Table 10 - Convenience Goods Turnover 2031

	Main Food							Top Up						Total
	75%	75%	75%	75%	75%	75%		25%	25%	25%	25%	25%	25%	
	Zone 1a	Zone 1b	Zone 2a	Zone2b	Zone 3	Zone 4		Zone 1a	Zone 1b	Zone 2a	Zone 2b	Zone 3	Zone 4	
Total Available Expenditure 2013	**£67.82**	**£23.74**	**£52.36**	**£66.72**	**£48.54**	**£104.80**		**£22.61**	**£7.91**	**£17.45**	**£22.24**	**£16.18**	**£34.93**	**£485.30**
Saffron Walden														
Aldi, Saffron Walden	£17.70	£0.31	£0.00	£0.00	£1.76	£1.88		£2.79	£0.00	£0.13	£0.00	£0.46	£0.10	£25.13
Cost Cutter, High Street, Saffron Walden	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.39
Nisa, Cromwell Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£1.49	£0.00	£0.07	£0.00	£0.00	£0.00	£1.56
Tesco, Pleasant Valley, Saffron Walden	£1.48	£0.00	£0.00	£0.50	£0.00	£0.00		£2.59	£0.00	£0.00	£0.00	£0.18	£0.00	£4.75
Tesco, Radwinter Road, Saffron Walden	£20.98	£0.56	£0.38	£0.55	£0.00	£2.28		£4.36	£0.23	£0.00	£0.00	£0.90	£0.20	£30.44
Waitrose, Hill Street, Saffron Walden	£24.01	£1.13	£0.58	£1.11	£0.00	£1.79		£6.95	£0.00	£0.00	£0.10	£0.12	£0.23	£36.00
Local Market, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
Local Shops, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.90	£0.23	£0.00	£0.00	£0.00	£0.20	£1.33
Saffron Walden Total														
Great Dunmow														
Co-Op, White Street, Great Dunmow	£0.00	£0.00	£1.68	£0.00	£0.00	£0.00		£0.00	£0.00	£5.16	£0.32	£0.00	£0.00	£7.17
Tesco, Stortford Road, Great Dunmow	£0.00	£0.00	£39.73	£6.53	£5.31	£0.00		£0.00	£0.00	£3.76	£0.78	£0.52	£0.00	£56.62
Local Shops, Great Dunmow	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00		£0.00	£0.00	£1.56	£0.17	£0.28	£0.00	£2.21
Great Dunmow Total														
Clavering														
Local shops, Clavering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.22
Clavering Total														
Duxford														
Local shops, Duxford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£0.46
Duxford Total														
Elsenham														
Local Shops, Elsenham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£1.64	£0.00	£1.64
Elsenham Total														
Felsted														
Local shops, Felsted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.61	£0.00	£0.00	£0.00	£0.61
Felsted Total														
Flitch Green														
Co-op, Webb Road, Flitch Green	£0.00	£0.00	£1.04	£0.00	£0.00	£0.00		£0.00	£0.00	£1.68	£0.00	£0.00	£0.00	£2.72
Flitch Green Total														
Great Bardfield														
Co-op, Brook Street, Great Bardfield	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00		£0.00	£0.00	£0.00	£1.91	£0.00	£0.00	£2.28
Great Bardfield Total														
Great Chesterford														
Local shops, Great Chesterford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26
Great Chesterford Total														
Haverhill														
Aldi, Lord's Croft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£20.79		£0.25	£0.00	£0.00	£0.00	£0.00	£3.05	£24.09
Sainsbury's, Haycocks Road, Haverhill	£0.74	£0.00	£0.49	£0.00	£0.00	£35.98		£0.00	£0.00	£0.00	£0.00	£0.00	£6.85	£44.05
Iceland, High Street, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£1.30		£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	£2.58
Tesco Superstore, Cangle Road, Haverhill	£0.23	£0.00	£0.00	£0.00	£0.00	£16.96		£0.00	£0.00	£0.00	£0.00	£0.00	£5.95	£23.15
Haverhill Total														
Henham														
Local shops, Henham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.28
Henham Total														
Linton														
Co-op, High Street, Linton	£0.00	£0.00	£0.00	£0.00	£0.00	£1.72		£0.11	£0.00	£0.00	£0.00	£0.00	£2.71	£4.54
Linton Total														
Takeley														
Local shops, Takeley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.53
Takeley Total														
Thaxted														
Local shops, Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.13	£0.00	£1.69	£0.14	£0.00	£0.00	£1.97
Thaxted Total														
Stansted Mountfitchet														
Co-Op, Cambridge Road, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.98	£0.00		£0.00	£0.13	£0.00	£0.10	£0.92	£0.00	£2.13
Local shops, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.13	£0.00	£0.00	£0.00	£2.70	£0.00	£2.83
Tesco Express, Cambridge Road, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.33
Stansted Mountfitchet Total														
Stebbing														
Local shops, Stebbing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£1.81	£0.00	£0.00	£0.00	£1.81
Stebbing Total														
Sawston														
Budgens, High Street, Sawston	£0.00	£0.00	£0.00	£0.00	£0.00	£1.32		£0.00	£0.00	£0.00	£0.00	£0.00	£3.62	£4.94
Sawston Total														
Outside of Study Area														
Aldi, London Road, Bishop's Stortford	£0.00	£0.00	£0.41	£0.00	£10.25	£0.00		£0.00	£0.00	£0.00	£0.00	£0.95	£0.00	£11.61
Asda, Coldhams Lane, Cambridge	£0.42	£0.42	£0.00	£0.00	£0.00	£2.01		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.85
Asda, Elizabeth II Square, Chelmsford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Asda, Village Square, Chelmsford	£0.00	£0.00	£0.00	£0.45	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45
Asda, Watergardens, Harlow	£0.00	£0.00	£0.00	£0.00	£0.65	£0.00		£0.00	£0.00	£0.19	£0.00	£0.11	£0.00	£0.95
Co-op, Bridge End Lane, Great Notley, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.30
Co-op, Church Street, Bocking, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.53
Iceland, Bank Street, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.07
Lidl, Rayne Road, Braintree	£0.00	£0.00	£2.57	£4.53	£0.00	£0.00		£0.00	£0.00	£0.14	£1.26	£0.00	£0.00	£8.50
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.23
Marks & Spencer, South Street, Bishops Stortford	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00		£0.00	£0.13	£0.00	£0.00	£0.14	£0.00	£0.65
Morrisons, Baldock Street, Royston	£0.00	£1.23	£0.00	£0.00	£0.00	£0.00		£0.00	£2.63	£0.00	£0.00	£0.00	£0.00	£3.86
Morrisons, Broad Street, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.13	£0.00	£0.00	£0.00	£0.26	£0.39
Morrisons, Dickens Place, Copperfield Road, Chelmsford	£0.00	£0.00	£0.00	£6.80	£0.00	£0.00		£0.00	£0.00	£0.00	£2.14	£0.00	£0.00	£8.95
Sainsbury's, Birchanger Motorway Services, Bishops Stortford	£0.00	£0.00	£0.37	£0.00	£2.11	£0.00		£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£2.57
Sainsbury's, Brooks Road, Cambridge	£0.70	£0.56	£0.00	£0.00	£0.00	£1.28		£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£2.85
Sainsbury's, Fifth Avenue, Harlow	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
Sainsbury's, Jackson Square, Bishops Stortford	£0.53	£0.00	£0.00	£0.24	£4.63	£0.00		£0.00	£0.00	£0.14	£0.00	£1.43	£0.00	£6.97
Sainsbury's, The Thorley Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£2.80	£0.00		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.80
Sainsbury's, Tofts Walk, Braintree	£0.00	£0.00	£0.41	£5.65	£0.00	£0.00		£0.00	£0.00	£0.00	£0.93	£0.00	£0.00	£6.99
Sainsbury's, White Heart Lane, Chelmsford	£0.00	£0.00	£0.00	£4.78	£0.00	£0.00		£0.00	£0.00	£0.00	£0.35	£0.00	£0.00	£5.13
Tesco Extra, Old North Road, Royston	£0.41	£15.00	£0.00	£0.00	£0.00	£3.64		£0.00	£1.15	£0.00	£0.00	£0.00	£0.24	£20.43
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23
Tesco Superstore, Cheddars Lane, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£1.23		£0.00	£0.00	£0.00	£0.00	£0.49	£0.10	£1.81
Tesco Superstore, Church Langley Centre, Harlow	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00		£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.67
Tesco Superstore, East Road / Edinburgh Way, Harlow	£0.00	£0.00	£0.30	£0.00	£0.55	£0.00		£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£1.05
Tesco Superstore, Great Notley, Braintree	£0.00	£0.00	£0.00	£13.70	£0.00	£0.00		£0.00	£0.00	£0.00	£4.20	£0.00	£0.00	£17.90
Tesco Superstore, Lancaster Way, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£14.06	£0.00		£0.00	£0.13	£0.00	£0.00	£1.55	£0.00	£15.74
Tesco Superstore, Market Place, Braintree	£0.00	£0.00	£0.61	£1.83	£0.00	£0.00		£0.00	£0.00	£0.00	£0.39	£0.00	£0.00	£2.83
Tesco Superstore, Marks Farm, Braintree	£0.00	£0.00	£0.20	£5.04	£0.00	£0.00		£0.00	£0.00	£0.00	£1.40	£0.00	£0.00	£6.65
Tesco Superstore, Springfield Road, Chelmsford	£0.00	£0.00	£0.00	£6.96	£0.00	£0.00		£0.00	£0.00	£0.14	£0.49	£0.00	£0.00	£7.59
Tesco Superstore, The Square, Notley Green, Braintree	£0.00	£0.00	£0.20	£0.50	£0.00	£0.00		£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.80
Tesco Superstore, Yarrow Road, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.47	£3.36		£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£4.05
Waitrose, Cambridge	£0.00	£1.28	£0.28	£0.00	£0.00	£3.56		£0.00	£0.13	£0.00	£0.00	£0.00	£1.11	£6.36
Waitrose, Hauxton Road, Trumpington	£0.00	£0.85	£0.00	£0.00	£0.00	£3.13		£0.00	£0.23	£0.00	£0.00	£0.00	£0.33	£4.55
Waitrose, Northgate End, Bishops Stortford	£0.00	£0.00	£1.38	£0.80	£3.62	£0.00		£0.18	£0.00	£0.13	£0.00	£1.44	£0.00	£7.54
Taunton town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.28
Outside of Study Area	£0.00	£2.41	£1.14	£6.39	£0.47	£2.58		£1.98	£2.80	£0.25	£6.33	£0.64	£7.74	£32.72
Others														
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Internet / delivery	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00	£0.00	£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		£0.00	£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		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00

Source: Tables 3a, 5a and 5b
2015 Prices