

Table 5a Main Food Convenience Goods Market Shares

	Main Food					
	Zone 1a	Zone 1b	Zone 2a	Zone 2b	Zone 3	Zone 4
<b>Saffron Walden</b>						
Aldi, Saffron Walden	26.10%	1.29%	0.00%	0.00%	3.63%	1.79%
Cost Cutter, High Street, Saffron Walden	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%
Nisa, Cromwell Road, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Pleasant Valley, Saffron Walden	2.18%	0.00%	0.00%	0.76%	0.00%	0.00%
Tesco, Radwinter Road, Saffron Walden	30.93%	2.36%	0.72%	0.83%	0.00%	2.18%
Waitrose, Hill Street, Saffron Walden	35.40%	4.74%	1.11%	1.66%	0.00%	1.70%
Local Market, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Shops, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Saffron Walden Total</b>						
<b>Great Dunmow</b>						
Co-Op, White Street, Great Dunmow	0.00%	0.00%	3.22%	0.00%	0.00%	0.00%
Tesco, Stortford Road, Great Dunmow	0.00%	0.00%	75.88%	9.78%	10.94%	0.00%
Local Shops, Great Dunmow	0.00%	0.00%	0.39%	0.00%	0.00%	0.00%
<b>Great Dunmow Total</b>						
<b>Clavering</b>						
Local shops, Clavering	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Clavering Total</b>						
<b>Duxford</b>						
Local shops, Duxford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Duxford Total</b>						
<b>Elsenham</b>						
Local Shops, Elsenham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Elsenham Total</b>						
<b>Felsted</b>						
Local shops, Felsted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Felsted Total</b>						
<b>Fitch Green</b>						
Co-op, Webb Road, Fitch Green	0.00%	0.00%	1.99%	0.00%	0.00%	0.00%
<b>Fitch Green Total</b>						
<b>Great Bardfield</b>						
Co-op, Brook Street, Great Bardfield	0.00%	0.00%	0.00%	0.56%	0.00%	0.00%
<b>Great Bardfield Total</b>						
<b>Great Chesterford</b>						
Local shops, Great Chesterford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Great Chesterford Total</b>						
<b>Haverhill</b>						
Aldi, Lord's Croft Lane, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	19.84%
Sainsbury's, Haycocks Road, Haverhill	1.09%	0.00%	0.93%	0.00%	0.00%	34.33%
Iceland, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	1.24%
Tesco Superstore, Cangle Road, Haverhill	0.34%	0.00%	0.00%	0.00%	0.00%	16.19%
<b>Haverhill Total</b>						
<b>Henham</b>						
Local shops, Henham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Henham Total</b>						
<b>Linton</b>						
Co-op, High Street, Linton	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%
<b>Linton Total</b>						
<b>Takeley</b>						
Local shops, Takeley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Takeley Total</b>						
<b>Thaxted</b>						
Local shops, Thaxted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Thaxted Total</b>						
<b>Stansted Mountfitchet</b>						
Co-Op, Cambridge Road, Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	2.03%	0.00%
Local shops, Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Cambridge Road, Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stansted Mountfitchet Total</b>						
<b>Stebbing</b>						
Local shops, Stebbing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stebbing Total</b>						
<b>Sawston</b>						
Budgens, High Street, Sawston	0.00%	0.00%	0.00%	0.00%	0.00%	1.26%
<b>Sawston Total</b>						
<b>Outside of Study Area</b>						
Aldi, London Road, Bishop's Stortford	0.00%	0.00%	0.77%	0.00%	21.13%	0.00%
Asda, Coldhams Lane, Cambridge	0.63%	1.75%	0.00%	0.00%	0.00%	1.92%
Asda, Elizabeth II Square, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Village Square, Chelmsford	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Asda, Watergardens, Harlow	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%
Co-op, Bridge End Lane, Great Notley, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Church Street, Bocking, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Bank Street, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Rayne Road, Braintree	0.00%	0.00%	4.90%	6.79%	0.00%	0.00%
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer, South Street, Bishops Stortford	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%
Morrisons, Baldock Street, Royston	0.00%	5.18%	0.00%	0.00%	0.00%	0.00%
Morrisons, Broad Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	0.00%	0.00%	0.00%	10.19%	0.00%	0.00%
Sainsbury's, Birchanger Motorway Services, Bishops Stortford	0.00%	0.00%	0.71%	0.00%	4.35%	0.00%
Sainsbury's, Brooks Road, Cambridge	1.04%	2.36%	0.00%	0.00%	0.00%	1.22%
Sainsbury's, Fifth Avenue, Harlow	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%
Sainsbury's, Jackson Square, Bishops Stortford	0.78%	0.00%	0.00%	0.36%	9.54%	0.00%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	5.76%	0.00%
Sainsbury's, Tofts Walk, Braintree	0.00%	0.00%	0.78%	8.46%	0.00%	0.00%
Sainsbury's, White Heart Lane, Chelmsford	0.00%	0.00%	0.00%	7.16%	0.00%	0.00%
Tesco Extra, Old North Road, Royston	0.60%	63.17%	0.00%	0.00%	0.00%	3.47%
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Cheddars Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%
Tesco Superstore, Church Langley Centre, Harlow	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.00%	0.00%	0.57%	0.00%	1.14%	0.00%
Tesco Superstore, Great Notley, Braintree	0.00%	0.00%	0.00%	20.53%	0.00%	0.00%
Tesco Superstore, Lancaster Way, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	28.97%	0.00%
Tesco Superstore, Market Place, Braintree	0.00%	0.00%	1.17%	2.74%	0.00%	0.00%
Tesco Superstore, Marks Farm, Braintree	0.00%	0.00%	0.39%	7.56%	0.00%	0.00%
Tesco Superstore, Springfield Road, Chelmsford	0.00%	0.00%	0.00%	10.43%	0.00%	0.00%
Tesco Superstore, The Square, Notley Green, Braintree	0.00%	0.00%	0.39%	0.75%	0.00%	0.00%
Tesco Superstore, Yarrow Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.97%	3.20%
Waitrose, Cambridge	0.00%	5.41%	0.54%	0.00%	0.00%	3.39%
Waitrose, Hauxton Road, Trumpington	0.00%	3.59%	0.00%	0.00%	0.00%	2.99%
Waitrose, Northgate End, Bishops Stortford	0.00%	0.00%	2.64%	1.19%	7.46%	0.00%
Taunton town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.00%	10.14%	2.19%	9.58%	0.97%	2.46%
<b>Others</b>						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivery	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't know / varies)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't do this type of shopping)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source: Question 1 of the Household Survey April 2016 (NEMS)

Table 5b - Top Up Convenience Goods Market Shares

	Top Up					
	Zone 1a	Zone 1b	Zone 2a	Zone 2b	Zone 3	Zone 4
<b>Saffron Walden</b>						
Aldi, Saffron Walden	12.35%	0.00%	0.75%	0.00%	2.83%	0.28%
Cost Cutter, High Street, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Nisa, Cromwell Road, Saffron Walden	6.59%	0.00%	0.41%	0.00%	0.00%	0.00%
Tesco, Pleasant Valley, Saffron Walden	11.45%	0.00%	0.00%	0.00%	1.11%	0.00%
Tesco, Radwinter Road, Saffron Walden	19.28%	2.93%	0.00%	0.00%	5.55%	0.58%
Waitrose, Hill Street, Saffron Walden	30.73%	0.00%	0.00%	0.47%	0.75%	0.65%
Local Market, Saffron Walden	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Shops, Saffron Walden	3.98%	2.94%	0.00%	0.00%	0.00%	0.56%
<b>Saffron Walden Total</b>						
<b>Great Dunmow</b>						
Co-Op, White Street, Great Dunmow	0.00%	0.00%	29.58%	1.46%	0.00%	0.00%
Tesco, Stortford Road, Great Dunmow	0.00%	0.00%	21.51%	3.50%	3.21%	0.00%
Local shops, Great Dunmow	0.00%	0.00%	8.92%	0.76%	1.72%	0.00%
<b>Great Dunmow Total</b>						
<b>Clavering</b>						
Local shops, Clavering	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%
<b>Clavering Total</b>						
<b>Duxford</b>						
Local shops, Duxford	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%
<b>Duxford Total</b>						
<b>Elsenham</b>						
Local shops, Elsenham	0.00%	0.00%	0.00%	0.00%	10.13%	0.00%
<b>Elsenham Total</b>						
<b>Felsted</b>						
Local shops, Felsted	0.00%	0.00%	3.47%	0.00%	0.00%	0.00%
<b>Felsted Total</b>						
<b>Filch Green</b>						
Co-op, Webb Road, Filch Green	0.00%	0.00%	9.64%	0.00%	0.00%	0.00%
<b>Filch Green Total</b>						
<b>Great Bardfield</b>						
Co-op, Brook Street, Great Bardfield	0.00%	0.00%	0.00%	8.58%	0.00%	0.00%
<b>Great Bardfield Total</b>						
<b>Great Chesterford</b>						
Local shops, Great Chesterford	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Great Chesterford Total</b>						
<b>Haverhill</b>						
Aldi, Lord's Croft Lane, Haverhill	1.09%	0.00%	0.00%	0.00%	0.00%	8.74%
Iceland, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	19.60%
Sainsbury's, Haycocks Road, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	3.65%
Tesco Superstore, Cangle Road, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	17.04%
<b>Haverhill Total</b>						
<b>Henham</b>						
Local shops, Henham	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%
<b>Henham Total</b>						
<b>Linton</b>						
Co-op, High Street, Linton	0.48%	0.00%	0.00%	0.00%	0.00%	7.77%
<b>Linton Total</b>						
<b>Takeley</b>						
Local shops, Takeley	0.00%	0.00%	0.00%	0.00%	3.28%	0.00%
<b>Takeley Total</b>						
<b>Thaxted</b>						
Local shops, Thaxted	0.59%	0.00%	9.71%	0.63%	0.00%	0.00%
<b>Thaxted Total</b>						
<b>Stansted Mountfitchet</b>						
Co-Op, Cambridge Road, Stansted Mountfitchet	0.00%	1.61%	0.00%	0.44%	5.66%	0.00%
Tesco Express, Cambridge Road, Stansted Mountfitchet	0.59%	0.00%	0.00%	0.00%	16.88%	0.00%
Local shops, Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	2.05%	0.00%
<b>Stansted Mountfitchet Total</b>						
<b>Stebbing</b>						
Local shops, Stebbing	0.00%	0.00%	10.34%	0.00%	0.00%	0.00%
<b>Stebbing Total</b>						
<b>Sawston</b>						
Budgens, High Street, Sawston	0.00%	0.00%	0.00%	0.00%	0.00%	10.37%
<b>Sawston Total</b>						
<b>Outside of Study Area</b>						
Aldi, London Road, Bishop's Stortford	0.00%	0.00%	0.00%	0.00%	5.86%	0.00%
Asda, Coldhams Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Elizabeth II Square, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Village Square, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Watergardens, Harlow	0.00%	0.00%	1.09%	0.00%	0.66%	0.00%
Co-op, Bridge End Lane, Great Notley, Braintree	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%
Co-op, Church Street, Bocking, Braintree	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%
Iceland, Bank Street, Braintree	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%
Lidl, Rayne Road, Braintree	0.00%	0.00%	0.82%	5.67%	0.00%	0.00%
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%
Marks & Spencer, South Street, Bishops Stortford	0.00%	1.61%	0.00%	0.00%	0.89%	0.00%
Morrisons, Baldock Street, Royston	0.00%	33.29%	0.00%	0.00%	0.00%	0.00%
Morrisons, Broad Street, Cambridge	0.00%	1.61%	0.00%	0.00%	0.00%	0.75%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	0.00%	0.00%	0.00%	9.64%	0.00%	0.00%
Sainsbury's, Birchanger Motorway Services, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.55%	0.00%
Sainsbury's, Brooks Road, Cambridge	1.36%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Fifth Avenue, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.81%	0.00%	8.84%	0.00%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Tofts Walk, Braintree	0.00%	0.00%	0.00%	4.18%	0.00%	0.00%
Sainsbury's, White Heart Lane, Chelmsford	0.00%	0.00%	0.00%	1.57%	0.00%	0.00%
Tesco Extra, Old North Road, Royston	0.00%	14.49%	0.00%	0.00%	0.00%	0.69%
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Cheddars Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	3.01%	0.28%
Tesco Superstore, Church Langley Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.55%	0.00%
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%
Tesco Superstore, Great Notley, Braintree	0.00%	0.00%	0.00%	18.88%	0.00%	0.00%
Tesco Superstore, Lancaster Way, Bishops Stortford	0.00%	1.61%	0.00%	0.00%	9.59%	0.00%
Tesco Superstore, Market Place, Braintree	0.00%	0.00%	0.00%	1.75%	0.00%	0.00%
Tesco Superstore, Marks Farm, Braintree	0.00%	0.00%	0.00%	6.29%	0.00%	0.00%
Tesco Superstore, Springfield Road, Chelmsford	0.00%	0.00%	0.81%	2.22%	0.00%	0.00%
Tesco Superstore, The Square, Notley Green, Braintree	0.00%	0.00%	0.00%	0.44%	0.00%	0.00%
Tesco Superstore, Yarrow Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%
Waitrose, Cambridge	0.00%	1.61%	0.00%	0.00%	0.00%	3.18%
Waitrose, Hauxton Road, Trumpington	0.00%	2.93%	0.00%	0.00%	0.00%	0.96%
Waitrose, Northgate End, Bishops Stortford	0.79%	0.00%	0.74%	0.00%	8.88%	0.00%
Taunton town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%
Outside of Study Area	8.75%	35.38%	1.41%	28.47%	3.93%	22.15%
<b>Others</b>						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivery	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
[Don't know / varies]	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
[Don't do this type of shopping]	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source: Question 3 of the Household Survey April 2016 (NEMS)