art Centre, High Street, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Screen, London Road, Saffron Walden	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Head Street, Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16a. Where do you go most often to visit the cinema?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Hollywood Screen Cinema, Hatter street, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Hippodrome, Dartford Road, March	0	.0%	0	.0%	0	.0%	2	7.7%	0	.0%
Royal Cinema, Royal Square, St Ives	0	.0%	0	.0%	0	.0%	0	.0%	2	2.6%
Harkness Screens, Norton Road, Stevenage	4	11.1%	0	.0%	0	.0%	0	.0%	5	7.7%
Virtuoso Cinema, Saville Road, Peterborough	0	.0%	0	.0%	0	.0%	2	5.1%	0	.0%
Cineworld, Queensgate Centre, Edinburgh Way, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Kettering Business Park, Kettering	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%
Other London, West End	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Newnham Avenue, Bedford	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Harpsfield Brandon Broadway, Comet Way, Hatfield	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Grafton Way, Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Kings Head Walk, Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

	Weighted Base: Those mentioning gym/ fitness club		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning gym/ fitness club	357	100.0%	24	100.0%	31	100.0%	15	100.0%	14	100.0%	9	100.0%	7	100.0%	21	100.0%
Cambridge	71	19.9%	16	66.7%	27	90.0%	8	55.6%	4	32.0%	4	41.2%	3	42.1%	3	13.3%
Huntingdon	32	9.0%	0	.0%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
Haverhill	16	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	21.1%	0	.0%
Biggleswade	15	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury St Edmunds	13	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket	13	3.6%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	1	6.7%
Letchworth	13	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	12	3.3%	0	.0%	0	.0%	0	.0%	1	4.0%	1	5.9%	0	.0%	0	.0%
Ely	11	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	53.3%
St Neots	11	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	11	3.0%	2	6.7%	0	.0%	0	.0%	1	8.0%	1	5.9%	1	10.5%	1	6.7%
March	9	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	8	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	7	2.1%	0	.0%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	6	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5.3%	0.0%
St Ives	6	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hitchin, Hertfordshire	6	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Impington	6	1.6%	3	13.3%	0	.0%	3	16.7%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	5	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	4	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham market	4	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough	4	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Melbourn	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%
Comberton	3	.9%	0	.0%	0	.0%	0	.0%	2	16.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

	Weighted Base: Those mentioning gym/ fitness club		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Sawston	3	.8%	0	.0%	2	5.0%	0	.0%	0	.0%	1	11.8%	0	5.3%	0	.0%
Norwich	3	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	5.3%	0	.0%
Stevenage	3	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	3	.7%	0	.0%	0	.0%	1	5.6%	0	.0%	1	5.9%	0	.0%	0	.0%
Barrow	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bourn	2	.6%	0	.0%	0	.0%	0	.0%	1	8.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bar Hill	2	.5%	0	.0%	0	.0%	0	.0%	2	12.0%	0	.0%	0	.0%	0	.0%
Ramsey	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

		Weighted Base: Those mentioning gym/ fitness club		Zone													
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Buckden	4	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Albans	3	.8%	2	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy, Bedfordshire	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wyboston	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Witchford	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	1	6.7%
	Stanstead	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Norfolk	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Histon, Cambridge	2	.4%	2	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buntingford	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asbrook	2	.4%	0	.0%	2	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littleport	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%
	Soham	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%
	Sawtry	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cambourne	1	.3%	0	.0%	0	.0%	0	.0%	1	8.0%	0	.0%	0	.0%	0	.0%
	Stowmarket	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gorleston, Norfolk	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Barford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hedingham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Burwell	1	.2%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Girton	1	.2%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Stow-Cum-Quy	1	.2%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Dry Drayton	1	.2%	0	.0%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	Babraham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%
Great Shelford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

		Weighted Base: Those mentioning gym/ fitness club		Zone													
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Hauxton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%
	Linton	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	5.3%	0	.0%
	Teversham	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	5.3%	0	.0%

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning gym/ fitness club	11	100.0%	19	100.0%	16	100.0%	13	100.0%	12	100.0%	12	100.0%	13	100.0%	18	100.0%
Cambridge	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	14.3%
Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	0	.0%	0	.0%	3	21.1%	0	.0%	0	.0%	11	94.4%	0	.0%	0	.0%
Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%
Bury St Edmunds	0	.0%	10	50.0%	1	5.3%	0	.0%	1	6.3%	1	5.6%	0	.0%	0	.0%
Newmarket	0	.0%	1	7.7%	0	.0%	0	.0%	9	75.0%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	57.1%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	0	.0%	1	3.8%	2	10.5%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	7	55.0%	0	.0%
Halstead	0	.0%	0	.0%	7	42.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	0	.0%	1	3.8%	0	.0%	0	.0%	1	6.3%	0	.0%	4	35.0%	0	.0%
St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hitchin, Hertfordshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Impington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	0	.0%	0	.0%	0	.0%	3	26.7%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	4	23.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham market	4	38.5%	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%
Melbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	14.3%
Comberton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Sawston	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%	1	6.3%	0	.0%	0	.0%	0	.0%
Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	3	23.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	0	.0%	0	.0%	3	20.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	0	.0%	0	.0%	0	.0%	3	20.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barrow	0	.0%	2	11.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Kings Lynn	2	15.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bar Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	1	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Buckden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Albans	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy, Bedfordshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wyboston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Witchford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stanstead	0	.0%	0	.0%	0	.0%	2	13.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Norfolk	1	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Histon, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asbrook	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littleport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Soham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawtry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cambourne	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stowmarket	1	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gorleston, Norfolk	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
	Great Barford	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Hedingham	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Burwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Girton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Stow-Cum-Quy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Dry Drayton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Babraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Hauxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Teversham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning gym/ fitness club	20	100.0%	45	100.0%	21	100.0%	10	100.0%	25	100.0%
Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	2	6.3%
Huntingdon	0	.0%	23	50.0%	9	43.8%	0	.0%	0	.0%
Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	15	72.2%	0	.0%	0	.0%	0	.0%	0	.0%
Bury St Edmunds	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%
Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	13	50.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	1	5.6%	10	22.7%	0	.0%	0	.0%	0	.0%
Don't know/ varies	0	.0%	2	4.5%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	9	91.7%	0	.0%
Sudbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	0	.0%	2	4.5%	4	18.8%	0	.0%	0	.0%
Hitchin, Hertfordshire	1	5.6%	0	.0%	0	.0%	0	.0%	5	18.8%
Impington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	0	.0%	0	.0%	0	.0%	0	.0%	2	6.3%
Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough	0	.0%	0	.0%	4	18.8%	0	.0%	0	.0%
Melbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comberton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	0	.0%	0	.0%	0	.0%	0	.0%	2	6.3%
Stevenage	1	5.6%	0	.0%	0	.0%	0	.0%	2	6.3%
Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Barrow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bar Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Buckden	0	.0%	4	9.1%	0	.0%	0	.0%	0	.0%
	St Albans	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy, Bedfordshire	0	.0%	2	4.5%	0	.0%	0	.0%	0	.0%
	Wyboston	0	.0%	2	4.5%	0	.0%	0	.0%	0	.0%
	Witchford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stanstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Norfolk	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%
	Histon, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	2	6.3%
	Asbrook	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littleport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Soham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawtry	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%
	Cambourne	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stowmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gorleston, Norfolk	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Barford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hedingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Burwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Girton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stow-Cum-Quy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dry Drayton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Babraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16b. Which town centre do you visit most often for the gym/ health and fitness facilities?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Hauxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Teversham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

	Weighted Base: Those mentioning pubs/ clubs/ bars		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning pubs/ clubs/ bars	791	100.0%	74	100.0%	55	100.0%	37	100.0%	24	100.0%	19	100.0%	16	100.0%	54	100.0%
Cambridge	187	23.6%	58	78.3%	44	80.6%	17	45.5%	8	35.7%	10	51.4%	6	37.2%	7	13.2%
Don't know/ varies	64	8.1%	5	6.5%	5	8.3%	4	11.4%	2	7.1%	2	8.6%	2	14.0%	1	2.6%
Newmarket	36	4.6%	2	2.2%	0	.0%	2	4.5%	0	.0%	1	2.9%	0	2.3%	6	10.5%
Huntingdon	31	4.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
St Neots	29	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.3%	0	.0%
Ely	29	3.6%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	27	50.0%
March	22	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	21	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	19	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.7%	0	.0%
St Ives	18	2.3%	0	.0%	0	.0%	1	2.3%	1	4.8%	0	.0%	0	.0%	0	.0%
Bury St Edmunds	17	2.1%	0	.0%	0	.0%	1	2.3%	0	.0%	1	2.9%	0	.0%	0	.0%
Letchworth	13	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough	13	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	12	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Biggleswade	11	1.3%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	10	1.3%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	1	4.7%	0	.0%
Halstead	9	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	9	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baldock	8	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	7	.9%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
Ramsey	6	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buntingford	6	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buckden	6	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	6	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

	Weighted Base: Those mentioning pubs/ clubs/ bars		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Bar Hill	6	.7%	0	.0%	0	.0%	0	.0%	6	23.8%	0	.0%	0	.0%	0	.0%
Bedford	5	.7%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
Waterbeach	5	.6%	2	2.2%	0	.0%	3	9.1%	0	.0%	0	.0%	0	.0%	0	.0%
Downham market	5	.6%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
Hitchin	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Grantchester	5	.6%	0	.0%	5	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Soham	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.9%
Braughing	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Chelmsford	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Potton	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haddenham	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.3%	3	5.3%
Cambourne	3	.4%	0	.0%	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%	0	.0%
Barrow	3	.4%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stanstead	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clare	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Foxton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.7%	0	.0%	0	.0%
Colchester	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brent Cross	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fulbourn	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.3%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

	Weighted Base: Those mentioning pubs/ clubs/ bars		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Linton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.3%	0	.0%
Whittlesey	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Balsham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.0%	0	.0%
Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Weighted Base: Those mentioning pubs/ clubs/ bars		Zone													
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Histon	3	.4%	3	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stotfold	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Isleham	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.3%
	Sawtry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fen Ditton	2	.3%	2	2.2%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertfordshire	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Langford	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Shelford	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Trumpington	2	.3%	0	.0%	2	2.8%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Buckton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cambridgeshire	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Houghton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abington Pigotts	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gosfield, Halstead	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sible Hedingham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chesterton	2	.2%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton	2	.2%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rigwell	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ashwell	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aspenden	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Moreton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Sandon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Exning	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Brandon Creek	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	
Littleport	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Weighted Base: Those mentioning pubs/ clubs/ bars		Zone													
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Conington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Gidding	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stilton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warboys	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wyton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lavenham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Belcham St Pauls	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.3%	0	.0%
	Drayton	1	.1%	0	.0%	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%	0	.0%
	Broom	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gamlingay	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hastings	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ickwell	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Maulden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Old Warden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lakenheath	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Southery	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Guilden Morden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hinxton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Melbourn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Orwell	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rede	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Bardfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Henham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Wethersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Weighted Base: Those mentioning pubs/ clubs/ bars		Zone													
				1		2		3		4		5		6		7	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Castle Hedingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cavendish	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Essex	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hawkedon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Toppesfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Impington	1	.1%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Lode	1	.1%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Oakington	1	.1%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Over	1	.1%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Willingham	1	.1%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Guyhirn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Holt	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dullingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Small villages	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bradfield Combust	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Icklingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Red Lodge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horseheath	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Withersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littlebury, Saffron Walden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Rowhedge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Comberton	1	.1%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	
Great Eversden	1	.1%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	
Harlton	1	.1%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Weighted Base: Those mentioning pubs/ clubs/ bars		Zone													
				1		2		3		4		5		6		7	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Toft	1	.1%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Wicken	1	.1%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Babraham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Fowlmere	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Liverpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Sawston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Whittlesford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Great Wilbraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.3%	0	.0%
	Swaffham Prior	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.3%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning pubs/ clubs/ bars	20	100.0%	25	100.0%	31	100.0%	31	100.0%	31	100.0%	23	100.0%	22	100.0%	46	100.0%
Cambridge	2	8.7%	1	5.9%	1	2.8%	1	2.8%	1	2.4%	3	14.3%	1	2.9%	11	25.0%
Don't know/ varies	4	17.4%	4	17.6%	1	2.8%	2	5.6%	2	4.9%	0	.0%	3	14.3%	4	9.6%
Newmarket	0	.0%	2	8.8%	0	.0%	0	.0%	24	75.6%	1	2.9%	0	.0%	0	.0%
Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	19	42.3%
Haverhill	0	.0%	0	.0%	2	5.6%	0	.0%	0	.0%	17	74.3%	0	.0%	0	.0%
St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury St Edmunds	2	8.7%	10	38.2%	0	.0%	0	.0%	2	7.3%	1	2.9%	0	.0%	1	1.9%
Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	3	11.1%	0	.0%	0	.0%	0	.0%	8	37.1%	0	.0%
Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
Saffron Walden	0	.0%	0	.0%	0	.0%	2	5.6%	0	.0%	0	.0%	5	22.9%	0	.0%
Halstead	0	.0%	0	.0%	8	25.0%	2	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	0	.0%	0	.0%	0	.0%	5	16.7%	0	.0%	0	.0%	1	5.7%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buckden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	0	.0%	0	.0%	1	2.8%	5	16.7%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Bar Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waterbeach	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham market	4	21.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Grantchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	4	21.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	0	.0%	0	.0%	4	13.9%	0	.0%	0	.0%	0	.0%	0	.0%
Soham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braughing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	0	.0%	0	.0%	1	2.8%	3	8.3%	0	.0%	0	.0%	0	.0%	0	.0%
Potton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haddenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cambourne	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barrow	0	.0%	2	8.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	2	8.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
Stanstead	0	.0%	0	.0%	0	.0%	3	8.3%	0	.0%	0	.0%	0	.0%	0	.0%
Clare	0	.0%	0	.0%	3	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
Foxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	0	.0%	0	.0%	2	5.6%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
Mildenhall	0	.0%	2	8.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	1	4.3%	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Brent Cross	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whittlesey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Balsham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Histon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stotfold	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Isleham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawtry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fen Ditton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertfordshire	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Langford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Trumpington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buckton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cambridgeshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Houghton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abington Pigotts	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%
	Gosfield, Halstead	0	.0%	0	.0%	2	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sible Hedingham	0	.0%	0	.0%	2	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chesterton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rigwell	0	.0%	1	2.9%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ashwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aspenden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Moreton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Sandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Exning	0	.0%	0	.0%	0	.0%	0	.0%	2	4.9%	0	.0%	0	.0%	0	.0%	
Brandon Creek	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Littleport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Conington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Gidding	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stilton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warboys	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wyton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lavenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.7%	0	.0%
	Belcham St Pauls	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Drayton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Broom	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gamlingay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hastings	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ickwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Maulden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Old Warden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Albans	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lakenheath	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Southery	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Guilden Morden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
	Hinxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
	Melbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
	Orwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
	Rede	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
	Farnham	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Great Bardfield	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	
Henham	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	
Wethersfield	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Castle Hedingham	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cavendish	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Essex	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hawkedon	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Toppesfield	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Impington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lode	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oakington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Over	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Willingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Guyhirn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Holt	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dullingham	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Small villages	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Bradfield Combust	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Icklingham	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Red Lodge	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horseheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Withersfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Littlebury, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
Newport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	
Rowhedge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	
Comberton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Great Eversden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Harlton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Toft	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wicken	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Babraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fowlmere	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Liverpool	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Whittlesford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Wilbraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swaffham Prior	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning pubs/ clubs/ bars	41	100.0%	90	100.0%	57	100.0%	30	100.0%	64	100.0%
Cambridge	1	2.7%	6	6.8%	5	9.1%	2	5.6%	2	2.4%
Don't know/ varies	3	8.1%	8	9.1%	3	4.5%	2	5.6%	8	12.2%
Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Huntingdon	0	.0%	21	22.7%	8	13.6%	1	2.8%	2	2.4%
St Neots	0	.0%	29	31.8%	0	.0%	0	.0%	0	.0%
Ely	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%
March	0	.0%	0	.0%	0	.0%	21	69.4%	2	2.4%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	0	.0%	2	2.3%	14	25.0%	0	.0%	0	.0%
Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	13	19.5%
Peterborough	0	.0%	4	4.5%	9	15.9%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Biggleswade	9	21.6%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	6	13.5%	2	2.3%	0	.0%	0	.0%	2	2.4%
Baldock	0	.0%	0	.0%	0	.0%	0	.0%	8	12.2%
Bishop Stortford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	6	11.4%	0	.0%	0	.0%
Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	6	9.8%
Buckden	0	.0%	6	6.8%	0	.0%	0	.0%	0	.0%
Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Bar Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	4	10.8%	0	.0%	0	.0%	0	.0%	0	.0%
Waterbeach	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	5	7.3%
Grantchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	2	2.3%	0	.0%	2	8.3%	0	.0%
Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Soham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braughing	0	.0%	0	.0%	0	.0%	0	.0%	3	4.9%
Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Potton	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%
Haddenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cambourne	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%
Barrow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stanstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clare	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Foxton	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brent Cross	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whittlesey	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Balsham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Histon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stotfold	0	.0%	0	.0%	0	.0%	0	.0%	3	4.9%
	Isleham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawtry	0	.0%	0	.0%	3	4.5%	0	.0%	0	.0%
	Fen Ditton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hertfordshire	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	Langford	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandy	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	Trumpington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buckton	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%
	Cambridgeshire	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%
	Houghton	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%
	Abington Pigotts	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gosfield, Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sible Hedingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chesterton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rigwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ashwell	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	Aspenden	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	Moreton	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
Sandon	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	
Exning	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Brandon Creek	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Littleport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Conington	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Great Gidding	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Stilton	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Warboys	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Wyton	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Lavenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Belcham St Pauls	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Drayton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Broom	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Gamlingay	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Hastings	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Ickwell	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Maulden	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Old Warden	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	St Albans	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Lakenheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Southery	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Guilden Morden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hinxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Melbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Orwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rede	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farnham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Bardfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Henham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Wethersfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Castle Hedingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cavendish	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Essex	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hawkedon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Toppesfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Impington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lode	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oakington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Over	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Willingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Guyhirn	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%
	Holt	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%
	Dullingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Small villages	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bradfield Combust	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Icklingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Red Lodge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horseheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Withersfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littlebury, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rowhedge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Comberton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Great Eversden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Harlton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16c. Which town centre do you visit most often for pubs/ clubs/ bars?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Toft	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wicken	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Babraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fowlmere	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Liverpool	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Whittlesford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Wilbraham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swaffham Prior	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q16d. Which town centre do you visit most often for restaurants?

	Weighted Base: Those mentioning restaurants		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning restaurants	1324	100.0%	111	100.0%	111	100.0%	56	100.0%	39	100.0%	38	100.0%	25	100.0%	104	100.0%	50	100.0%
Cambridge	364	27.5%	83	75.4%	87	78.1%	26	47.0%	25	64.3%	23	60.0%	12	46.3%	17	16.4%	2	3.5%
Don't know/ varies	170	12.8%	14	13.0%	12	11.0%	11	19.7%	6	14.3%	3	7.1%	4	14.9%	10	9.6%	5	10.5%
Huntingdon	65	4.9%	0	.0%	0	.0%	0	.0%	1	1.4%	1	1.4%	0	.0%	0	.0%	1	1.8%
Ely	62	4.7%	5	4.3%	0	.0%	3	4.5%	1	1.4%	0	.0%	0	.0%	51	49.3%	1	1.8%
Bury St Edmunds	47	3.5%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	3	2.7%	7	14.0%
Letchworth	36	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket	36	2.7%	0	.0%	0	.0%	5	9.1%	1	1.4%	1	1.4%	1	6.0%	1	1.4%	0	.0%
St Neots	32	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	30	2.3%	0	.0%	2	1.4%	3	4.5%	2	4.3%	0	.0%	0	.0%	1	1.4%	0	.0%
Sudbury	28	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	25	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%
March	24	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	24	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	24	1.8%	0	.0%	0	.0%	1	1.5%	0	.0%	1	2.9%	2	7.5%	0	.0%	0	.0%
Peterborough	22	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%
Royston	20	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	18	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kings Lynn	17	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.1%	11	21.1%
Bedford	15	1.1%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
Biggleswade	14	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	13	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	11	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	10	.8%	0	.0%	2	1.4%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.8%
Ramsey	9	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	8	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	1.5%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

	Weighted Base: Those mentioning restaurants		Zone																	
			1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Buntingford	8	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Colchester	7	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Downham market	7	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	14.0%		
Sandy	7	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Baldock	6	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Brandon	6	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	4	8.8%		
Thetford	6	.4%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	4	8.8%		
Waterbeach	5	.4%	2	1.4%	2	1.4%	2	3.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%		
Sawtry	5	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Potton	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Norwich	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.5%		
Elsworth	4	.3%	0	.0%	0	.0%	2	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Mildenhall	4	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	1	1.8%		
Great Dunmow	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Wisbech	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	1.5%	0	.0%	0	.0%		
Chetteris	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Lavenham	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Hertford	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Stotfold	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%		
Ipswich	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Foxton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.3%	0	.0%	0	.0%	0	.0%		
Great Shelford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.3%	0	.0%	0	.0%	0	.0%		
Sawston	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.3%	0	.0%	0	.0%	0	.0%		
Whittlesford	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.3%	0	.0%	0	.0%	0	.0%		
Fulbourn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.0%	0	.0%	0	.0%		

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

	Weighted Base: Those mentioning restaurants	Zone																	
		1		2		3		4		5		6		7		8			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Grantchester	3	.2%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Littleport	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	
Soham	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	
Cambridgeshire	3	.2%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	
Upwood	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Warboys	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Surrounding villages	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	
Trumpington	2	.2%	0	.0%	2	1.4%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	
Bolnhurst	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Buckden	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Little Paxton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Lakenheath	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.5%	
Eltisley	2	.1%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Fen Ditton	2	.1%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Horningsea	2	.1%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Milton	2	.1%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Anstey	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ashwell	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Crowmer	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Furnex Pelham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Gravley	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ware	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Westmill Village	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Williams	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Bath	2	.1%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Hitchin	2	.1%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

	Weighted Base: Those mentioning restaurants	Zone																	
		1		2		3		4		5		6		7		8			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Other	Long Melford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fordham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Haddenham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Stretham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Fotheringay	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Gidding	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somersham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dry Drayton	1	.1%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Elstow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Goldington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hastings	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Henlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shefford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fowlmere	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%
	Stow Bardolph	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
	Watlington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%
	Abingdon Piggotts	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Arkesden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Barkway	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Croydon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Melbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bentfield Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Bardfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stanstead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clare	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

	Weighted Base: Those mentioning restaurants	Zone																	
		1		2		3		4		5		6		7		8			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Colne Engaine	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Essex	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Freeport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Osfeild, Halstead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Sible Hedingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Burwell	1	.1%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Oakington	1	.1%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Stow-Cum-Quy	1	.1%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Broughton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Guyhirn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Holt	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tholomas Grove	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ashley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Exning	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Horseheath	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Lidgate	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Balsham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	
Linton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	
Rede	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Sturmer	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Bar Hill	1	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	
Bourn	1	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	
East Anglia	1	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	
Over	1	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	
Dorset	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	
Abingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

		Weighted Base: Those mentioning restaurants		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%
	Great Abington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%
	Swaffham Prior	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

	Zone																	
	9		10		11		12		13		14		15		16		17	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning restaurants	42	100.0%	60	100.0%	52	100.0%	40	100.0%	42	100.0%	38	100.0%	64	100.0%	70	100.0%	133	100.0%
Cambridge	4	8.9%	2	2.8%	2	3.3%	8	19.2%	13	30.8%	1	1.7%	17	26.0%	3	4.8%	16	12.3%
Don't know/ varies	7	16.1%	6	9.9%	8	15.0%	3	7.7%	4	9.2%	7	18.3%	11	16.4%	13	19.0%	8	6.2%
Huntingdon	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	47	35.4%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury St Edmunds	25	58.9%	4	7.0%	1	1.7%	4	9.6%	2	4.6%	1	1.7%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	3	4.8%	0	.0%
Newmarket	4	8.9%	1	1.4%	0	.0%	21	51.9%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	2	3.2%	29	21.5%
St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.6%
Sudbury	1	3.6%	14	22.5%	0	.0%	0	.0%	0	.0%	13	35.0%	0	.0%	0	.0%	0	.0%
Haverhill	0	.0%	5	8.5%	1	1.7%	0	.0%	18	43.1%	0	.0%	1	1.4%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	9	12.7%	0	.0%
Saffron Walden	0	.0%	0	.0%	4	8.3%	0	.0%	0	.0%	10	26.7%	2	2.7%	0	.0%	2	1.5%
Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.6%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%	19	30.1%	0	.0%	0	.0%
Bishop Stortford	0	.0%	0	.0%	12	23.3%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%
Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	8	11.1%	4	3.1%
Biggleswade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	13	19.0%	0	.0%
Halstead	0	.0%	11	18.3%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Braintree	0	.0%	3	5.6%	7	13.3%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
London, West End	0	.0%	0	.0%	3	5.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	2	1.5%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chelmsford	0	.0%	1	1.4%	5	10.0%	0	.0%	0	.0%	1	1.7%	1	1.4%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

	Zone																	
	9		10		11		12		13		14		15		16		17	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	0	.0%	3	5.6%	0	.0%	1	1.9%	1	1.5%	3	6.7%	0	.0%	0	.0%	0	.0%
Downham market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sandy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	9.5%	0	.0%
Baldock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Waterbeach	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sawtry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Potton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	6.3%	0	.0%
Norwich	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	1	1.4%	3	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lavenham	1	1.8%	2	2.8%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
Hertford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Stotfold	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ipswich	0	.0%	1	1.4%	1	1.7%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Foxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sawston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whittlesford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

		Zone																	
		9		10		11		12		13		14		15		16		17	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Grantchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littleport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Soham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cambridgeshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	Upwood	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warboys	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Surrounding villages	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Trumpington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bolnhurst	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	Buckden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	Little Paxton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	Lakenheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Eltisley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fen Ditton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horningsea	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Anstey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ashwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Crowmer	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Furnex Pelham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gravley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ware	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Westmill Village	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Williams	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Bath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Hitchin	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

		Zone																	
		9		10		11		12		13		14		15		16		17	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Long Melford	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Fordham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Haddenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stretham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fotheringay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Gidding	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somersham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dry Drayton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Elstow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Goldington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Hastings	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Henlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Shefford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	St Albans	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Fowlmere	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stow Bardolph	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Watlington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abingdon Piggotts	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Arkesden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Barkway	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Croydon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Melbourne	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Bentfield Green	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Bardfield	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Stanstead	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Clare	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

		Zone																	
		9		10		11		12		13		14		15		16		17	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Colne Engaine	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Essex	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Freeport	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Osfeild, Halstead	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sible Hedingham	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Burwell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oakington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stow-Cum-Quy	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Broughton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Guyhirn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Holt	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tholomas Grove	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ashley	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exning	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horseheath	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidgate	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Balsham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rede	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Sturmer	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Bar Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	East Anglia	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Over	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Dorset	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Abingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

		Zone																	
		9		10		11		12		13		14		15		16		17	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Cherry Hinton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Abington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swaffham Prior	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

	Zone					
	18		19		20	
	Num	%	Num	%	Num	%
Weighted Base: Those mentioning restaurants	89	100.0%	54	100.0%	105	100.0%
Cambridge	12	13.0%	4	7.7%	8	7.5%
Don't know/ varies	10	11.6%	11	20.0%	17	16.4%
Huntingdon	13	14.5%	2	3.1%	0	.0%
Ely	0	.0%	2	3.1%	0	.0%
Bury St Edmunds	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	0	.0%	31	29.9%
Newmarket	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	0	.0%
St Ives	17	18.8%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	0	.0%
Haverhill	0	.0%	0	.0%	0	.0%
March	3	2.9%	22	40.0%	0	.0%
Stevenage	0	.0%	0	.0%	13	11.9%
Saffron Walden	0	.0%	0	.0%	2	1.5%
Peterborough	12	13.0%	4	7.7%	0	.0%
Royston	0	.0%	0	.0%	0	.0%
Bishop Stortford	0	.0%	0	.0%	5	4.5%
Kings Lynn	0	.0%	1	1.5%	0	.0%
Bedford	0	.0%	0	.0%	0	.0%
Biggleswade	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%
Braintree	0	.0%	0	.0%	0	.0%
London, West End	0	.0%	0	.0%	2	1.5%
Ramsey	9	10.1%	0	.0%	0	.0%
Chelmsford	0	.0%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

	Zone					
	18		19		20	
	Num	%	Num	%	Num	%
Buntingford	0	.0%	0	.0%	8	7.5%
Colchester	0	.0%	0	.0%	0	.0%
Downham market	0	.0%	0	.0%	0	.0%
Sandy	0	.0%	0	.0%	0	.0%
Baldock	0	.0%	0	.0%	6	6.0%
Brandon	0	.0%	0	.0%	0	.0%
Thetford	0	.0%	0	.0%	0	.0%
Waterbeach	0	.0%	0	.0%	0	.0%
Sawtry	3	2.9%	0	.0%	0	.0%
Potton	0	.0%	0	.0%	0	.0%
Norwich	1	1.4%	0	.0%	0	.0%
Elsworth	0	.0%	0	.0%	0	.0%
Mildenhall	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	2	4.6%	0	.0%
Chetteris	0	.0%	2	4.6%	0	.0%
Lavenham	0	.0%	0	.0%	0	.0%
Hertford	1	1.4%	1	1.5%	0	.0%
Stotfold	0	.0%	0	.0%	2	1.5%
Ipswich	0	.0%	0	.0%	0	.0%
Foxton	0	.0%	0	.0%	0	.0%
Great Shelford	0	.0%	0	.0%	0	.0%
Sawston	0	.0%	0	.0%	0	.0%
Whittlesford	0	.0%	0	.0%	0	.0%
Fulbourn	0	.0%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

		Zone					
		18		19		20	
		Num	%	Num	%	Num	%
Other	Grantchester	0	.0%	0	.0%	0	.0%
	Littleport	0	.0%	0	.0%	0	.0%
	Soham	0	.0%	0	.0%	0	.0%
	Cambridgeshire	0	.0%	0	.0%	0	.0%
	Upwood	3	2.9%	0	.0%	0	.0%
	Warboys	3	2.9%	0	.0%	0	.0%
	Surrounding villages	0	.0%	0	.0%	0	.0%
	Trumpington	0	.0%	0	.0%	0	.0%
	Bolnhurst	0	.0%	0	.0%	0	.0%
	Buckden	0	.0%	0	.0%	0	.0%
	Little Paxton	0	.0%	0	.0%	0	.0%
	Lakenheath	0	.0%	0	.0%	0	.0%
	Eltisley	0	.0%	0	.0%	0	.0%
	Fen Ditton	0	.0%	0	.0%	0	.0%
	Horningsea	0	.0%	0	.0%	0	.0%
	Milton	0	.0%	0	.0%	0	.0%
	Anstey	0	.0%	0	.0%	2	1.5%
	Ashwell	0	.0%	0	.0%	2	1.5%
	Crowmer	0	.0%	0	.0%	2	1.5%
	Furnex Pelham	0	.0%	0	.0%	2	1.5%
	Gravley	0	.0%	0	.0%	2	1.5%
	Ware	0	.0%	0	.0%	2	1.5%
	Westmill Village	0	.0%	0	.0%	2	1.5%
	Williams	0	.0%	0	.0%	2	1.5%
	Bath	0	.0%	0	.0%	0	.0%
	Hitchin	0	.0%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

		Zone					
		18		19		20	
		Num	%	Num	%	Num	%
Other	Long Melford	0	.0%	0	.0%	0	.0%
	Fordham	0	.0%	0	.0%	0	.0%
	Haddenham	0	.0%	0	.0%	0	.0%
	Stretham	0	.0%	0	.0%	0	.0%
	Fotheringay	1	1.4%	0	.0%	0	.0%
	Great Gidding	1	1.4%	0	.0%	0	.0%
	Somersham	1	1.4%	0	.0%	0	.0%
	Dry Drayton	0	.0%	0	.0%	0	.0%
	Elstow	0	.0%	0	.0%	0	.0%
	Goldington	0	.0%	0	.0%	0	.0%
	Hastings	0	.0%	0	.0%	0	.0%
	Henlow	0	.0%	0	.0%	0	.0%
	Shefford	0	.0%	0	.0%	0	.0%
	St Albans	0	.0%	0	.0%	0	.0%
	Fowlmere	0	.0%	0	.0%	0	.0%
	Stow Bardolph	0	.0%	0	.0%	0	.0%
	Watlington	0	.0%	0	.0%	0	.0%
	Abingdon Piggotts	0	.0%	0	.0%	0	.0%
	Arkesden	0	.0%	0	.0%	0	.0%
	Barkway	0	.0%	0	.0%	0	.0%
	Croydon	0	.0%	0	.0%	0	.0%
	Melbourne	0	.0%	0	.0%	0	.0%
	Bentfield Green	0	.0%	0	.0%	0	.0%
	Great Bardfield	0	.0%	0	.0%	0	.0%
	Stanstead	0	.0%	0	.0%	0	.0%
	Clare	0	.0%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

		Zone					
		18		19		20	
		Num	%	Num	%	Num	%
Other	Colne Engaine	0	.0%	0	.0%	0	.0%
	Essex	0	.0%	0	.0%	0	.0%
	Freeport	0	.0%	0	.0%	0	.0%
	Osfeild, Halstead	0	.0%	0	.0%	0	.0%
	Sible Hedingham	0	.0%	0	.0%	0	.0%
	Burwell	0	.0%	0	.0%	0	.0%
	Oakington	0	.0%	0	.0%	0	.0%
	Stow-Cum-Quy	0	.0%	0	.0%	0	.0%
	Broughton	0	.0%	1	1.5%	0	.0%
	Guyhirn	0	.0%	1	1.5%	0	.0%
	Holt	0	.0%	1	1.5%	0	.0%
	Tholomas Grove	0	.0%	1	1.5%	0	.0%
	Ashley	0	.0%	0	.0%	0	.0%
	Exning	0	.0%	0	.0%	0	.0%
	Horseheath	0	.0%	0	.0%	0	.0%
	Lidgate	0	.0%	0	.0%	0	.0%
	Balsham	0	.0%	0	.0%	0	.0%
	Linton	0	.0%	0	.0%	0	.0%
	Rede	0	.0%	0	.0%	0	.0%
	Sturmer	0	.0%	0	.0%	0	.0%
	Bar Hill	0	.0%	0	.0%	0	.0%
	Bourn	0	.0%	0	.0%	0	.0%
	East Anglia	0	.0%	0	.0%	0	.0%
	Over	0	.0%	0	.0%	0	.0%
	Dorset	0	.0%	0	.0%	0	.0%
	Abingdon	0	.0%	0	.0%	0	.0%

(cont.)

Q16d. Which town centre do you visit most often for restaurants?

		Zone					
		18		19		20	
		Num	%	Num	%	Num	%
Other	Cherry Hinton	0	.0%	0	.0%	0	.0%
	Great Abington	0	.0%	0	.0%	0	.0%
	Swaffham Prior	0	.0%	0	.0%	0	.0%

Q16e. Where do you go most often for ten pin bowling?

	Weighted Base: Those mentioning ten pin bowling		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning ten pin bowling	399	100.0%	34	100.0%	26	100.0%	21	100.0%	11	100.0%	13	100.0%	8	100.0%	36	100.0%
Tenpin, Cambridge Leisure Park, Clifton Way, Cambridge	121	30.4%	26	76.2%	23	88.2%	16	76.0%	6	57.9%	12	91.7%	7	86.4%	3	8.0%
Strikes Bowling Centre, Angel Drove, Ely	46	11.4%	2	4.8%	0	.0%	4	20.0%	3	31.6%	0	.0%	0	.0%	28	80.0%
Eat N' Bowl, Huntingdon Road, St Neots	34	8.5%	0	.0%	2	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hollywood Bowl, Stevenage Lesuire Park, Stevenage	27	6.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know / varies	26	6.4%	5	14.3%	0	.0%	1	4.0%	1	10.5%	1	4.2%	0	.0%	1	4.0%
Number Tens Bowling Centre, Freeport Village, Braintree	25	6.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside Superbowl, New Road, Peterborough	23	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.0%
Bury Bowl, The Auto Park, Eastgate Street, Bury St Edmunds	17	4.2%	2	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside Lodge, Pidley, Huntingdon	12	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside Superbowl, Bishops Stortford	8	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
AMF Peterborough Bowl, Bretton, Peterborough	7	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Big Apple, Byford Road, Chiltern Industrial Estate, Sudbury	7	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Snooker & Bowl, Chalkstone Way, Haverhill	7	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%
Bowl 2 Day, Thorney Road, Wisbech	7	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mr G's Bowling Centre, Market Hill, Brandon	6	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket Snooker & Bowls, All Saints Road, Newmarket	6	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	4.5%	0	.0%

(cont.)

Q16e. Where do you go most often for ten pin bowling?

	Weighted Base: Those mentioning ten pin bowling		Zone													
			1		2		3		4		5		6		7	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Strikes Bowling Centre, Lynn Road, Kings Lynn	4	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall RAF Base	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chesterton Indoor Bowling Club, Logans Way, Cambridge	2	.5%	0	.0%	2	5.9%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%
Bedford Borough Bowling Club, Goldington Road, Bedford	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
RAF Alconbury, Huntingdon	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harlow	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other																
Strikes Bowling Multiplex, The Dock, Angel Drove, Ely, Cambr	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.0%
Bowler, The Green, Hunstanton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Turpins Indoor Bowling, Peaslands Road, Saffron Walden	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Queensgate Centre, Edinburgh Way, Harlow	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury Bowls Club, Quay Lane, Sudbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16e. Where do you go most often for ten pin bowling?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning ten pin bowling	18	100.0%	11	100.0%	24	100.0%	15	100.0%	13	100.0%	15	100.0%	9	100.0%	20	100.0%
Tenpin, Cambridge Leisure Park, Clifton Way, Cambridge	0	.0%	0	.0%	1	3.6%	1	5.9%	1	5.9%	7	47.8%	1	7.1%	10	47.8%
Strikes Bowling Centre, Angel Drove, Ely	1	5.0%	1	13.3%	1	3.6%	0	.0%	4	29.4%	0	.0%	0	.0%	0	.0%
Eat N' Bowl, Huntingdon Road, St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%
Hollywood Bowl, Stevenage Lesuire Park, Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	43.5%
Don't know / varies	1	5.0%	0	.0%	3	14.3%	1	5.9%	1	5.9%	1	4.3%	1	7.1%	0	.0%
Number Tens Bowling Centre, Freeport Village, Braintree	0	.0%	0	.0%	14	60.7%	10	64.7%	0	.0%	1	4.3%	0	.0%	0	.0%
Lakeside Superbowl, New Road, Peterborough	1	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury Bowl, The Auto Park, Eastgate Street, Bury St Edmunds	4	20.0%	7	60.0%	0	.0%	0	.0%	2	17.6%	1	4.3%	1	14.3%	1	4.3%
Lakeside Lodge, Pidley, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside Superbowl, Bishops Stortford	0	.0%	0	.0%	0	.0%	3	23.5%	0	.0%	0	.0%	1	14.3%	0	.0%
AMF Peterborough Bowl, Bretton, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%
Big Apple, Byford Road, Chiltern Industrial Estate, Sudbury	0	.0%	1	6.7%	3	10.7%	0	.0%	0	.0%	0	.0%	4	42.9%	0	.0%
Haverhill Snooker & Bowl, Chalkstone Way, Haverhill	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%	5	34.8%	0	.0%	0	.0%
Bowl 2 Day, Thorney Road, Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mr G's Bowling Centre, Market Hill, Brandon	6	35.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket Snooker & Bowls, All Saints Road, Newmarket	0	.0%	1	6.7%	0	.0%	0	.0%	5	35.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q16e. Where do you go most often for ten pin bowling?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Strikes Bowling Centre, Lynn Road, Kings Lynn	4	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall RAF Base	0	.0%	1	13.3%	1	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chesterton Indoor Bowling Club, Logans Way, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford Borough Bowling Club, Goldington Road, Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
RAF Alconbury, Huntingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other																
Strikes Bowling Multiplex, The Dock, Angel Drove, Ely, Cambr	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bowler, The Green, Hunstanton	1	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Turpins Indoor Bowling, Peaslands Road, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%
Queensgate Centre, Edinburgh Way, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%
Sudbury Bowls Club, Quay Lane, Sudbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%

(cont.)

Q16e. Where do you go most often for ten pin bowling?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning ten pin bowling	16	100.0%	45	100.0%	31	100.0%	19	100.0%	16	100.0%
Tenpin, Cambridge Leisure Park, Clifton Way, Cambridge	1	7.1%	2	4.5%	4	12.5%	0	.0%	2	10.0%
Strikes Bowling Centre, Angel Drove, Ely	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Eat N' Bowl, Huntingdon Road, St Neots	6	35.7%	25	54.5%	1	4.2%	0	.0%	0	.0%
Hollywood Bowl, Stevenage Lesuire Park, Stevenage	9	57.1%	0	.0%	0	.0%	0	.0%	9	60.0%
Don't know / varies	0	.0%	2	4.5%	3	8.3%	5	26.1%	0	.0%
Number Tens Bowling Centre, Freeport Village, Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside Superbowl, New Road, Peterborough	0	.0%	6	13.6%	12	37.5%	3	17.4%	0	.0%
Bury Bowl, The Auto Park, Eastgate Street, Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside Lodge, Pidley, Huntingdon	0	.0%	0	.0%	9	29.2%	2	13.0%	0	.0%
Lakeside Superbowl, Bishops Stortford	0	.0%	0	.0%	0	.0%	0	.0%	3	20.0%
AMF Peterborough Bowl, Bretton, Peterborough	0	.0%	4	9.1%	3	8.3%	0	.0%	0	.0%
Big Apple, Byford Road, Chiltern Industrial Estate, Sudbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill Snooker & Bowl, Chalkstone Way, Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bowl 2 Day, Thorney Road, Wisbech	0	.0%	0	.0%	0	.0%	7	34.8%	0	.0%
Mr G's Bowling Centre, Market Hill, Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket Snooker & Bowls, All Saints Road, Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16e. Where do you go most often for ten pin bowling?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Strikes Bowling Centre, Lynn Road, Kings Lynn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mildenhall RAF Base	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chesterton Indoor Bowling Club, Logans Way, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford Borough Bowling Club, Goldington Road, Bedford	0	.0%	2	4.5%	0	.0%	0	.0%	0	.0%
London	0	.0%	2	4.5%	0	.0%	0	.0%	0	.0%
RAF Alconbury, Huntingdon	0	.0%	2	4.5%	0	.0%	0	.0%	0	.0%
Harlow	0	.0%	0	.0%	0	.0%	0	.0%	2	10.0%
Other										
Strikes Bowling Multiplex, The Dock, Angel Drove, Ely, Cambr	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bowler, The Green, Hunstanton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Turpins Indoor Bowling, Peaslands Road, Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Queensgate Centre, Edinburgh Way, Harlow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury Bowls Club, Quay Lane, Sudbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q16f. Which town centre do you visit most often for the other activity mentioned?

	Weighted Base: Those mentioning other activity		Zone													
			1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning other activity	169	100.0%	18	100.0%	21	100.0%	5	100.0%	4	100.0%	8	100.0%	3	100.0%	11	100.0%
Cambridge	64	37.8%	11	63.6%	18	85.7%	3	66.7%	3	85.7%	5	64.3%	2	75.0%	1	12.5%
London, West End	18	10.5%	3	18.2%	2	7.1%	1	16.7%	0	.0%	1	7.1%	0	.0%	3	25.0%
Bury St Edmunds	8	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%
Stevenage	7	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newmarket	6	3.6%	0	.0%	0	.0%	1	16.7%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough	6	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ely	6	3.5%	2	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	37.5%
Downham market	4	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	4	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	3	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	3	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%

(cont.)

Q16f. Which town centre do you visit most often for the other activity mentioned?

		Weighted Base: Those mentioning other activity		Zone													
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Brandon	3	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%
	Girton, Cambridge	2	.9%	2	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buntingford	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Linton	2	.9%	0	.0%	2	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mildenhall	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littleport	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%
	Sawtry	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lakenheath	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Braintree	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	River Thames	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gosfield	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Northampton	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clayhithe	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Culford	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Silverstone	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxford	1	.3%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%
	Great Shelford	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%
	Harston	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%
	Fulbourn	0	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	12.5%	0	.0%
Papersford	0	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	12.5%	0	.0%	

(cont.)

Q16f. Which town centre do you visit most often for the other activity mentioned?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning other activity	8	100.0%	8	100.0%	6	100.0%	3	100.0%	12	100.0%	5	100.0%	3	100.0%	6	100.0%
Cambridge	0	.0%	1	9.1%	1	14.3%	0	.0%	2	18.8%	1	12.5%	1	20.0%	3	42.9%
London, West End	0	.0%	0	.0%	0	.0%	1	25.0%	0	.0%	1	12.5%	0	.0%	2	28.6%
Bury St Edmunds	0	.0%	4	54.5%	0	.0%	0	.0%	3	25.0%	0	.0%	0	.0%	0	.0%
Stevenage	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%	1	14.3%
Newmarket	0	.0%	1	9.1%	0	.0%	0	.0%	5	37.5%	0	.0%	0	.0%	0	.0%
Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham market	4	55.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	1	11.1%	1	9.1%	1	14.3%	0	.0%	0	.0%	0	.0%	1	40.0%	0	.0%
Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	50.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	0	.0%	2	28.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colchester	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%
Ramsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Ives	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Neots	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%
Bishop Stortford	0	.0%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16f. Which town centre do you visit most often for the other activity mentioned?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Brandon	2	22.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Girton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mildenhall	0	.0%	1	9.1%	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%
	Littleport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawtry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lakenheath	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Braintree	0	.0%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%	0	.0%	0	.0%
	River Thames	0	.0%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gosfield	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clayhithe	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%
	Culford	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%
	Silverstone	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%
	Oxford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Papersford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q16f. Which town centre do you visit most often for the other activity mentioned?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those mentioning other activity	8	100.0%	10	100.0%	9	100.0%	7	100.0%	13	100.0%
Cambridge	0	.0%	6	60.0%	1	14.3%	1	11.1%	3	25.0%
London, West End	1	14.3%	2	20.0%	0	.0%	1	11.1%	2	12.5%
Bury St Edmunds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	2	28.6%	0	.0%	0	.0%	0	.0%	3	25.0%
Newmarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough	0	.0%	2	20.0%	4	42.9%	0	.0%	0	.0%
Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downham market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sudbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Letchworth	0	.0%	0	.0%	0	.0%	0	.0%	3	25.0%
Haverhill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
March	0	.0%	0	.0%	0	.0%	2	33.3%	0	.0%
Bedford	2	28.6%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ varies	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%
Great Dunmow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chetteris	0	.0%	0	.0%	0	.0%	2	22.2%	0	.0%
Colchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ramsey	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
St Ives	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
St Neots	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%
Royston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bishop Stortford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wisbech	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%
Saffron Walden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstead	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16f. Which town centre do you visit most often for the other activity mentioned?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Girton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buntingford	0	.0%	0	.0%	0	.0%	0	.0%	2	12.5%
	Linton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mildenhall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littleport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sawtry	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
	Lakenheath	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Braintree	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	River Thames	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gosfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Northampton	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%
	Clayhithe	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Culford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ipswich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Silverstone	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Shelford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fulbourn	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Papersford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q17. Are there any leisure facilities that you think are lacking within a reasonable distance of your home?

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
Yes	488	24.4%	45	28.0%	23	15.0%	19	22.0%	19	34.0%	16	30.0%	7	20.0%	34	24.0%	25	29.0%	14	19.0%
No	1514	75.6%	115	72.0%	130	85.0%	66	78.0%	37	66.0%	38	70.0%	30	80.0%	108	76.0%	62	71.0%	60	81.0%

(cont.)

Q17. Are there any leisure facilities that you think are lacking within a reasonable distance of your home?

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
Yes	18	21.0%	12	13.7%	21	28.0%	16	25.0%	18	28.0%	28	32.0%	36	32.0%	55	27.0%	29	22.0%	22	27.0%
No	67	79.0%	76	86.3%	55	72.0%	49	75.0%	46	72.0%	60	68.0%	76	68.0%	150	73.0%	101	78.0%	61	73.0%

(cont.)

Q17. Are there any leisure facilities that you think are lacking within a reasonable distance of your home?

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
Yes	30	19.0%
No	127	81.0%

Q17a. Which of the following leisure activities do you think are lacking in your area?

	Weighted Base: Those lacking leisure facilities		Zone													
	Num	%	1		2		3		4		5		6		7	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those lacking leisure facilities	488	100.0%	45	100.0%	23	100.0%	19	100.0%	19	100.0%	16	100.0%	7	100.0%	34	100.0%
Bingo	27	5.5%	0	.0%	0	.0%	1	4.5%	1	5.9%	1	3.3%	0	.0%	1	4.2%
Bowling	77	15.9%	2	3.6%	0	.0%	2	9.1%	3	14.7%	1	6.7%	0	.0%	0	.0%
Cinema	152	31.2%	3	7.1%	0	.0%	1	4.5%	4	23.5%	3	16.7%	0	5.0%	18	54.2%
Leisure/ fitness centre	76	15.5%	5	10.7%	3	13.3%	3	13.6%	4	23.5%	1	3.3%	1	15.0%	10	29.2%
Pubs/ clubs/ bars	46	9.3%	2	3.6%	0	.0%	2	9.1%	2	11.8%	0	.0%	0	.0%	3	8.3%
Restaurants/ cafes	49	10.0%	0	.0%	0	.0%	0	.0%	2	11.8%	1	3.3%	0	.0%	1	4.2%
Shops	86	17.5%	2	3.6%	2	6.7%	1	4.5%	2	11.8%	1	6.7%	1	10.0%	6	16.7%
Swimming pool	130	26.7%	6	14.3%	3	13.3%	5	27.3%	7	38.2%	4	26.7%	2	30.0%	11	33.3%
Don't know/ varies	16	3.3%	3	7.1%	0	.0%	1	4.5%	0	.0%	2	10.0%	0	5.0%	1	4.2%

(cont.)

Q17a. Which of the following leisure activities do you think are lacking in your area?

		Weighted Base: Those lacking leisure facilities		Zone													
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Ice skating/ roller skating rink	74	15.2%	18	39.3%	11	46.7%	8	40.9%	6	29.4%	7	43.3%	3	35.0%	3	8.3%
	More facilities for children	49	10.0%	5	10.7%	5	20.0%	1	4.5%	1	5.9%	0	.0%	1	15.0%	6	16.7%
	Theatre	14	2.8%	0	.0%	0	.0%	0	.0%	1	2.9%	1	3.3%	0	5.0%	1	4.2%
	Family orientated facilities/ activities	7	1.5%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%
	More facilities for adults	7	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%
	Parks/ walking areas	4	.9%	2	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Community centre	4	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Library	3	.6%	2	3.6%	2	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dry ski slope	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Golf course	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More live contemporary music	2	.3%	0	.0%	2	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cycle paths	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horse riding facilities	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Driving range	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Go Karting	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Nature reserve	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Places for fishing and shooting	1	.1%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	

(cont.)

Q17a. Which of the following leisure activities do you think are lacking in your area?

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those lacking leisure facilities	25	100.0%	14	100.0%	18	100.0%	12	100.0%	21	100.0%	16	100.0%	18	100.0%	28	100.0%
Bingo	1	3.4%	1	5.3%	2	9.5%	1	7.1%	2	10.7%	1	4.0%	4	21.4%	4	15.6%
Bowling	4	13.8%	5	36.8%	2	9.5%	1	7.1%	2	7.1%	3	16.0%	4	25.0%	9	31.3%
Cinema	5	20.7%	2	15.8%	7	38.1%	1	7.1%	10	46.4%	4	24.0%	14	78.6%	17	59.4%
Leisure/ fitness centre	5	20.7%	4	26.3%	3	14.3%	2	14.3%	2	7.1%	2	12.0%	3	17.9%	6	21.9%
Pubs/ clubs/ bars	3	10.3%	1	10.5%	2	9.5%	1	7.1%	0	.0%	1	4.0%	3	14.3%	4	15.6%
Restaurants/ cafes	4	13.8%	2	15.8%	2	9.5%	1	7.1%	2	7.1%	3	16.0%	1	7.1%	4	15.6%
Shops	4	17.2%	4	26.3%	4	23.8%	2	14.3%	4	17.9%	5	28.0%	6	35.7%	13	46.9%
Swimming pool	11	41.4%	3	21.1%	4	23.8%	3	28.6%	9	42.9%	5	28.0%	2	10.7%	8	28.1%
Don't know/ varies	3	10.3%	1	10.5%	2	9.5%	0	.0%	0	.0%	1	4.0%	1	3.6%	1	3.1%

(cont.)

Q17a. Which of the following leisure activities do you think are lacking in your area?

		Zone															
		8		9		10		11		12		13		14		15	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Ice skating/ roller skating rink	0	.0%	4	26.3%	2	9.5%	2	14.3%	1	3.6%	3	20.0%	0	.0%	1	3.1%
	More facilities for children	4	13.8%	1	5.3%	2	9.5%	1	7.1%	2	7.1%	2	12.0%	1	3.6%	4	15.6%
	Theatre	1	3.4%	0	.0%	2	9.5%	1	7.1%	1	3.6%	0	.0%	1	3.6%	1	3.1%
	Family orientated facilities/ activities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More facilities for adults	0	.0%	1	5.3%	0	.0%	0	.0%	1	3.6%	1	4.0%	1	3.6%	1	3.1%
	Parks/ walking areas	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Community centre	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%
	Library	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dry ski slope	1	3.4%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Golf course	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%	1	3.1%
	More live contemporary music	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cycle paths	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horse riding facilities	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Driving range	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%
	Go Karting	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%
	Nature reserve	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%
	Places for fishing and shooting	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q17a. Which of the following leisure activities do you think are lacking in your area?

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those lacking leisure facilities	36	100.0%	55	100.0%	29	100.0%	22	100.0%	30	100.0%
Bingo	0	.0%	0	.0%	1	4.5%	2	7.4%	5	15.8%
Bowling	15	40.6%	8	14.8%	9	31.8%	7	29.6%	3	10.5%
Cinema	19	53.1%	21	37.0%	9	31.8%	9	40.7%	5	15.8%
Leisure/ fitness centre	9	25.0%	4	7.4%	3	9.1%	4	18.5%	3	10.5%
Pubs/ clubs/ bars	1	3.1%	8	14.8%	3	9.1%	2	7.4%	9	31.6%
Restaurants/ cafes	6	15.6%	10	18.5%	1	4.5%	3	14.8%	6	21.1%
Shops	9	25.0%	4	7.4%	4	13.6%	8	37.0%	5	15.8%
Swimming pool	9	25.0%	21	37.0%	3	9.1%	6	25.9%	8	26.3%
Don't know/ varies	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%

(cont.)

Q17a. Which of the following leisure activities do you think are lacking in your area?

		Zone									
		16		17		18		19		20	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Ice skating/ roller skating rink	2	6.3%	2	3.7%	1	4.5%	1	3.7%	2	5.3%
	More facilities for children	1	3.1%	4	7.4%	9	31.8%	1	3.7%	0	.0%
	Theatre	1	3.1%	0	.0%	0	.0%	1	3.7%	3	10.5%
	Family orientated facilities/ activities	0	.0%	2	3.7%	1	4.5%	2	7.4%	2	5.3%
	More facilities for adults	0	.0%	0	.0%	0	.0%	0	.0%	2	5.3%
	Parks/ walking areas	1	3.1%	0	.0%	0	.0%	2	7.4%	0	.0%
	Community centre	1	3.1%	0	.0%	1	4.5%	0	.0%	0	.0%
	Library	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dry ski slope	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
	Golf course	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More live contemporary music	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cycle paths	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horse riding facilities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Driving range	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Go Karting	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Nature reserve	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Places for fishing and shooting	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q18a. SEG

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
A/B	526	26.3%	43	27.0%	53	35.0%	19	23.0%	22	40.0%	21	38.0%	9	23.0%	28	20.0%	13	15.0%	19	25.0%
C1	627	31.3%	61	38.0%	52	34.0%	31	36.0%	16	29.0%	15	27.0%	16	44.0%	46	32.0%	25	29.0%	19	26.0%
C2	490	24.5%	30	19.0%	15	10.0%	21	25.0%	9	16.0%	11	20.0%	7	18.0%	44	31.0%	29	33.0%	20	27.0%
D/E	214	10.7%	14	9.0%	23	15.0%	10	12.0%	3	5.0%	4	8.0%	2	6.0%	16	11.0%	11	12.0%	9	12.0%
Refused	144	7.2%	11	7.0%	9	6.0%	3	4.0%	6	10.0%	4	7.0%	3	9.0%	9	6.0%	10	11.0%	7	10.0%

(cont.)

Q18a. SEG

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
A/B	22	26.0%	25	28.4%	20	26.0%	13	20.0%	18	28.0%	26	30.0%	32	29.0%	51	25.0%	45	35.0%	15	18.0%
C1	25	29.0%	25	28.4%	24	32.0%	22	34.0%	15	23.0%	26	30.0%	30	27.0%	68	33.0%	43	33.0%	20	24.0%
C2	25	29.0%	18	20.6%	18	24.0%	21	32.0%	14	22.0%	19	22.0%	29	26.0%	55	27.0%	29	22.0%	28	34.0%
D/E	10	12.0%	8	8.8%	8	10.0%	7	11.0%	10	16.0%	11	12.0%	13	12.0%	14	7.0%	6	5.0%	16	19.0%
Refused	3	4.0%	12	13.7%	6	8.0%	2	3.0%	7	11.0%	5	6.0%	7	6.0%	16	8.0%	6	5.0%	4	5.0%

(cont.)

Q18a. SEG

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
A/B	30	19.0%
C1	49	31.0%
C2	47	30.0%
D/E	19	12.0%
Refused	13	8.0%

Q18b. Chief wage earner's current employment situation

	Weighted Base: All respondents - with exclusions		Zone													
	Num	%	1		2		3		4		5		6		7	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%
Working full time (35 hours or more)	970	48.4%	75	47.0%	53	35.0%	44	52.0%	30	53.0%	25	47.0%	17	45.0%	71	50.0%
Retired	798	39.9%	63	39.0%	78	51.0%	34	40.0%	20	35.0%	23	43.0%	13	35.0%	57	40.0%
Working part time (Less than 30 hours)	144	7.2%	18	11.0%	15	10.0%	5	6.0%	3	5.0%	3	6.0%	4	11.0%	6	4.0%
Refused	55	2.8%	3	2.0%	3	2.0%	1	1.0%	3	5.0%	2	3.0%	2	5.0%	6	4.0%
A housewife	12	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	1.0%	0	.0%
Unemployed	12	.6%	2	1.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	1	3.0%	1	1.0%
A student	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Receiving Disability Benefit	10	.5%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q18b. Chief wage earner's current employment situation

	Zone															
	8		9		10		11		12		13		14		15	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	88	100.0%	74	100.0%	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%
Working full time (35 hours or more)	36	41.0%	35	47.0%	42	49.0%	46	52.0%	33	43.0%	36	55.0%	27	43.0%	39	44.0%
Retired	38	43.0%	26	35.0%	31	37.0%	31	35.3%	34	44.0%	26	40.0%	27	43.0%	40	45.0%
Working part time (Less than 30 hours)	9	10.0%	10	13.0%	8	9.0%	5	5.9%	5	6.0%	3	4.0%	6	9.0%	5	6.0%
Refused	4	4.0%	3	4.0%	2	2.0%	3	2.9%	5	7.0%	1	1.0%	3	4.0%	4	4.0%
A housewife	1	1.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Unemployed	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	1	1.0%
A student	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Receiving Disability Benefit	1	1.0%	1	1.0%	2	2.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%

(cont.)

Q18b. Chief wage earner's current employment situation

	Zone									
	16		17		18		19		20	
	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	112	100.0%	205	100.0%	130	100.0%	83	100.0%	157	100.0%
Working full time (35 hours or more)	66	59.0%	121	59.0%	70	54.0%	33	40.0%	71	45.0%
Retired	36	32.0%	64	31.0%	47	36.0%	38	46.0%	74	47.0%
Working part time (Less than 30 hours)	7	6.0%	14	7.0%	9	7.0%	4	5.0%	6	4.0%
Refused	1	1.0%	4	2.0%	4	3.0%	2	3.0%	2	1.0%
A housewife	2	2.0%	2	1.0%	0	.0%	1	1.0%	3	2.0%
Unemployed	0	.0%	0	.0%	0	.0%	2	3.0%	2	1.0%
A student	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Other Receiving Disability Benefit	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%

Q19. Age group

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
18 - 24 years	28	1.4%	2	1.0%	5	3.0%	1	1.0%	0	.0%	0	.0%	0	1.0%	3	2.0%	3	3.0%	1	2.0%
25 - 34 years	105	5.2%	11	7.0%	8	5.0%	0	.0%	3	5.0%	3	5.0%	1	3.0%	13	9.0%	4	5.0%	3	4.0%
35 - 44 years	274	13.7%	18	11.0%	11	7.0%	16	19.0%	8	14.0%	4	7.0%	3	7.0%	18	13.0%	11	12.0%	10	14.0%
45 - 54 years	334	16.7%	27	17.0%	20	13.0%	15	18.0%	12	22.0%	10	18.0%	10	28.0%	20	14.0%	15	17.0%	16	22.0%
55 - 64 years	480	24.0%	32	20.0%	26	17.0%	20	24.0%	12	21.0%	15	27.0%	8	22.0%	37	26.0%	19	22.0%	14	19.0%

(cont.)

Q19. Age group

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
65 years or above	734	36.7%	67	42.0%	78	51.0%	31	37.0%	18	32.0%	23	42.0%	13	35.0%	48	34.0%	34	39.0%	26	35.0%
Refused	48	2.4%	3	2.0%	6	4.0%	1	1.0%	3	6.0%	1	1.0%	1	4.0%	3	2.0%	2	2.0%	3	4.0%

(cont.)

Q19. Age group

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
18 - 24 years	1	1.0%	1	1.0%	1	1.0%	2	3.0%	2	3.0%	2	2.0%	1	1.0%	4	2.0%	0	.0%	0	.0%
25 - 34 years	2	2.0%	3	2.9%	2	3.0%	8	13.0%	3	4.0%	4	5.0%	3	3.0%	21	10.0%	5	4.0%	3	4.0%
35 - 44 years	20	23.0%	13	14.7%	10	13.0%	7	11.0%	8	12.0%	18	20.0%	19	17.0%	35	17.0%	18	14.0%	12	14.0%
45 - 54 years	11	13.0%	16	17.6%	11	14.0%	10	15.0%	12	19.0%	6	7.0%	22	20.0%	37	18.0%	25	19.0%	15	18.0%
55 - 64 years	20	23.0%	26	29.4%	21	27.0%	15	23.0%	14	22.0%	26	30.0%	27	24.0%	55	27.0%	35	27.0%	19	23.0%

(cont.)

Q19. Age group

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
65 years or above	31	36.0%	26	29.4%	28	37.0%	21	33.0%	23	36.0%	28	32.0%	38	34.0%	53	26.0%	44	34.0%	33	40.0%
Refused	2	2.0%	4	4.9%	4	5.0%	1	2.0%	3	4.0%	4	4.0%	1	1.0%	0	.0%	3	2.0%	1	1.0%

(cont.)

Q19. Age group

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
18 - 24 years	0	.0%
25 - 34 years	5	3.0%
35 - 44 years	17	11.0%
45 - 54 years	24	15.0%
55 - 64 years	39	25.0%

(cont.)

Q19. Age group

	Zone	
	20	
	Num	%
65 years or above	69	44.0%
Refused	3	2.0%

Q22. Number of cars in household

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
None	237	11.8%	30	19.0%	40	26.0%	8	9.0%	2	4.0%	5	10.0%	4	10.0%	18	13.0%	9	10.0%	7	10.0%
1	888	44.4%	83	52.0%	81	53.0%	32	38.0%	26	46.0%	25	46.0%	13	36.0%	61	43.0%	45	51.0%	26	35.0%
2	655	32.7%	35	22.0%	21	14.0%	34	40.0%	22	39.0%	17	31.0%	15	41.0%	50	35.0%	24	27.0%	29	39.0%
3 or more	177	8.8%	8	5.0%	6	4.0%	10	12.0%	4	7.0%	6	12.0%	3	9.0%	10	7.0%	9	10.0%	10	13.0%
Refused	46	2.3%	3	2.0%	5	3.0%	1	1.0%	2	4.0%	1	1.0%	1	4.0%	3	2.0%	2	2.0%	2	3.0%

(cont.)

Q22. Number of cars in household

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
None	7	8.0%	7	7.8%	8	10.0%	6	9.0%	8	13.0%	8	9.0%	10	9.0%	21	10.0%	9	7.0%	7	8.0%
1	38	45.0%	37	42.2%	35	46.0%	38	59.0%	25	40.0%	29	33.0%	52	47.0%	84	41.0%	44	34.0%	42	51.0%
2	31	37.0%	27	30.4%	24	32.0%	18	27.0%	19	30.0%	36	41.0%	39	35.0%	82	40.0%	57	44.0%	24	29.0%
3 or more	8	9.0%	13	14.7%	6	8.0%	3	4.0%	8	13.0%	11	13.0%	9	8.0%	16	8.0%	18	14.0%	8	10.0%
Refused	1	1.0%	4	4.9%	3	4.0%	1	1.0%	3	4.0%	4	4.0%	1	1.0%	2	1.0%	1	1.0%	2	2.0%

(cont.)

Q22. Number of cars in household

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
None	24	15.0%
1	69	44.0%
2	50	32.0%
3 or more	9	6.0%
Refused	5	3.0%

Q23. Household income

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
£0 - £14,999	185	9.3%	14	9.0%	15	10.0%	4	5.0%	3	6.0%	6	12.0%	4	12.0%	10	7.0%	11	13.0%	11	15.0%
£15,000 - £19,999	107	5.4%	8	5.0%	12	8.0%	5	6.0%	2	3.0%	3	5.0%	1	3.0%	14	10.0%	2	2.0%	4	5.0%
£20,000 - £29,999	139	6.9%	10	6.0%	11	7.0%	3	3.0%	6	10.0%	6	11.0%	1	2.0%	13	9.0%	8	9.0%	1	2.0%
£30,000 - £39,999	140	7.0%	14	9.0%	12	8.0%	7	8.0%	3	6.0%	2	4.0%	2	6.0%	11	8.0%	7	8.0%	7	9.0%
£40,000 - £49,999	78	3.9%	6	4.0%	5	3.0%	3	4.0%	3	6.0%	3	5.0%	1	3.0%	1	1.0%	1	1.0%	2	3.0%
£50,000 - £59,999	59	2.9%	5	3.0%	5	3.0%	2	2.0%	2	3.0%	1	1.0%	2	5.0%	4	3.0%	1	1.0%	2	3.0%
£60,000 - £69,999	36	1.8%	3	2.0%	3	2.0%	3	4.0%	2	3.0%	3	5.0%	1	3.0%	1	1.0%	0	.0%	1	1.0%
£70,000 - £79,999	26	1.3%	2	1.0%	3	2.0%	3	3.0%	0	.0%	1	2.0%	0	.0%	3	2.0%	2	2.0%	1	1.0%
£80,000 - £89,999	16	.8%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	1.0%	1	1.0%	0	.0%	1	2.0%
£90,000 - £99,999	8	.4%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%
£100,000 - £149,999	22	1.1%	0	.0%	3	2.0%	0	.0%	1	1.0%	2	3.0%	0	1.0%	0	.0%	0	.0%	0	.0%
£150,000+	6	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
Don't know / refused	1181	59.0%	96	60.0%	84	55.0%	53	63.0%	34	61.0%	28	51.0%	24	63.0%	83	58.0%	55	63.0%	43	58.0%

(cont.)

Q23. Household income

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
£0 - £14,999	12	14.0%	7	7.8%	7	9.0%	6	9.0%	6	9.0%	8	9.0%	10	9.0%	12	6.0%	8	6.0%	15	18.0%
£15,000 - £19,999	3	4.0%	3	3.9%	5	7.0%	2	3.0%	1	1.0%	3	3.0%	4	4.0%	16	8.0%	9	7.0%	3	4.0%
£20,000 - £29,999	4	5.0%	3	3.9%	8	10.0%	12	18.0%	5	8.0%	6	7.0%	9	8.0%	10	5.0%	4	3.0%	6	7.0%
£30,000 - £39,999	8	10.0%	5	5.9%	5	6.0%	5	7.0%	4	6.0%	5	6.0%	8	7.0%	18	9.0%	6	5.0%	2	3.0%
£40,000 - £49,999	5	6.0%	3	2.9%	2	3.0%	2	3.0%	3	4.0%	4	5.0%	7	6.0%	10	5.0%	6	5.0%	2	2.0%
£50,000 - £59,999	3	3.0%	4	4.9%	3	4.0%	1	2.0%	1	1.0%	3	3.0%	2	2.0%	8	4.0%	4	3.0%	2	3.0%
£60,000 - £69,999	3	3.0%	0	.0%	1	1.0%	1	2.0%	1	2.0%	2	2.0%	4	4.0%	4	2.0%	1	1.0%	1	1.0%
£70,000 - £79,999	1	1.0%	1	1.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	3.0%	3	2.0%	0	.0%
£80,000 - £89,999	0	.0%	1	1.0%	2	3.0%	1	1.0%	1	1.0%	2	2.0%	1	1.0%	2	1.0%	1	1.0%	1	1.0%
£90,000 - £99,999	0	.0%	0	.0%	2	2.0%	0	.0%	1	1.0%	2	2.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
£100,000 - £149,999	0	.0%	3	3.9%	0	.0%	1	1.0%	1	2.0%	0	.0%	1	1.0%	8	4.0%	1	1.0%	1	1.0%
£150,000+	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Don't know / refused	46	54.0%	57	64.7%	40	53.0%	35	54.0%	41	64.0%	53	60.0%	65	58.0%	109	53.0%	84	65.0%	48	58.0%

(cont.)

Q23. Household income

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
£0 - £14,999	14	9.0%
£15,000 - £19,999	6	4.0%
£20,000 - £29,999	14	9.0%
£30,000 - £39,999	6	4.0%
£40,000 - £49,999	8	5.0%
£50,000 - £59,999	5	3.0%
£60,000 - £69,999	0	.0%
£70,000 - £79,999	0	.0%
£80,000 - £89,999	0	.0%
£90,000 - £99,999	0	.0%
£100,000 - £149,999	0	.0%
£150,000+	0	.0%
Don't know / refused	103	66.0%

Q24. Ethnic background

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
White (British / Irish / Other)	1916	95.7%	154	96.0%	144	94.0%	83	98.0%	52	93.0%	50	93.0%	35	93.0%	132	93.0%	83	95.0%	72	97.0%
Black / Black British (Caribbean / African / other black)	3	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%
Asian / Asian British (Indian / Pakistani / Bangladeshi / Ot	6	.3%	2	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mixed (any mixed category)	9	.4%	2	1.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Chinese	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Refused	67	3.3%	3	2.0%	9	6.0%	2	2.0%	3	5.0%	3	5.0%	2	6.0%	9	6.0%	4	4.0%	2	3.0%

(cont.)

Q24. Ethnic background

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
White (British / Irish / Other)	82	97.0%	81	92.2%	71	93.0%	61	94.0%	59	93.0%	85	97.0%	109	98.0%	203	99.0%	127	98.0%	77	93.0%
Black / Black British (Caribbean / African / other black)	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Asian / Asian British (Indian / Pakistani / Bangladeshi / Ot	0	.0%	1	1.0%	0	.0%	1	1.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Mixed (any mixed category)	0	.0%	2	2.0%	2	2.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Chinese	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	3	3.0%	4	4.9%	4	5.0%	2	3.0%	3	4.0%	3	3.0%	2	2.0%	2	1.0%	1	1.0%	4	5.0%

(cont.)

Q24. Ethnic background

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
White (British / Irish / Other)	154	98.0%
Black / Black British (Caribbean / African / other black)	0	.0%
Asian / Asian British (Indian / Pakistani / Bangladeshi / Ot	0	.0%
Mixed (any mixed category)	0	.0%
Chinese	0	.0%
Refused	3	2.0%

Q25. Sexual orientation

	Weighted Base: All respondents - with exclusions		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
Heterosexual	1779	88.8%	135	84.0%	134	88.0%	78	92.0%	47	84.0%	46	85.0%	31	82.0%	127	89.0%	82	93.0%	64	86.0%
Homosexual	3	.2%	0	.0%	2	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Asexual	14	.7%	6	4.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	1.0%	0	.0%	1	1.0%	1	1.0%
Bisexual	5	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	201	10.0%	19	12.0%	17	11.0%	6	7.0%	8	15.0%	8	14.0%	6	17.0%	16	11.0%	4	5.0%	10	13.0%

(cont.)

Q25. Sexual orientation

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
Heterosexual	79	93.0%	80	90.2%	63	83.0%	57	88.0%	56	89.0%	76	87.0%	105	94.0%	187	91.0%	117	90.0%	76	91.0%
Homosexual	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asexual	0	.0%	0	.0%	2	2.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	2	1.0%	0	.0%	0	.0%
Bisexual	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%
Refused	6	7.0%	9	9.8%	11	14.0%	8	12.0%	6	10.0%	11	12.0%	7	6.0%	14	7.0%	13	10.0%	7	9.0%

(cont.)

Q25. Sexual orientation

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
Heterosexual	140	89.0%
Homosexual	0	.0%
Asexual	0	.0%
Bisexual	2	1.0%
Refused	16	10.0%

Q26. Do you have any long term illness, health problems or disability which limits your daily activities or the work that you do?

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
Yes	432	21.6%	37	23.0%	49	32.0%	19	22.0%	9	16.0%	6	11.0%	7	18.0%	27	19.0%	24	27.0%	16	22.0%
No	1570	78.4%	123	77.0%	104	68.0%	66	78.0%	47	84.0%	48	89.0%	31	82.0%	115	81.0%	64	73.0%	58	78.0%

(cont.)

Q26. Do you have any long term illness, health problems or disability which limits your daily activities or the work that you do?

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
Yes	17	20.0%	19	21.6%	19	25.0%	16	25.0%	11	17.0%	21	24.0%	23	21.0%	43	21.0%	18	14.0%	19	23.0%
No	68	80.0%	69	78.4%	57	75.0%	49	75.0%	53	83.0%	67	76.0%	88	79.0%	162	79.0%	111	86.0%	64	77.0%

(cont.)

Q26. Do you have any long term illness, health problems or disability which limits your daily activities or the work that you do?

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
Yes	31	20.0%
No	125	80.0%

Q27. Would you be willing to be recontacted for future quality control purposes?

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
Yes	1237	61.8%	99	62.0%	87	57.0%	58	68.0%	37	65.0%	35	64.0%	20	54.0%	104	73.0%	52	59.0%	44	59.0%
No	765	38.2%	61	38.0%	66	43.0%	27	32.0%	20	35.0%	19	36.0%	17	46.0%	38	27.0%	36	41.0%	30	41.0%

(cont.)

Q27. Would you be willing to be recontacted for future quality control purposes?

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
Yes	54	64.0%	48	54.9%	49	64.0%	42	64.0%	36	56.0%	54	61.0%	73	65.0%	125	61.0%	78	60.0%	60	72.0%
No	31	36.0%	40	45.1%	27	36.0%	23	36.0%	28	44.0%	34	39.0%	39	35.0%	80	39.0%	52	40.0%	23	28.0%

(cont.)

Q27. Would you be willing to be recontacted for future quality control purposes?

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
Yes	85	54.0%
No	72	46.0%

Q28. Gender of respondent

	Weighted Base: All respondents - with exclusions		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	2002	100.0%	160	100.0%	153	100.0%	85	100.0%	56	100.0%	54	100.0%	37	100.0%	142	100.0%	88	100.0%	74	100.0%
Male	523	26.1%	38	24.0%	35	23.0%	21	25.0%	16	28.0%	13	24.0%	8	22.0%	36	25.0%	20	23.0%	15	20.0%
Female	1479	73.9%	122	76.0%	118	77.0%	64	75.0%	40	72.0%	41	76.0%	29	78.0%	107	75.0%	68	77.0%	59	80.0%

(cont.)

Q28. Gender of respondent

	Zone																			
	10		11		12		13		14		15		16		17		18		19	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents - with exclusions	85	100.0%	88	100.0%	76	100.0%	65	100.0%	63	100.0%	88	100.0%	112	100.0%	205	100.0%	130	100.0%	83	100.0%
Male	24	28.0%	31	35.3%	18	24.0%	16	25.0%	20	31.0%	23	26.0%	28	25.0%	70	34.0%	32	25.0%	21	25.0%
Female	61	72.0%	57	64.7%	58	76.0%	49	75.0%	44	69.0%	65	74.0%	84	75.0%	135	66.0%	97	75.0%	62	75.0%

(cont.)

Q28. Gender of respondent

	Zone	
	20	
	Num	%
Weighted Base: All respondents - with exclusions	157	100.0%
Male	38	24.0%
Female	119	76.0%