



<b>Outside - Harlow</b>						
Argos, Harlow Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Hertford</b>						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Newmarket</b>						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Royston</b>						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Stevenage</b>						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	1.44%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	1.44%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Elsewhere</b>						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.56%	0.00%	0.00%	1.97%	0.00%	0.00%
Freeport Outlet Shopping Village, Charter Way, Braintree	0.00%	0.00%	3.29%	8.69%	0.00%	0.56%
Lakeside Retail Park, West Thurrock	0.97%	0.00%	0.62%	0.93%	0.70%	0.90%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	0.60%	0.00%	0.00%
Bishops Stortford	5.58%	1.44%	5.68%	0.75%	40.55%	0.00%
Braintree	3.17%	0.00%	7.22%	12.07%	2.07%	1.07%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	1.44%	0.00%	0.00%	0.00%	12.91%
Cambridge	48.21%	61.91%	7.89%	3.17%	16.68%	55.66%
Chelmsford	0.75%	0.00%	59.58%	56.18%	12.30%	0.37%
Colchester	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%
Harlow	4.03%	0.00%	2.56%	0.00%	13.49%	1.11%
London	1.57%	0.00%	0.45%	3.22%	9.21%	0.96%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%
Royston	0.00%	6.95%	0.00%	0.00%	0.00%	0.30%
Stevenage	0.00%	7.45%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	2.71%	9.57%	1.40%	2.98%	5.01%	3.82%
<b>Others</b>						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	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 buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 4 NEMS Household Survey 2016

**Table 14b Furniture and Floor Coverings**

	Zone 1a	Zone 1b	Zone 2a	Zone 2b	Zone 3	Zone 4
<b>Great Dunmow</b>						
Great Dunmow	0.00%	0.00%	13.40%	0.50%	0.00%	0.00%
<b>Haverhill</b>						
Argos, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%
Boots, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Road Retail Park, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Haycocks Road, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%
Cambridge Road Retail Park, Haverhill	0.00%	3.19%	1.69%	0.00%	0.00%	4.43%
Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	17.79%
<b>Leaden Roding</b>						
Leaden Roding	0.00%	0.00%	0.00%	0.42%	0.00%	0.00%
<b>Malden</b>						
Malden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Saffron Walden</b>						
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Market Place, Saffron, Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Elizabeth Way, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ridgeons Timber & Builders Merchants, Ashdon Road,	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Radwinter Road, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Saffron Walden	37.15%	3.19%	2.34%	0.00%	0.00%	4.76%
<b>Sawston</b>						
Sawston	0.00%	0.00%	0.00%	0.00%	1.17%	0.57%
<b>Stansted</b>						
Boots, Airside, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Main Terminal, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Greens Building, Stansted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Airside Departure Lounge, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stansted Mountfitchet</b>						
Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%
<b>Stebbing</b>						
Stebbing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Takeley</b>						
Takeley	0.00%	0.00%	1.16%	0.00%	3.79%	0.00%
<b>Thaxted</b>						
Thaxted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Bishops Stortford</b>						
Argos, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	2.42%	0.00%
Boots, Potter Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, South Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Fitzroy Park, Bishops Stortford	0.77%	0.00%	2.88%	0.00%	6.21%	0.00%
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Jackson Square Shopping Centre, Bishop Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jackson Square Shopping Centre, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Braintree</b>						
Argos, Bocking End, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Chapel Hill Retail Park, Braintree	0.00%	0.00%	6.46%	1.03%	0.00%	0.00%
Boots, George Yard, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Chapel Hill Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Freeport Village, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
George Yard Shopping Centre, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Cambridge</b>						
Argos, Fitzroy Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Newmarket Road, Cambridge	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Woolards Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.44%
Debenhams, The Grafton Centre, Cambridge	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.33%
Halfords, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Lion Yard, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Cambridge Retail Park, Cambridge	0.46%	0.00%	0.00%	0.00%	0.00%	0.31%
John Lewis, Grand Arcade, Cambridge	5.64%	6.69%	5.47%	0.60%	0.86%	4.61%
Magnet, Mercers Row, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Sidney Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, The Mall, Barhill, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Burleigh Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, The Beehive Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Christ's Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.52%	0.00%	0.00%
Lion Yard Shopping Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%
Mitchams Corner, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Grafton, Cambridge	0.00%	3.18%	0.00%	0.00%	0.00%	0.00%
Beehive Centre Retail Park, Cambridge	7.98%	23.92%	0.00%	0.00%	0.00%	9.03%
Cambridge Retail Park, Cambridge	6.31%	8.41%	0.00%	0.00%	1.90%	3.26%
<b>Outside - Chelmer Village</b>						
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Chelmsford</b>						
B&Q, Homelands Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.42%	0.00%	0.00%
HMV, High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, High Chelmer, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Hanbury Road, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, High Street, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Meadows, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	11.04%	14.41%	0.00%	0.00%
Riverside Retail Park, Chelmsford	0.00%	0.00%	0.93%	0.73%	0.00%	0.00%
<b>Outside - Harlow</b>						

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh W	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.93%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	4.04%	0.00%	15.15%	0.00%
Princes Gate Retail Park, Harlow	1.03%	0.00%	0.93%	0.00%	8.31%	0.44%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Hertford</b>						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Newmarket</b>						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Royston</b>						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Stevenage</b>						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	7.30%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Elsewhere</b>						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%
Freeport Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	2.86%	7.85%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	2.21%	0.00%	11.10%	9.97%	2.31%	0.82%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	8.49%	0.00%	0.00%
Bishops Stortford	3.83%	0.00%	3.88%	0.00%	24.85%	0.00%
Braintree	0.00%	0.00%	5.73%	13.16%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	1.45%	0.00%	0.00%	0.70%	0.00%	17.03%
Cambridge	25.56%	26.06%	10.29%	4.48%	9.07%	32.15%
Chelmsford	0.00%	0.00%	5.73%	19.79%	0.78%	0.00%
Colchester	0.46%	0.00%	0.63%	6.31%	0.00%	0.00%
Harlow	4.78%	0.00%	3.71%	0.00%	11.50%	0.00%
London	0.00%	0.00%	0.00%	1.31%	3.46%	1.24%
Newmarket	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%
Royston	0.00%	12.83%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.46%	1.74%	4.82%	7.82%	5.29%	1.14%
<b>Others</b>						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	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 buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 5 NEMS Household Survey 2016

Table 14c DIY / hardware or Garden Items

	Zone 1a	Zone 1b	Zone 2a	Zone 2b	Zone 3	Zone 4
<b>Great Dunmow</b>						
Great Dunmow	0.00%	0.00%	1.18%	0.29%	0.00%	0.00%
<b>Haverhill</b>						
Argos, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Road Retail Park, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Haycocks Road, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cambridge Road Retail Park, Haverhill	4.08%	0.00%	0.00%	0.00%	0.00%	48.39%
Haverhill	0.45%	0.00%	0.00%	0.00%	0.00%	15.26%
<b>Leaden Roding</b>						
Leaden Roding	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Malden</b>						
Malden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Saffron Walden</b>						
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Market Place, Saffron, Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Elizabeth Way, Saffron Walden	53.82%	5.74%	6.34%	0.41%	0.00%	3.49%
Ridgeons Timber & Builders Merchants, Ashdon Road,	1.04%	0.00%	0.00%	0.00%	0.00%	0.26%
Tesco Superstore, Radwinter Road, Saffron Walden	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%
Saffron Walden	24.83%	5.47%	1.30%	1.17%	0.00%	2.00%
<b>Sawston</b>						
Sawston	0.56%	0.00%	0.00%	0.00%	0.00%	4.33%
<b>Stansted</b>						
Boots, Airside, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Main Terminal, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Greens Building, Stansted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Airside Departure Lounge, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stansted Mountfitchet</b>						
Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stebbing</b>						
Stebbing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Takeley</b>						
Takeley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Thaxted</b>						
Thaxted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Bishops Stortford</b>						
Argos, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Potter Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, South Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%
Homebase, Fitzroy Park, Bishops Stortford	5.07%	1.51%	10.83%	0.00%	59.24%	0.00%
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Jackson Square Shopping Centre, Bishop Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jackson Square Shopping Centre, Bishops Stortford	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Braintree</b>						
Argos, Bocking End, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Chapel Hill Retail Park, Braintree	0.00%	0.00%	44.60%	41.91%	0.00%	0.00%
Boots, George Yard, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Chapel Hill Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Freeport Village, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
George Yard Shopping Centre, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Cambridge</b>						
Argos, Fitzroy Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Newmarket Road, Cambridge	1.35%	4.23%	0.00%	0.00%	0.00%	6.18%
BHS, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Woolards Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Debenhams, The Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Lion Yard, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Cambridge Retail Park, Cambridge	0.00%	5.56%	0.00%	0.00%	0.00%	7.51%
John Lewis, Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Mercers Row, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Sidney Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, The Mall, Barhill, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Burleigh Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, The Beehive Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Christ's Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lion Yard Shopping Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mitchams Corner, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Grafton, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Beehive Centre Retail Park, Cambridge	0.00%	2.73%	0.00%	0.00%	0.00%	0.68%
Cambridge Retail Park, Cambridge	0.00%	2.73%	0.00%	0.00%	0.00%	3.27%
<b>Outside - Chelmer Village</b>						
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Chelmsford</b>						
B&Q, Homelands Retail Park, Chelmsford	0.00%	0.00%	12.87%	33.32%	0.00%	0.26%
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, High Chelmer, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Hanbury Road, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, High Street, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Meadows, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.00%	0.00%	0.56%	0.81%	0.00%	0.00%
Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Harlow</b>						

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.42%	0.00%	1.72%	0.00%	7.37%	0.59%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh W	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	1.65%	0.52%	6.15%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.56%	0.00%	0.00%	0.00%	2.80%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	0.83%	0.00%	5.35%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.61%	0.00%	0.00%	0.00%
<b>Outside - Hertford</b>						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Newmarket</b>						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Royston</b>						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Stevenage</b>						
B&Q, London Road, Stevenage	0.00%	22.86%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.34%	1.50%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	2.03%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Elsewhere</b>						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Freeport Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	7.56%	3.43%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%
Bishops Stortford	1.65%	0.00%	2.22%	0.00%	13.35%	0.00%
Braintree	0.00%	0.00%	3.94%	6.20%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cambridge	3.63%	1.51%	0.00%	0.00%	0.00%	3.97%
Chelmsford	0.00%	0.00%	2.63%	4.43%	0.00%	0.00%
Colchester	0.00%	0.00%	0.00%	0.41%	0.00%	0.00%
Harlow	0.00%	2.65%	0.00%	0.00%	0.57%	0.00%
London	0.45%	0.00%	0.00%	0.00%	0.00%	0.21%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Royston	0.00%	30.01%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.00%	11.49%	1.17%	6.13%	3.88%	3.61%
<b>Others</b>						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	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 buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 6 NEMS Household Survey 2016

Table 14d Domestic Electric Appliances

	Zone 1a	Zone 1b	Zone 2a	Zone2b	Zone 3	Zone 4
<b>Great Dunmow</b>						
Great Dunmow	0.00%	0.00%	8.21%	0.00%	1.19%	0.00%
<b>Haverhill</b>						
Argos, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%
Boots, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Road Retail Park, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Haycocks Road, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	2.16%
Cambridge Road Retail Park, Haverhill	0.84%	0.00%	0.00%	0.00%	0.00%	2.19%
Haverhill	0.92%	0.00%	0.00%	0.00%	0.00%	43.56%
<b>Leaden Roding</b>						
Leaden Roding	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Malden</b>						
Malden	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%
<b>Saffron Walden</b>						
Argos (in Homebase), Elizabeth Way, Saffron Walden	4.03%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Market Place, Saffron, Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Elizabeth Way, Saffron Walden	0.63%	0.00%	0.00%	0.00%	0.00%	0.00%
Ridgeons Timber & Builders Merchants, Ashdon Road,	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Radwinter Road, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Saffron Walden	36.64%	3.17%	5.00%	0.70%	0.00%	2.00%
<b>Sawston</b>						
Sawston	0.00%	0.00%	2.17%	0.00%	0.00%	0.56%
<b>Stansted</b>						
Boots, Airside, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Main Terminal, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Greens Building, Stansted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Airside Departure Lounge, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stansted Mountfitchet</b>						
Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stebbing</b>						
Stebbing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Takeley</b>						
Takeley	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%
<b>Thaxted</b>						
Thaxted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Bishops Stortford</b>						
Argos, Jackson Square, Bishops Stortford	0.00%	0.00%	1.19%	0.00%	1.76%	0.00%
Boots, Potter Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, South Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Fitzroy Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	4.27%	0.00%
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Jackson Square Shopping Centre, Bishop Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jackson Square Shopping Centre, Bishops Stortford	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%
<b>Outside - Braintree</b>						
Argos, Bocking End, Braintree	0.00%	0.00%	1.19%	3.43%	0.00%	0.00%
B&Q, Chapel Hill Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, George Yard, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Chapel Hill Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Freeport Village, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
George Yard Shopping Centre, Braintree	0.00%	0.00%	0.00%	1.10%	0.00%	0.00%
<b>Outside - Cambridge</b>						
Argos, Fitzroy Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%
Argos, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.42%
B&Q, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Woolards Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Cambridge Retail Park, Cambridge	7.23%	1.73%	0.00%	0.00%	0.00%	6.75%
Debenhams, The Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Lion Yard, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Grand Arcade, Cambridge	10.06%	18.38%	11.68%	1.40%	0.67%	12.40%
Magnet, Mercers Row, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Sidney Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, The Mall, Barhill, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Burleigh Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, The Beehive Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Christ's Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grand Arcade, Cambridge	0.00%	0.00%	0.00%	1.70%	0.00%	0.85%
Lion Yard Shopping Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mitchams Corner, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Grafton, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Beehive Centre Retail Park, Cambridge	7.11%	9.78%	0.00%	0.00%	0.00%	1.55%
Cambridge Retail Park, Cambridge	3.73%	1.73%	0.00%	0.00%	0.00%	4.13%
<b>Outside - Chelmer Village</b>						
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Chelmsford</b>						
B&Q, Homelands Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	17.71%	30.09%	7.27%	0.00%
High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, High Chelmer, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Hanbury Road, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, High Street, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Meadows, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	8.22%	16.46%	0.00%	0.00%
Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Harlow</b>						

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	3.23%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh W	0.00%	0.00%	2.38%	0.00%	13.71%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	5.36%	0.00%	10.10%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	2.81%	0.00%	9.73%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Hertford</b>						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Newmarket</b>						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Royston</b>						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Stevenage</b>						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	21.55%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Elsewhere</b>						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	0.98%	0.00%	0.00%
Freeport Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	2.01%	5.63%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	7.05%	0.00%	0.00%
Bishops Stortford	2.04%	0.00%	2.38%	1.10%	36.46%	0.00%
Braintree	0.00%	0.00%	5.42%	13.83%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	0.00%	0.00%	0.00%	0.00%	2.89%
Cambridge	26.14%	29.50%	3.10%	0.95%	2.16%	16.15%
Chelmsford	0.00%	0.00%	11.37%	13.24%	0.00%	0.00%
Colchester	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Harlow	0.63%	0.00%	1.12%	0.00%	11.35%	0.00%
London	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%
Royston	0.00%	8.36%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.00%	5.81%	0.00%	1.68%	0.00%	1.34%
<b>Others</b>						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	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 buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 7 NEMS Household Survey 2016



Table 14e Electrical Goods

	Zone 1a	Zone 1b	Zone 2a	Zone 2b	Zone 3	Zone 4
<b>Great Dunmow</b>						
Great Dunmow	0.00%	0.00%	0.62%	0.42%	0.00%	0.00%
<b>Haverhill</b>						
Argos, High Street, Haverhill	3.25%	0.00%	0.00%	0.00%	0.00%	2.48%
Boots, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Road Retail Park, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Haycocks Road, Haverhill	1.98%	0.00%	0.00%	0.00%	0.00%	2.76%
Cambridge Road Retail Park, Haverhill	0.66%	0.00%	0.00%	0.00%	0.00%	0.33%
Haverhill	0.48%	0.00%	0.00%	0.61%	0.00%	28.63%
<b>Leaden Roding</b>						
Leaden Roding	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Malden</b>						
Malden	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%
<b>Saffron Walden</b>						
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Market Place, Saffron, Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Elizabeth Way, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ridgeons Timber & Builders Merchants, Ashdon Road,	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Radwinter Road, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Saffron Walden	23.97%	2.97%	0.62%	0.00%	0.00%	0.77%
<b>Sawston</b>						
Sawston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stansted</b>						
Boots, Airside, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Main Terminal, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Greens Building, Stansted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Airside Departure Lounge, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stansted Mountfitchet</b>						
Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stebbing</b>						
Stebbing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Takeley</b>						
Takeley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Thaxted</b>						
Thaxted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Bishops Stortford</b>						
Argos, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	10.08%	0.00%
Boots, Potter Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, South Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Fitzroy Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Jackson Square Shopping Centre, Bishop Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jackson Square Shopping Centre, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Braintree</b>						
Argos, Bocking End, Braintree	0.00%	0.00%	0.90%	2.90%	0.00%	0.00%
B&Q, Chapel Hill Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, George Yard, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Chapel Hill Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Freeport Village, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
George Yard Shopping Centre, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Cambridge</b>						
Argos, Fitzroy Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%
B&Q, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Woolards Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Cambridge Retail Park, Cambridge	8.73%	12.11%	0.00%	0.00%	0.00%	11.74%
Debenhams, The Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Lion Yard, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Grand Arcade, Cambridge	9.71%	26.16%	12.70%	2.53%	4.85%	17.64%
Magnet, Mercers Row, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Sidney Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, The Mall, Barhill, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Burleigh Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, The Beehive Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Christ's Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grand Arcade, Cambridge	0.00%	0.00%	0.00%	1.49%	0.00%	0.84%
Lion Yard Shopping Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mitchams Corner, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Grafton, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Beehive Centre Retail Park, Cambridge	8.70%	4.57%	0.00%	0.83%	0.00%	3.24%
Cambridge Retail Park, Cambridge	3.43%	7.83%	0.00%	0.00%	0.00%	5.97%
<b>Outside - Chelmer Village</b>						
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Chelmsford</b>						
B&Q, Homelands Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	25.91%	31.18%	0.00%	0.00%
High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, High Chelmer, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Hanbury Road, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, High Street, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Meadows, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	7.23%	21.80%	0.00%	0.00%
Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%
<b>Outside - Harlow</b>						

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	2.44%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh W	3.66%	0.00%	5.41%	0.71%	27.62%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	4.95%	0.00%	5.98%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	1.22%	0.00%	15.30%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Hertford</b>						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Newmarket</b>						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Royston</b>						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Stevenage</b>						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	1.93%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	19.57%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Elsewhere</b>						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%
Freeport Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	1.64%	2.57%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	0.00%	0.00%	0.84%	0.00%	0.00%	0.00%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	1.64%	10.22%	0.00%	0.00%
Bishops Stortford	0.49%	0.00%	3.64%	0.50%	15.55%	0.00%
Braintree	0.00%	0.00%	3.36%	8.66%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	1.10%	0.00%	0.00%	0.00%	0.00%	3.88%
Cambridge	31.14%	21.36%	6.05%	1.44%	8.61%	18.75%
Chelmsford	0.00%	0.00%	12.67%	9.99%	0.00%	0.00%
Colchester	0.00%	0.00%	0.00%	1.65%	0.00%	0.37%
Harlow	0.82%	0.00%	0.84%	0.00%	7.98%	0.00%
London	0.48%	0.00%	0.62%	0.00%	1.43%	0.00%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Royston	0.00%	3.24%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.82%	2.19%	3.93%	0.53%	0.00%	2.19%
<b>Others</b>						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	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 buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 8 NEMS Household Survey 2016

**Table 14f Personal and Luxury Goods**

	Zone 1a	Zone 1b	Zone 2a	Zone 2b	Zone 3	Zone 4
<b>Great Dunmow</b>						
Great Dunmow	0.00%	0.00%	26.26%	0.00%	0.00%	0.00%
<b>Haverhill</b>						
Argos, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	3.37%
Boots, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Road Retail Park, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Haycocks Road, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.97%
Cambridge Road Retail Park, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	3.01%
Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	16.26%
<b>Leaden Roding</b>						
Leaden Roding	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Malden</b>						
Malden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Saffron Walden</b>						
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Market Place, Saffron, Walden	3.97%	3.79%	0.00%	0.00%	0.00%	0.00%
Homebase, Elizabeth Way, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ridgeons Timber & Builders Merchants, Ashdon Road,	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Radwinter Road, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Saffron Walden	46.17%	2.08%	1.80%	1.99%	1.93%	6.11%
<b>Sawston</b>						
Sawston	0.00%	0.00%	0.00%	0.00%	0.00%	2.32%
<b>Stansted</b>						
Boots, Airside, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Main Terminal, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Greens Building, Stansted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Airside Departure Lounge, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stansted Airport	0.00%	0.00%	0.00%	0.00%	2.98%	0.00%
<b>Stansted Mountfitchet</b>						
Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stebbing</b>						
Stebbing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Takeley</b>						
Takeley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Thaxted</b>						
Thaxted	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%
<b>Outside - Bishops Stortford</b>						
Argos, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Potter Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, South Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Fitzroy Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Jackson Square Shopping Centre, Bishop Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jackson Square Shopping Centre, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Braintree</b>						
Argos, Bocking End, Braintree	0.00%	0.00%	0.00%	0.63%	0.00%	0.00%
B&Q, Chapel Hill Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, George Yard, Braintree	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%
Halfords, Chapel Hill Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Freeport Village, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
George Yard Shopping Centre, Braintree	0.00%	0.00%	0.00%	0.85%	0.00%	0.00%
<b>Outside - Cambridge</b>						
Argos, Fitzroy Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Grafton Centre, Cambridge	0.00%	3.77%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%
Boots, Woolards Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Debenhams, The Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Lion Yard, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Grand Arcade, Cambridge	0.47%	6.22%	3.47%	0.00%	1.73%	6.38%
Magnet, Mercers Row, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Sidney Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, The Mall, Barhill, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Burleigh Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, The Beehive Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Christ's Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grand Arcade, Cambridge	0.00%	2.80%	0.00%	0.00%	0.00%	3.41%
Lion Yard Shopping Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.35%
Mitchams Corner, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Grafton, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Beehive Centre Retail Park, Cambridge	0.64%	0.00%	0.00%	0.00%	0.00%	0.00%
Cambridge Retail Park, Cambridge	0.00%	2.08%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Chelmer Village</b>						
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Chelmsford</b>						
B&Q, Homelands Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, High Chelmer, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Hanbury Road, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, High Street, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Meadows, Chelmsford	0.00%	0.00%	0.00%	4.16%	0.00%	0.00%
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	1.11%	0.83%	0.00%	0.00%
Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Harlow</b>						

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh W	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Hertford</b>						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Newmarket</b>						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Royston</b>						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Stevenage</b>						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Elsewhere</b>						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	1.73%	0.83%	0.00%	0.00%
Freeport Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	1.84%	3.67%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	0.00%	2.80%	1.11%	0.82%	1.55%	1.18%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bishops Stortford	3.81%	0.00%	6.73%	0.00%	54.50%	0.00%
Braintree	0.00%	0.00%	2.87%	19.17%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	2.07%	0.00%	0.00%	0.00%	8.59%
Cambridge	41.17%	50.28%	11.85%	2.57%	14.76%	39.13%
Chelmsford	0.00%	0.00%	23.45%	50.13%	6.86%	0.00%
Colchester	0.00%	0.00%	0.00%	2.69%	0.00%	0.00%
Harlow	1.45%	0.00%	4.76%	0.00%	9.63%	0.00%
London	1.52%	0.00%	7.69%	6.51%	6.07%	3.72%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%
Royston	0.00%	16.20%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	2.07%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.79%	5.84%	3.96%	3.56%	0.00%	3.74%
<b>Others</b>						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	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 buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 9 NEMS Household Survey 2016

Table 14g Recreational Goods

	Zone 1a	Zone 1b	Zone2a	Zone2b	Zone 3	Zone 4
<b>Great Dunmow</b>						
Great Dunmow	0.00%	0.00%	6.27%	0.00%	0.00%	0.00%
<b>Haverhill</b>						
Argos, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	7.26%
Boots, High Street, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Road Retail Park, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%
Sainsbury's, Haycocks Road, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.98%
Cambridge Road Retail Park, Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	4.03%
Haverhill	0.00%	0.00%	0.00%	0.00%	0.00%	18.26%
<b>Leaden Roding</b>						
Leaden Roding	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Malden</b>						
Malden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Saffron Walden</b>						
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Market Place, Saffron, Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Elizabeth Way, Saffron Walden	3.14%	0.00%	0.00%	0.00%	0.00%	0.00%
Ridgeons Timber & Builders Merchants, Ashdon Road,	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Radwinter Road, Saffron Walden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Saffron Walden	41.33%	0.00%	2.35%	0.77%	0.00%	2.64%
<b>Sawston</b>						
Sawston	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%
<b>Stansted</b>						
Boots, Airside, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Main Terminal, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Greens Building, Stansted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Airside Departure Lounge, Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stansted Airport	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Stansted Mountfitchet</b>						
Stansted Mountfitchet	0.00%	0.00%	0.00%	0.00%	1.29%	0.00%
<b>Stebbing</b>						
Stebbing	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%
<b>Takeley</b>						
Takeley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Thaxted</b>						
Thaxted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Bishops Stortford</b>						
Argos, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	1.88%	0.00%
Boots, Potter Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, South Street, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Fitzroy Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Jackson Square Shopping Centre, Bishop Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jackson Square Shopping Centre, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Braintree</b>						
Argos, Bocking End, Braintree	0.00%	0.00%	0.00%	2.19%	0.00%	0.00%
B&Q, Chapel Hill Retail Park, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, George Yard, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Chapel Hill Retail Park, Braintree	0.00%	0.00%	2.25%	1.67%	0.00%	0.00%
Next, Freeport Village, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
George Yard Shopping Centre, Braintree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Cambridge</b>						
Argos, Fitzroy Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, Woolards Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Debenhams, The Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Newmarket Road, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Cambridge Retail Park, Cambridge	2.49%	0.00%	0.00%	0.00%	0.00%	1.98%
HMV, Lion Yard, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Cambridge Retail Park, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
John Lewis, Grand Arcade, Cambridge	2.11%	4.91%	0.00%	0.00%	0.00%	2.80%
Magnet, Mercers Row, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Grafton Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Sidney Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, The Mall, Barhill, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Burleigh Street, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, The Beehive Centre, Cambridge	0.88%	0.00%	0.00%	0.00%	0.00%	1.11%
Christ's Lane, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grand Arcade, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	1.44%
Lion Yard Shopping Centre, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mitchams Corner, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Grafton, Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Beehive Centre Retail Park, Cambridge	1.09%	2.68%	0.00%	0.00%	0.00%	5.40%
Cambridge Retail Park, Cambridge	0.88%	0.00%	0.00%	0.00%	0.00%	4.80%
<b>Outside - Chelmer Village</b>						
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Chelmsford</b>						
B&Q, Homelands Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, High Chelmer Shopping Centre, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, High Chelmer, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Hanbury Road, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Riverside Retail Park, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, High Street, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Meadows, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chelmer Village Retail Park, Chelmsford	0.00%	0.00%	11.94%	8.16%	0.00%	0.00%
Riverside Retail Park, Chelmsford	0.00%	0.00%	2.42%	4.82%	0.00%	0.00%
<b>Outside - Harlow</b>						

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	3.28%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh W	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	1.58%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	2.59%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	2.85%	0.00%	1.17%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	2.35%	4.82%	6.29%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Hertford</b>						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Newmarket</b>						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Royston</b>						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Stevenage</b>						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	8.99%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside - Elsewhere</b>						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	0.97%	0.00%	0.00%
Freeport Outlet Shopping Village, Charter Way, Braint	1.97%	0.00%	3.85%	15.48%	3.82%	0.00%
Lakeside Retail Park, West Thurrock	1.47%	3.63%	1.64%	1.67%	0.00%	1.36%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	6.57%	0.00%	0.00%
Bishops Stortford	1.09%	0.00%	1.64%	0.00%	26.76%	0.00%
Braintree	0.00%	0.00%	6.89%	13.60%	3.62%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%
Cambridge	35.46%	59.74%	4.82%	0.00%	10.01%	37.49%
Chelmsford	0.00%	0.00%	34.49%	31.41%	1.17%	0.00%
Colchester	0.00%	0.00%	0.00%	1.85%	0.00%	0.00%
Harlow	5.48%	0.00%	7.74%	2.64%	35.32%	0.00%
London	0.00%	0.00%	0.00%	1.67%	2.34%	0.00%
Newmarket	0.00%	2.68%	0.00%	0.00%	0.00%	3.51%
Royston	0.65%	14.68%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	1.09%	2.68%	0.00%	1.71%	4.78%	3.58%
<b>Others</b>						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	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 buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 10 NEMS Household Survey 2016