



Appendix 6 - NEMS Household Survey Results April 2015

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4
Q01 Where do you do most of your household's main food shopping ?							
<i>Excl. SFT's</i>							
Clavering							
Local shops, Clavering	0.0%	0	0.0%	0	0.0%	0	0.0%
Duxford							
Local shops, Duxford	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsenham							
Local shops, Elsenham	0.0%	0	0.0%	0	0.0%	0	0.0%
Felsted							
Local shops, Felsted	0.0%	0	0.0%	0	0.0%	0	0.0%
Fritch Green							
Co-op, Webb Road, Fritch Green	0.3%	2	0.0%	0	0.0%	0	2.0%
Great Bardfield							
Co-op, Brook Street, Great Bardfield	0.1%	1	0.0%	0	0.0%	0	0.6%
Great Chesterford							
Local shops, Great Chesterford	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Dunmow							
Co-op, White Street, Great Dunmow	0.4%	4	0.0%	0	0.0%	0	3.2%
Tesco Superstore, Stortford Road, Great Dunmow	13.9%	123	0.0%	0	0.0%	0	75.9%
Local shops, Great Dunmow	0.1%	0	0.0%	0	0.0%	0	0.4%
Haverhill							
Aldi, Lord's Croft Lane, Haverhill	6.1%	54	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	10.9%	96	1.1%	1	0.0%	0	0.9%
Iceland, High Street, Haverhill	0.4%	3	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	5.1%	45	0.3%	0	0.0%	0	0.0%
Henham							
Local shops, Henham	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton							
Co-op, High Street, Linton	0.5%	4	0.0%	0	0.0%	0	0.0%
Saffron Walden							
Aldi, Saffron Walden	5.1%	45	26.1%	36	1.3%	1	0.0%
Costcutter, High Street, Saffron Walden	0.1%	1	0.6%	1	0.0%	0	0.0%
Nisa, Cromwell Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Pleasant Valley, Saffron Walden	0.5%	4	2.2%	3	0.0%	0	0.8%
Tesco Superstore, Radwinter Road, Saffron Walden	5.9%	52	30.9%	42	2.4%	1	0.7%
Waitrose, Hill Street, Saffron Walden	6.8%	60	35.4%	48	4.7%	3	1.1%
Local market, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Sawston							
Budgens, High Street, Sawston	0.4%	3	0.0%	0	0.0%	0	0.0%
Stansted Mountfitchet							
Co-op, Cambridge Road, Stansted Mountfitchet	0.2%	2	0.0%	0	0.0%	0	0.0%
Tesco Express, Cambridge Road, Stansted Mountfitchet	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Stansted Mountfitchet	0.0%	0	0.0%	0	0.0%	0	0.0%
Stebbing							
Local shops, Stebbing	0.0%	0	0.0%	0	0.0%	0	0.0%
Takeley							
Local shops, Takeley	0.0%	0	0.0%	0	0.0%	0	0.0%
Thaxted							
Local shops, Thaxted	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside of Study Area							
Aldi, London Road, Bishop's Stortford	2.4%	21	0.0%	0	0.0%	0	0.8%

Column % ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A		Zone 1B		Zone 2A		Zone 2B		Zone 3		Zone 4		
Asda, Coldhams Lane, Cambridge	0.8%	7	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	5
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Village Square, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Asda, Watergardens, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-op, Bridge End Lane, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Bocking, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bank Street, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rayne Road, Braintree	2.2%	20	0.0%	0	0.0%	0	4.9%	6	6.8%	14	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, South Street, Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Baldock Street, Royston	0.3%	3	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dickens Place, Copperfield Road, Chelmsford	2.3%	20	0.0%	0	0.0%	0	0.0%	0	10.2%	20	0.0%	0	0.0%	0
Sainsbury's, Birchanger Motorway Services, Bishops Stortford	0.6%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.3%	4	0.0%	0
Sainsbury's, Brooks Road, Cambridge	0.7%	6	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Sainsbury's, Fifth Avenue, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Jackson Square, Bishops Stortford	1.2%	11	0.8%	1	0.0%	0	0.0%	0	0.4%	1	9.5%	9	0.0%	0
Sainsbury's, The Thorley Centre, Bishops Stortford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0
Sainsbury's, Tofts Walk, Braintree	2.0%	18	0.0%	0	0.0%	0	0.8%	1	8.5%	17	0.0%	0	0.0%	0
Sainsbury's, White Heart Lane, Chelmsford	1.6%	14	0.0%	0	0.0%	0	0.0%	0	7.2%	14	0.0%	0	0.0%	0
Tesco Extra, Old North Road, Royston	5.1%	45	0.6%	1	63.2%	35	0.0%	0	0.0%	0	0.0%	0	3.5%	9
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheddars Lane, Cambridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Tesco Superstore, Church Langley Centre, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Great Notley, Braintree	4.7%	41	0.0%	0	0.0%	0	0.0%	0	20.5%	41	0.0%	0	0.0%	0
Tesco Superstore, Lancaster Way, Bishops Stortford	3.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	27	0.0%	0
Tesco Superstore, Market Place, Braintree	0.8%	7	0.0%	0	0.0%	0	1.2%	1	2.7%	6	0.0%	0	0.0%	0
Tesco Superstore, Marks Farm, Braintree	1.8%	16	0.0%	0	0.0%	0	0.4%	0	7.6%	15	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	2.4%	21	0.0%	0	0.0%	0	0.0%	0	10.4%	21	0.0%	0	0.0%	0
Tesco Superstore, The Square, Notley Green, Braintree	0.2%	2	0.0%	0	0.0%	0	0.4%	0	0.8%	2	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.2%	9
Waitrose, Cambridge	1.5%	13	0.0%	0	5.4%	3	0.5%	1	0.0%	0	0.0%	0	3.4%	9
Waitrose, Hauxton Road, Trumpington	1.2%	10	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Waitrose, Northgate End, Bishops Stortford	1.4%	13	0.0%	0	0.0%	0	2.6%	3	1.2%	2	7.5%	7	0.0%	0
Taunton town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Outside of Study Area	4.0%	35	0.0%	0	10.1%	6	2.2%	3	9.6%	19	1.0%	1	2.5%	7
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	883	137	56	123	201	94	273							
Sample:	886	141	55	122	202	91	275							

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01) ?

Those that do main food shopping at Q01 excluding those who said 'Internet / delivery'

Car / van (as driver)	78.3%	724	72.3%	109	80.3%	46	79.4%	98	81.0%	171	89.2%	93	74.6%	208
Car / van (as passenger)	10.6%	98	9.1%	14	8.8%	5	10.4%	13	9.9%	21	6.7%	7	13.8%	38
Bus	1.1%	10	1.0%	2	2.5%	1	0.0%	0	2.2%	5	1.4%	1	0.3%	1
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.4%	59	14.2%	21	3.8%	2	6.1%	7	3.2%	7	1.7%	2	6.9%	19
Taxi	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Internet / delivered)	2.3%	21	0.9%	1	0.0%	0	4.2%	5	2.8%	6	0.5%	1	3.0%	8
(Don't know / varies)	0.9%	9	1.9%	3	4.6%	3	0.0%	0	0.6%	1	0.0%	0	0.6%	2
Disability vehicle	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Weighted base:	925	150	57	123	211	104	278							
Sample:	930	157	57	122	209	104	281							

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q03 Where do you do most of your household's shopping for small scale 'top-up' food shopping ?														
<i>Excl. SFT's</i>														
Clavering														
Local shops, Clavering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Duxford														
Local shops, Duxford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Elsenham														
Local shops, Elsenham	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	8	0.0%	0
Felsted														
Local shops, Felsted	0.5%	4	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Fritch Green														
Co-op, Webb Road, Fritch Green	1.4%	11	0.0%	0	0.0%	0	9.6%	11	0.0%	0	0.0%	0	0.0%	0
Great Bardfield														
Co-op, Brook Street, Great Bardfield	1.9%	15	0.0%	0	0.0%	0	0.0%	0	8.6%	15	0.0%	0	0.0%	0
Great Chesterford														
Local shops, Great Chesterford	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Dunmow														
Co-op, White Street, Great Dunmow	4.7%	38	0.0%	0	0.0%	0	29.6%	35	1.5%	3	0.0%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow	4.3%	34	0.0%	0	0.0%	0	21.5%	25	3.5%	6	3.2%	3	0.0%	0
Local shops, Great Dunmow	1.7%	13	0.0%	0	0.0%	0	8.9%	11	0.8%	1	1.7%	1	0.0%	0
Haverhill														
Aldi, Lord's Croft Lane, Haverhill	2.8%	23	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	21
Sainsbury's, Haycocks Road, Haverhill	6.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	48
Iceland, High Street, Haverhill	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	9
Tesco Superstore, Cangle Road, Haverhill	5.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	41
Henham														
Local shops, Henham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Linton														
Co-op, High Street, Linton	2.4%	20	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	19
Saffron Walden														
Aldi, Saffron Walden	2.5%	20	12.3%	16	0.0%	0	0.7%	1	0.0%	0	2.8%	2	0.3%	1
Costcutter, High Street, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Cromwell Road, Saffron Walden	1.2%	9	6.6%	9	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pleasant Valley, Saffron Walden	2.0%	16	11.5%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	4.1%	33	19.3%	26	2.9%	1	0.0%	0	0.0%	0	5.6%	5	0.6%	1
Waitrose, Hill Street, Saffron Walden	5.5%	44	30.7%	41	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.6%	2
Local market, Saffron Walden	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Saffron Walden	1.0%	8	4.0%	5	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sawston														
Budgens, High Street, Sawston	3.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	25
Stansted Mountfitchet														
Co-op, Cambridge Road, Stansted Mountfitchet	0.8%	6	0.0%	0	1.6%	1	0.0%	0	0.4%	1	5.7%	5	0.0%	0
Tesco Express, Cambridge Road, Stansted Mountfitchet	1.8%	14	0.6%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	14	0.0%	0
Local shops, Stansted Mountfitchet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Stebbing														
Local shops, Stebbing	1.5%	12	0.0%	0	0.0%	0	10.3%	12	0.0%	0	0.0%	0	0.0%	0
Takeley														
Local shops, Takeley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Thaxted														
Local shops, Thaxted	1.7%	13	0.6%	1	0.0%	0	9.7%	11	0.6%	1	0.0%	0	0.0%	0
Outside of Study Area														
Aldi, London Road, Bishop's Stortford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Watergardens, Harlow	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
Co-op, Bridge End Lane, Great Notley, Braintree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Co-op, Church Street, Bocking, Braintree	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Iceland, Bank Street, Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lidl, Rayne Road, Braintree	1.4%	11	0.0%	0	0.0%	0	0.8%	1	5.7%	10	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Marks & Spencer, South Street, Bishops Stortford	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Baldock Street, Royston	1.9%	15	0.0%	0	33.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Broad Street, Cambridge	0.3%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Morrisons, Dickens Place, Copperfield Road, Chelmsford	2.2%	17	0.0%	0	0.0%	0	0.0%	0	9.6%	17	0.0%	0	0.0%	0
Sainsbury's, Birchanger Motorway Services, Bishops Stortford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's, Brooks Road, Cambridge	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fifth Avenue, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jackson Square, Bishops Stortford	1.0%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	8.8%	7	0.0%	0
Sainsbury's, The Thorley Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tofts Walk, Braintree	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	7	0.0%	0	0.0%	0
Sainsbury's, White Heart Lane, Chelmsford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Tesco Extra, Old North Road, Royston	1.0%	8	0.0%	0	14.5%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheddars Lane, Cambridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.3%	1
Tesco Superstore, Church Langley Centre, Harlow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Superstore, Great Notley, Braintree	4.2%	34	0.0%	0	0.0%	0	0.0%	0	18.9%	34	0.0%	0	0.0%	0
Tesco Superstore, Lancaster Way, Bishops Stortford	1.1%	9	0.0%	0	1.6%	1	0.0%	0	0.0%	0	9.6%	8	0.0%	0
Tesco Superstore, Market Place, Braintree	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Superstore, Marks Farm, Braintree	1.4%	11	0.0%	0	0.0%	0	0.0%	0	6.3%	11	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	0.6%	5	0.0%	0	0.0%	0	0.8%	1	2.2%	4	0.0%	0	0.0%	0
Tesco Superstore, The Square, Notley Green, Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Waitrose, Cambridge	1.1%	8	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	8
Waitrose, Hauxton Road, Trumpington	0.5%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Waitrose, Northgate End, Bishops Stortford	1.1%	9	0.8%	1	0.0%	0	0.7%	1	0.0%	0	8.9%	7	0.0%	0
Taunton town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2

Column %ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4
Outside of Study Area	17.2% 137	8.8% 12	35.4% 16	1.4% 2	28.5% 51	3.9% 3	22.2% 54
Others							
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Internet / delivery	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't know / varies)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't do this type of shopping)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	800	133	45	118	179	82	243
Sample:	759	123	44	112	167	77	236

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4
Q04 Where do you do most of your household's shopping for clothes, footwear and other fashion goods?							
<i>Excl. SFT's</i>							
Great Dunmow							
Great Dunmow	0.9%	7	0.0%	0	0.0%	0	6.6%
Haverhill							
Argos, High Street, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Boots, High Street, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Halfords, Cambridge Road Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.5%	4	1.3%	1	0.0%	0	0.0%
Cambridge Road Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill	3.3%	26	4.3%	5	0.0%	0	0.0%
Leaden Roding							
Leaden Roding	0.0%	0	0.0%	0	0.0%	0	0.0%
Maulden							
Maulden	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden							
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Boots, Market Place, Saffron, Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Elizabeth Way, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Ridgeons Timber & Builders Merchants, Ashdon Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden	4.9%	39	23.8%	27	5.5%	3	0.0%
Sawston							
Sawston	0.1%	1	0.0%	0	0.0%	0	0.0%
Stansted							
Boots, Airside, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%
Boots, Main Terminal, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%
Boots, The Greens Building, Stansted	0.0%	0	0.0%	0	0.0%	0	0.0%
HMV, Airside Departure Lounge, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%
Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%
Stansted Mountfitchet							
Stansted Mountfitchet	0.0%	0	0.0%	0	0.0%	0	0.0%
Stebbing							
Stebbing	0.0%	0	0.0%	0	0.0%	0	0.0%
Takeley							
Takeley	0.0%	0	0.0%	0	0.0%	0	0.0%
Thaxted							
Thaxted	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside - Bishops Stortford							
Argos, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Boots, Potter Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Halfords, South Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Next, Jackson Square Shopping Centre, Bishop Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Jackson Square Shopping Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside - Braintree							
Argos, Bocking End, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail	0.0%	0	0.0%	0	0.0%	0	0.0%

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4
Park, Braintree							
Boots, George Yard, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Halfords, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Next, Freeport Village, Braintree	0.2%	2	0.0%	0	0.0%	0	0.9%
George Yard Shopping Centre, Braintree	0.5%	4	0.0%	0	2.6%	3	0.7%
Outside - Cambridge							
Argos, Fitzroy Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Argos, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
BHS, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Boots, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Boots, High Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Boots, Woolards Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys PC World, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Debenhams, The Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
DFS, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Halfords, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
HMV, Lion Yard, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Grand Arcade, Cambridge	0.4%	3	0.4%	0	0.8%	1	0.8%
Magnet, Mercers Row, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Next, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Next, Sidney Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Next, The Mall, Barhill, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Primark, Burleigh Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
River Island, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
TK Maxx, Beehive Center, Coldhams Lane, Cambridge	0.1%	1	0.9%	1	0.0%	0	0.0%
Toys R Us, The Beehive Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Christ's Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Grand Arcade, Cambridge	0.2%	2	0.0%	0	0.0%	0	0.7%
Lion Yard Shopping Centre, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.4%
Mitchams Corner, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
The Grafton, Cambridge	0.5%	4	1.8%	2	1.4%	1	0.5%
Beehive Centre Retail Park, Cambridge	0.8%	7	0.0%	0	0.0%	0	2.7%
Cambridge Retail Park, Cambridge	0.8%	6	0.0%	0	1.4%	1	2.3%
Outside - Chelmer Village							
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside - Chelmsford							
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, High Chelmer, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Hanbury Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Riverside Retail Park, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Next, High Street, Chelmsford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
The Meadows, Chelmsford	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Harlow														
Argos, Harlow Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Stow, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Broad Walk, Harlow	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
River Island, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Water Gardens, Haydens Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Queensgate Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staple Tye, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Hertford														
Matalan, Madford Retail Park, Hertford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Newmarket														
Argos, The Rookery Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, 31 High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Newmarket														
The Guineas Shopping Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Royston														
Boots, Burns Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Stevenage														
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Argyle Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Danestrete, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Queensway, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Town Square, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, West Gate Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Forum Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Gate Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Elsewhere														
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.6%	4	0.6%	1	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Charter Way, Braintree	2.7%	22	0.0%	0	0.0%	0	3.3%	3	8.7%	17	0.0%	0	0.6%	1
Lakeside Retail Park, West Thurrock	0.8%	6	1.0%	1	0.0%	0	0.6%	1	0.9%	2	0.7%	1	0.9%	2
Tollgate Shopping Park, Tollgate West, Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Bishops Stortford	6.3%	50	5.6%	6	1.4%	1	5.7%	6	0.8%	1	40.6%	36	0.0%	0
Braintree	4.9%	39	3.2%	4	0.0%	0	7.2%	8	12.1%	23	2.1%	2	1.1%	3
Buntingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	4.0%	32	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	12.9%	31
Cambridge	31.5%	250	48.2%	55	61.9%	31	7.9%	8	3.2%	6	16.7%	15	55.7%	134
Chelmsford	23.3%	185	0.7%	1	0.0%	0	59.6%	63	56.2%	109	12.3%	11	0.4%	1
Colchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Harlow	2.8%	22	4.0%	5	0.0%	0	2.6%	3	0.0%	0	13.5%	12	1.1%	3
London	2.4%	19	1.6%	2	0.0%	0	0.5%	0	3.2%	6	9.2%	8	1.0%	2
Newmarket	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4
Royston	0.5%	4	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Stevenage	0.5%	4	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside of Study Area	3.6%	29	2.7%	3	9.6%	5	1.4%	1	3.0%	6	5.0%	4	3.8%	9
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods regularly)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	795	115	50	106	194	88	242							
Sample:	796	120	49	112	187	88	240							

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q05 Where do you do most of your household's shopping for furniture, floor coverings and household textiles ?														
<i>Excl. SFT's</i>														
Great Dunmow														
Great Dunmow	1.7%	11	0.0%	0	0.0%	0	13.4%	10	0.5%	1	0.0%	0	0.0%	0
Haverhill														
Argos, High Street, Haverhill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Boots, High Street, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Road Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Haycocks Road, Haverhill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Cambridge Road Retail Park, Haverhill	1.9%	12	0.0%	0	3.2%	1	1.7%	1	0.0%	0	0.0%	0	4.4%	9
Haverhill	5.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	36
Leaden Roding														
Leaden Roding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Maulden														
Maulden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden														
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Saffron, Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ridgeons Timber & Builders Merchants, Ashdon Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden	8.2%	51	37.1%	38	3.2%	1	2.3%	2	0.0%	0	0.0%	0	4.8%	10
Sawston														
Sawston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1
Stansted														
Boots, Airside, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Main Terminal, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Greens Building, Stansted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Airside Departure Lounge, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet														
Stansted Mountfitchet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Stebbing														
Stebbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley														
Takeley	0.5%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.8%	2	0.0%	0
Thaxted														
Thaxted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Bishops Stortford														
Argos, Jackson Square, Bishops Stortford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Boots, Potter Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, South Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	1.1%	7	0.8%	1	0.0%	0	2.9%	2	0.0%	0	6.2%	4	0.0%	0
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Jackson Square Shopping Centre, Bishop Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jackson Square Shopping Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Braintree														
Argos, Bocking End, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chapel Hill Retail	1.0%	6	0.0%	0	0.0%	0	6.5%	5	1.0%	1	0.0%	0	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Park, Braintree														
Boots, George Yard, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Freeport Village, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
George Yard Shopping Centre, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Cambridge														
Argos, Fitzroy Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Woolards Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Cambridge Retail Park, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Debenhams, The Grafton Centre, Cambridge	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Halfords, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Lion Yard, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Cambridge Retail Park, Cambridge	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
John Lewis, Grand Arcade, Cambridge	3.8%	23	5.6%	6	6.7%	3	5.5%	4	0.6%	1	0.9%	0	4.6%	9
Magnet, Mercers Row, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Sidney Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, The Mall, Barhill, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Burleigh Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Center, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, The Beehive Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christ's Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Arcade, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lion Yard Shopping Centre, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Mitchams Corner, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Grafton, Cambridge	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge	5.9%	37	8.0%	8	23.9%	10	0.0%	0	0.0%	0	0.0%	0	9.0%	18
Cambridge Retail Park, Cambridge	2.9%	18	6.3%	7	8.4%	3	0.0%	0	0.0%	0	1.9%	1	3.3%	7
Outside - Chelmer Village														
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Chelmsford														
B&Q, Homelands Retail Park, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Column % ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Chelmer Shopping Centre, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
HMV, High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, High Chelmer, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Hanbury Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, High Street, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	4.6%	28	0.0%	0	0.0%	0	11.0%	8	14.4%	20	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0
Outside - Harlow														
Argos, Harlow Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
BHS, Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Stow, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Matalan, The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Broad Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Water Gardens, Haydens Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Queensgate Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staple Tye, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	1.9%	12	0.0%	0	0.0%	0	4.0%	3	0.0%	0	15.1%	9	0.0%	0
Princes Gate Retail Park, Harlow	1.2%	7	1.0%	1	0.0%	0	0.9%	1	0.0%	0	8.3%	5	0.4%	1
The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Hertford														
Matalan, Madford Retail Park, Hertford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Newmarket														
Argos, The Rookery Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, 31 High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Newmarket														
The Guineas Shopping Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Royston														
Boots, Burns Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Stevenage														
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Argyle Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Danestrete, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Queensway, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Town Square, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, West Gate Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Forum Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Gate Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage	0.5%	3	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Elsewhere														
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Charter Way, Braintree	2.1%	13	0.0%	0	0.0%	0	2.9%	2	7.8%	11	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	4.4%	27	2.2%	2	0.0%	0	11.1%	8	10.0%	14	2.3%	1	0.8%	2
Tollgate Shopping Park, Tollgate West, Stanway	1.9%	12	0.0%	0	0.0%	0	0.0%	0	8.5%	12	0.0%	0	0.0%	0
Bishops Stortford	3.4%	21	3.8%	4	0.0%	0	3.9%	3	0.0%	0	24.8%	14	0.0%	0
Braintree	3.6%	23	0.0%	0	0.0%	0	5.7%	4	13.2%	18	0.0%	0	0.0%	0
Buntingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	6.0%	37	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	17.0%	35
Cambridge	19.7%	122	25.6%	26	26.1%	11	10.3%	8	4.5%	6	9.1%	5	32.2%	66
Chelmsford	5.2%	32	0.0%	0	0.0%	0	5.7%	4	19.8%	27	0.8%	0	0.0%	0
Colchester	1.6%	10	0.5%	0	0.0%	0	0.6%	0	6.3%	9	0.0%	0	0.0%	0
Harlow	2.3%	14	4.8%	5	0.0%	0	3.7%	3	0.0%	0	11.5%	7	0.0%	0
London	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	2	3.5%	2	1.2%	3
Newmarket	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston	0.9%	5	0.0%	0	12.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside of Study Area	3.4%	21	0.5%	0	1.7%	1	4.8%	4	7.8%	11	5.3%	3	1.1%	2
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods regularly)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	621	103	41	76	138	58	204							
Sample:	638	114	38	82	136	58	210							

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q06 Where do you do most of your household's shopping for DIY and decorating goods ?														
<i>Excl. SFT's</i>														
Great Dunmow														
Great Dunmow	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.3%	1	0.0%	0	0.0%	0
Haverhill														
Argos, High Street, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Road Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Haycocks Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Road Retail Park, Haverhill	15.3%	131	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.4%	126
Haverhill	4.7%	40	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	40
Leaden Roding														
Leaden Roding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maulden														
Maulden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden														
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Saffron, Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden	11.1%	95	53.8%	75	5.7%	3	6.3%	7	0.4%	1	0.0%	0	3.5%	9
Ridgeons Timber & Builders Merchants, Ashdon Road, Saffron Walden	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Tesco Superstore, Radwinter Road, Saffron Walden	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden	5.4%	46	24.8%	35	5.5%	3	1.3%	2	1.2%	2	0.0%	0	2.0%	5
Sawston														
Sawston	1.4%	12	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	11
Stansted														
Boots, Airside, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Main Terminal, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Greens Building, Stansted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Airside Departure Lounge, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet														
Stansted Mountfitchet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing														
Stebbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley														
Takeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thaxted														
Thaxted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Bishops Stortford														
Argos, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Potter Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, South Street, Bishops Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	8.9%	76	5.1%	7	1.5%	1	10.8%	12	0.0%	0	59.2%	56	0.0%	0
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Jackson Square Shopping Centre, Bishop Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jackson Square Shopping Centre, Bishops Stortford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Braintree														
Argos, Bocking End, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chapel Hill Retail	15.8%	136	0.0%	0	0.0%	0	44.6%	51	41.9%	84	0.0%	0	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Park, Braintree														
Boots, George Yard, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Freeport Village, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
George Yard Shopping Centre, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Cambridge														
Argos, Fitzroy Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	2.3%	20	1.3%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	16
BHS, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Woolards Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, The Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Lion Yard, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Cambridge Retail Park, Cambridge	2.6%	22	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	7.5%	19
John Lewis, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Mercers Row, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Sidney Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, The Mall, Barhill, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Burleigh Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Center, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, The Beehive Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christ's Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Yard Shopping Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitchams Corner, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Grafton, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge	0.4%	3	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Cambridge Retail Park, Cambridge	1.1%	10	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	8
Outside - Chelmer Village														
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Chelmsford														
B&Q, Homelands Retail Park, Chelmsford	9.6%	83	0.0%	0	0.0%	0	12.9%	15	33.3%	67	0.0%	0	0.3%	1

Column %ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, High Chelmer, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Hanbury Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, High Street, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.6%	1	0.8%	2	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Harlow														
Argos, Harlow Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	1.3%	11	0.4%	1	0.0%	0	1.7%	2	0.0%	0	7.4%	7	0.6%	2
BHS, Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Stow, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	1.0%	9	0.0%	0	0.0%	0	1.7%	2	0.5%	1	6.2%	6	0.0%	0
Matalan, The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Broad Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Water Gardens, Haydens Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Queensgate Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staple Tye, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	0.7%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	5.4%	5	0.0%	0
Princes Gate Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Outside - Hertford														
Matalan, Madford Retail Park, Hertford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Newmarket														
Argos, The Rookery Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, 31 High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Newmarket														
The Guineas Shopping Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Royston														
Boots, Burns Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Stevenage														
B&Q, London Road, Stevenage	1.3%	11	0.0%	0	22.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Argyle Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Danestrete, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Queensway, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Town Square, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, West Gate Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Forum Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.1%	1	0.3%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Gate Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Elsewhere														
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Charter Way, Braintree	1.8%	16	0.0%	0	0.0%	0	7.6%	9	3.4%	7	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Bishops Stortford	2.0%	18	1.7%	2	0.0%	0	2.2%	3	0.0%	0	13.3%	13	0.0%	0
Braintree	2.0%	17	0.0%	0	0.0%	0	3.9%	5	6.2%	12	0.0%	0	0.0%	0
Buntingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	1.9%	16	3.6%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	10
Chelmsford	1.4%	12	0.0%	0	0.0%	0	2.6%	3	4.4%	9	0.0%	0	0.0%	0
Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Harlow	0.2%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
London	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston	1.7%	14	0.0%	0	30.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside of Study Area	3.8%	32	0.0%	0	11.5%	6	1.2%	1	6.1%	12	3.9%	4	3.6%	9
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods regularly)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	859	140	48	115	201	95	260							
Sample:	839	140	47	110	194	95	253							

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q07 Where do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?														
<i>Excl. SFT's</i>														
Great Dunmow														
Great Dunmow	1.0%	6	0.0%	0	0.0%	0	8.2%	5	0.0%	0	1.2%	1	0.0%	0
Haverhill														
Argos, High Street, Haverhill	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Boots, High Street, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Road Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Haycocks Road, Haverhill	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Cambridge Road Retail Park, Haverhill	0.9%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Haverhill	15.5%	91	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.6%	90
Leaden Roding														
Leaden Roding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malden														
Malden	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Saffron Walden														
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.6%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Saffron, Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ridgeons Timber & Builders Merchants, Ashdon Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden	7.4%	43	36.6%	34	3.2%	1	5.0%	3	0.7%	1	0.0%	0	2.0%	4
Sawston														
Sawston	0.4%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.6%	1
Stansted														
Boots, Airside, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Main Terminal, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Greens Building, Stansted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Airside Departure Lounge, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet														
Stansted Mountfitchet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing														
Stebbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley														
Takeley	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Thaxted														
Thaxted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Bishops Stortford														
Argos, Jackson Square, Bishops Stortford	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0
Boots, Potter Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, South Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Jackson Square Shopping Centre, Bishop Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jackson Square Shopping Centre, Bishops Stortford	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Outside - Braintree														
Argos, Bocking End, Braintree	0.8%	5	0.0%	0	0.0%	0	1.2%	1	3.4%	4	0.0%	0	0.0%	0
B&Q, Chapel Hill Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Park, Braintree														
Boots, George Yard, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Freeport Village, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
George Yard Shopping Centre, Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Outside - Cambridge														
Argos, Fitzroy Street, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Argos, Newmarket Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Woolards Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Cambridge Retail Park, Cambridge	3.7%	21	7.2%	7	1.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	14
Debenhams, The Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Lion Yard, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Grand Arcade, Cambridge	8.8%	52	10.1%	9	18.4%	8	11.7%	7	1.4%	2	0.7%	0	12.4%	26
Magnet, Mercers Row, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Sidney Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, The Mall, Barhill, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Burleigh Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Center, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, The Beehive Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christ's Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Arcade, Cambridge	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.9%	2
Lion Yard Shopping Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitchams Corner, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Grafton, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge	2.4%	14	7.1%	7	9.8%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Cambridge Retail Park, Cambridge	2.2%	13	3.7%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	9
Outside - Chelmer Village														
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Chelmsford														
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Currys PC World, Chelmer Village Retail Park, Chelmsford	8.7%	51	0.0%	0	0.0%	0	17.7%	10	30.1%	36	7.3%	5	0.0%	0
High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, High Chelmer, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Hanbury Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, High Street, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	4.2%	24	0.0%	0	0.0%	0	8.2%	5	16.5%	20	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Harlow														
Argos, Harlow Retail Park, Harlow	0.3%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Argos, The Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Stow, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	1.8%	11	0.0%	0	0.0%	0	2.4%	1	0.0%	0	13.7%	9	0.0%	0
Halfords, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Broad Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Water Gardens, Haydens Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Queensgate Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staple Tye, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	1.7%	10	0.0%	0	0.0%	0	5.4%	3	0.0%	0	10.1%	7	0.0%	0
Princes Gate Retail Park, Harlow	1.4%	8	0.0%	0	0.0%	0	2.8%	2	0.0%	0	9.7%	7	0.0%	0
The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Hertford														
Matalan, Madford Retail Park, Hertford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Newmarket														
Argos, The Rookery Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, 31 High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Newmarket														
The Guineas Shopping Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Royston														
Boots, Burns Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Stevenage														
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Argyle Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Danestrete, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Queensway, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Town Square, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, West Gate Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Forum Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Gate Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage	1.5%	9	0.0%	0	21.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Elsewhere														
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Charter Way, Braintree	1.3%	8	0.0%	0	0.0%	0	2.0%	1	5.6%	7	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway	1.4%	8	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0	0.0%	0
Bishops Stortford	5.0%	29	2.0%	2	0.0%	0	2.4%	1	1.1%	1	36.5%	24	0.0%	0
Braintree	3.3%	20	0.0%	0	0.0%	0	5.4%	3	13.8%	16	0.0%	0	0.0%	0
Buntingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6
Cambridge	12.7%	74	26.1%	24	29.5%	12	3.1%	2	1.0%	1	2.2%	1	16.1%	34
Chelmsford	3.8%	22	0.0%	0	0.0%	0	11.4%	7	13.2%	16	0.0%	0	0.0%	0
Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Harlow	1.5%	9	0.6%	1	0.0%	0	1.1%	1	0.0%	0	11.3%	8	0.0%	0
London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Royston	0.6%	3	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside of Study Area	1.2%	7	0.0%	0	5.8%	2	0.0%	0	1.7%	2	0.0%	0	1.3%	3
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods regularly)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	587	93	42	59	119	67	207							
Sample:	609	101	38	72	116	65	217							

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q08 Where do you do most of your household's shopping for TV, Hi Fi, radio, photographic and computer equipment?														
<i>Excl. SFT's</i>														
Great Dunmow														
Great Dunmow	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.4%	1	0.0%	0	0.0%	0
Haverhill														
Argos, High Street, Haverhill	1.3%	8	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Boots, High Street, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Road Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Haycocks Road, Haverhill	1.2%	8	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6
Cambridge Road Retail Park, Haverhill	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Haverhill	9.8%	61	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	28.6%	60
Leaden Roding														
Leaden Roding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malden														
Malden	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Saffron Walden														
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Saffron, Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ridgeons Timber & Builders Merchants, Ashdon Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden	4.2%	27	24.0%	23	3.0%	1	0.6%	0	0.0%	0	0.0%	0	0.8%	2
Sawston														
Sawston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted														
Boots, Airside, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Main Terminal, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Greens Building, Stansted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Airside Departure Lounge, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet														
Stansted Mountfitchet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing														
Stebbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley														
Takeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thaxted														
Thaxted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Bishops Stortford														
Argos, Jackson Square, Bishops Stortford	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0
Boots, Potter Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, South Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Jackson Square Shopping Centre, Bishop Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jackson Square Shopping Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Braintree														
Argos, Bocking End, Braintree	0.7%	5	0.0%	0	0.0%	0	0.9%	1	2.9%	4	0.0%	0	0.0%	0
B&Q, Chapel Hill Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Park, Braintree														
Boots, George Yard, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Freeport Village, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
George Yard Shopping Centre, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Cambridge														
Argos, Fitzroy Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newmarket Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Woolards Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Cambridge Retail Park, Cambridge	6.1%	39	8.7%	8	12.1%	5	0.0%	0	0.0%	0	0.0%	0	11.7%	25
Debenhams, The Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Lion Yard, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Grand Arcade, Cambridge	11.9%	75	9.7%	9	26.2%	12	12.7%	10	2.5%	3	4.8%	3	17.6%	37
Magnet, Mercers Row, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Sidney Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, The Mall, Barhill, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Burleigh Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Center, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, The Beehive Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christ's Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Arcade, Cambridge	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.8%	2
Lion Yard Shopping Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitchams Corner, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Grafton, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge	2.9%	18	8.7%	8	4.6%	2	0.0%	0	0.8%	1	0.0%	0	3.2%	7
Cambridge Retail Park, Cambridge	3.1%	19	3.4%	3	7.8%	3	0.0%	0	0.0%	0	0.0%	0	6.0%	13
Outside - Chelmer Village														
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Chelmsford														
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Currys PC World, Chelmer Village Retail Park, Chelmsford	9.9%	63	0.0%	0	0.0%	0	25.9%	20	31.2%	42	0.0%	0	0.0%	0
High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, High Chelmer, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Hanbury Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, High Street, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	5.6%	35	0.0%	0	0.0%	0	7.2%	6	21.8%	30	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Outside - Harlow														
Argos, Harlow Retail Park, Harlow	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Argos, The Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Stow, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	4.2%	26	3.7%	4	0.0%	0	5.4%	4	0.7%	1	27.6%	18	0.0%	0
Halfords, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Broad Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Water Gardens, Haydens Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Queensgate Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staple Tye, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	1.2%	8	0.0%	0	0.0%	0	5.0%	4	0.0%	0	6.0%	4	0.0%	0
Princes Gate Retail Park, Harlow	1.7%	11	0.0%	0	0.0%	0	1.2%	1	0.0%	0	15.3%	10	0.0%	0
The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Hertford														
Matalan, Madford Retail Park, Hertford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Newmarket														
Argos, The Rookery Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, 31 High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Newmarket														
The Guineas Shopping Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Royston														
Boots, Burns Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Stevenage														
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Argyle Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Danestrete, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Queensway, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Roebuck Retail Park, Stevenage	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Primark, Town Square, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, West Gate Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Forum Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Gate Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage	1.4%	9	0.0%	0	19.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Elsewhere														
Sainsbury's, Jackson Square, Bishops Stortford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Charter Way, Braintree	0.8%	5	0.0%	0	0.0%	0	1.6%	1	2.6%	4	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway	2.4%	15	0.0%	0	0.0%	0	1.6%	1	10.2%	14	0.0%	0	0.0%	0
Bishops Stortford	2.2%	14	0.5%	0	0.0%	0	3.6%	3	0.5%	1	15.5%	10	0.0%	0
Braintree	2.3%	14	0.0%	0	0.0%	0	3.4%	3	8.7%	12	0.0%	0	0.0%	0
Buntingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.5%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8
Cambridge	14.5%	91	31.1%	30	21.4%	10	6.0%	5	1.4%	2	8.6%	5	18.8%	39
Chelmsford	3.7%	23	0.0%	0	0.0%	0	12.7%	10	10.0%	14	0.0%	0	0.0%	0
Colchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.4%	1
Harlow	1.0%	7	0.8%	1	0.0%	0	0.8%	1	0.0%	0	8.0%	5	0.0%	0
London	0.3%	2	0.5%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	1	0.0%	0
Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside of Study Area	1.6%	10	0.8%	1	2.2%	1	3.9%	3	0.5%	1	0.0%	0	2.2%	5
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods regularly)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	629	97	45	78	136	64	210							
Sample:	643	101	42	85	130	65	220							

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q09 Where do you do most of your household's shopping on personal / luxury goods including books, jewellery, china, glass, cosmetics and medical goods?														
<i>Excl. SFT's</i>														
Great Dunmow														
Great Dunmow	3.9%	23	0.0%	0	0.0%	0	26.3%	23	0.0%	0	0.0%	0	0.0%	0
Haverhill														
Argos, High Street, Haverhill	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6
Boots, High Street, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Road Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Haycocks Road, Haverhill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Cambridge Road Retail Park, Haverhill	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6
Haverhill	5.2%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	30
Leaden Roding														
Leaden Roding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malden														
Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden														
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Saffron, Walden	0.9%	5	4.0%	4	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ridgeons Timber & Builders Merchants, Ashdon Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden	10.9%	63	46.2%	46	2.1%	1	1.8%	2	2.0%	2	1.9%	1	6.1%	11
Sawston														
Sawston	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4
Stansted														
Boots, Airside, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Main Terminal, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Greens Building, Stansted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Airside Departure Lounge, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Airport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Stansted Mountfitchet														
Stansted Mountfitchet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing														
Stebbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley														
Takeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thaxted														
Thaxted	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Bishops Stortford														
Argos, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Potter Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, South Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Jackson Square Shopping Centre, Bishop Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jackson Square Shopping Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Braintree														
Argos, Bocking End, Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

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	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, George Yard, Braintree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Halfords, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Freeport Village, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
George Yard Shopping Centre, Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Outside - Cambridge														
Argos, Fitzroy Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Grafton Centre, Cambridge	0.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Cambridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Boots, Woolards Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, The Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Lion Yard, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Grand Arcade, Cambridge	3.1%	18	0.5%	0	6.2%	2	3.5%	3	0.0%	0	1.7%	1	6.4%	12
Magnet, Mercers Row, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Sidney Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, The Mall, Barhill, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Burleigh Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Center, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, The Beehive Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christ's Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Arcade, Cambridge	1.3%	7	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	6
Lion Yard Shopping Centre, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Mitchams Corner, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Grafton, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Retail Park, Cambridge	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Chelmer Village														
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Chelmsford														
B&Q, Homelands Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Uttlesford Household Survey for Savills

Weighted:

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	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Park, Chelmsford														
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, High Chelmer, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Hanbury Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, High Street, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Chelmsford	0.9%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Harlow														
Argos, Harlow Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Stow, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Broad Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Water Gardens, Haydens Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Queensgate Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staple Tye, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Hertford														
Matalan, Madford Retail Park, Hertford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Newmarket														
Argos, The Rookery Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
TK Maxx, 31 High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Guineas Shopping Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Royston														
Boots, Burns Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Stevenage														
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Argyle Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Danestrete, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Queensway, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Town Square, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, West Gate Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Forum Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Gate Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Elsewhere														
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.4%	3	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Charter Way, Braintree	1.1%	6	0.0%	0	0.0%	0	1.8%	2	3.7%	5	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	1.0%	6	0.0%	0	2.8%	1	1.1%	1	0.8%	1	1.5%	1	1.2%	2
Tollgate Shopping Park, Tollgate West, Stanway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	6.1%	35	3.8%	4	0.0%	0	6.7%	6	0.0%	0	54.5%	26	0.0%	0
Braintree	4.6%	27	0.0%	0	0.0%	0	2.9%	2	19.2%	24	0.0%	0	0.0%	0
Buntingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	2.9%	16	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	16
Cambridge	26.2%	151	41.2%	41	50.3%	18	11.8%	10	2.6%	3	14.8%	7	39.1%	72
Chelmsford	15.0%	86	0.0%	0	0.0%	0	23.4%	20	50.1%	63	6.9%	3	0.0%	0
Colchester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Harlow	1.7%	10	1.5%	1	0.0%	0	4.8%	4	0.0%	0	9.6%	5	0.0%	0
London	4.5%	26	1.5%	2	0.0%	0	7.7%	7	6.5%	8	6.1%	3	3.7%	7
Newmarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Royston	1.0%	6	0.0%	0	16.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside of Study Area	3.0%	18	0.8%	1	5.8%	2	4.0%	3	3.6%	4	0.0%	0	3.7%	7
Others														

Column % ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods regularly)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	577	100	35	86	125	47	183							
Sample:	554	101	33	77	119	51	173							

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q10 Where do you do most of your household's shopping on recreational goods including toys, bicycles, games, sports and camping equipment?														
<i>Excl. SFT's</i>														
Great Dunmow														
Great Dunmow	0.8%	4	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Haverhill														
Argos, High Street, Haverhill	2.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	10
Boots, High Street, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Road Retail Park, Haverhill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsbury's, Haycocks Road, Haverhill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cambridge Road Retail Park, Haverhill	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6
Haverhill	5.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	25
Leaden Roding														
Leaden Roding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malden														
Malden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden														
Argos (in Homebase), Elizabeth Way, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Saffron, Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden	0.5%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ridgeons Timber & Builders Merchants, Ashdon Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden	8.1%	36	41.3%	30	0.0%	0	2.3%	1	0.8%	1	0.0%	0	2.6%	4
Sawston														
Sawston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Stansted														
Boots, Airside, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Main Terminal, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Greens Building, Stansted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Airside Departure Lounge, Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet														
Stansted Mountfitchet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Stebbing														
Stebbing	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Takeley														
Takeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thaxted														
Thaxted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Bishops Stortford														
Argos, Jackson Square, Bishops Stortford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Boots, Potter Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, South Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Stort Valley Industrial Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Jackson Square Shopping Centre, Bishop Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jackson Square Shopping Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Braintree														
Argos, Bocking End, Braintree	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, George Yard, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Chapel Hill Retail Park, Braintree	0.7%	3	0.0%	0	0.0%	0	2.3%	1	1.7%	2	0.0%	0	0.0%	0
Next, Freeport Village, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
George Yard Shopping Centre, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Cambridge														
Argos, Fitzroy Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Woolards Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, The Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Cambridge Retail Park, Cambridge	1.0%	5	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
HMV, Lion Yard, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Grand Arcade, Cambridge	1.5%	7	2.1%	2	4.9%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Magnet, Mercers Row, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Sidney Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, The Mall, Barhill, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Burleigh Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Center, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, The Beehive Centre, Cambridge	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Christ's Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Arcade, Cambridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Lion Yard Shopping Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitchams Corner, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Grafton, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge	2.0%	9	1.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	7
Cambridge Retail Park, Cambridge	1.6%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7
Outside - Chelmer Village														
TK Maxx, Chelmer Village Retail Park, Chelmer Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Chelmsford														
B&Q, Homelands Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Park, Chelmsford														
Currys PC World, Chelmer Village Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, High Chelmer Shopping Centre, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, High Chelmer, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Hanbury Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Riverside Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, High Street, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Cuton Hall Lane, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	3.6%	16	0.0%	0	0.0%	0	11.9%	7	8.2%	9	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	1.5%	7	0.0%	0	0.0%	0	2.4%	1	4.8%	5	0.0%	0	0.0%	0
Outside - Harlow														
Argos, Harlow Retail Park, Harlow	0.4%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Argos, The Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, The Stow, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Howard Way, Harlow	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, The Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Broad Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Water Gardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Water Gardens, Haydens Road, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Queensgate Centre, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvey Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Walk, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staple Tye, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Water Gardens, Harlow	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	0.5%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.2%	0	0.0%	0
Princes Gate Retail Park, Harlow	2.0%	9	0.0%	0	0.0%	0	2.3%	1	4.8%	5	6.3%	2	0.0%	0
The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Hertford														
Matalan, Madford Retail Park, Hertford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Newmarket														
Argos, The Rookery Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A		Zone 1B		Zone 2A		Zone 2B		Zone 3		Zone 4		
TK Maxx, 31 High Street, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Guineas Shopping Centre, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Royston														
Boots, Burns Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Stevenage														
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Roaring Meg Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, The Forum, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Argyle Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Danestrete, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Queensway, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Town Square, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, West Gate Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Forum Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Gate Shopping Centre, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage	0.5%	2	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside - Elsewhere														
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Charter Way, Braintree	5.0%	22	2.0%	1	0.0%	0	3.8%	2	15.5%	17	3.8%	1	0.0%	0
Lakeside Retail Park, West Thurrock	1.5%	7	1.5%	1	3.6%	1	1.6%	1	1.7%	2	0.0%	0	1.4%	2
Tollgate Shopping Park, Tollgate West, Stanway	1.6%	7	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0
Bishops Stortford	2.7%	12	1.1%	1	0.0%	0	1.6%	1	0.0%	0	26.8%	10	0.0%	0
Braintree	4.6%	20	0.0%	0	0.0%	0	6.9%	4	13.6%	15	3.6%	1	0.0%	0
Buntingford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Cambridge	22.6%	100	35.5%	26	59.7%	16	4.8%	3	0.0%	0	10.0%	4	37.5%	51
Chelmsford	12.3%	54	0.0%	0	0.0%	0	34.5%	20	31.4%	34	1.2%	0	0.0%	0
Colchester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Harlow	5.7%	25	5.5%	4	0.0%	0	7.7%	4	2.6%	3	35.3%	14	0.0%	0
London	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.3%	1	0.0%	0
Newmarket	1.3%	6	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	5
Royston	1.0%	4	0.6%	0	14.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside of Study Area	2.3%	10	1.1%	1	2.7%	1	0.0%	0	1.7%	2	4.8%	2	3.6%	5
Others														

Column %ges.

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A		Zone 1B		Zone 2A		Zone 2B		Zone 3		Zone 4		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods regularly)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	441	73		27		58		108		39		137		
Sample:	399	75		22		58		84		41		119		

Q11 How does your household normally travel when undertaking shopping for non-food goods ?

Car / van (as driver)	75.6%	756	74.2%	125	74.5%	44	78.3%	106	76.5%	174	77.0%	89	74.1%	219
Car / van (as passenger)	10.7%	107	7.6%	13	12.3%	7	11.3%	15	9.8%	22	6.1%	7	14.3%	42
Bus	4.0%	40	0.7%	1	2.5%	1	4.6%	6	5.0%	11	3.6%	4	5.4%	16
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.9%	39	9.9%	17	4.9%	3	4.4%	6	0.7%	2	2.4%	3	3.1%	9
Taxi	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.2%	1
Train	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	3	5.7%	7	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't travel, goods delivered)	1.5%	15	2.4%	4	0.0%	0	0.4%	0	2.5%	6	3.2%	4	0.5%	1
(Don't know / varies)	1.8%	18	3.0%	5	0.0%	0	0.7%	1	3.8%	9	1.4%	2	0.6%	2
Disability vehicle	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	1.3%	13	1.2%	2	5.9%	3	0.4%	0	0.6%	1	0.0%	0	1.8%	5
Weighted base:	1000	169		59		135		228		115		295		
Sample:	1000	171		59		134		226		115		295		

Q12 Of the following centres which do you consider your main centre for shopping and leisure purposes? [PR]

Bishops Stortford	11.0%	110	4.0%	7	2.2%	1	9.9%	13	1.8%	4	73.9%	85	0.0%	0
Braintree	9.6%	96	0.0%	0	0.0%	0	11.3%	15	34.1%	78	1.9%	2	0.4%	1
Cambridge	28.9%	289	32.9%	56	51.5%	30	9.9%	13	3.9%	9	3.3%	4	60.0%	177
Chelmsford	18.1%	181	0.0%	0	0.0%	0	43.5%	59	52.1%	119	2.9%	3	0.2%	1
Great Dunmow	2.7%	27	0.0%	0	0.0%	0	17.2%	23	1.4%	3	0.4%	0	0.0%	0
Harlow	3.1%	31	3.5%	6	0.0%	0	5.5%	7	0.0%	0	13.6%	16	0.6%	2
Haverhill	6.6%	66	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	62
Hertford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Royston	1.9%	19	0.0%	0	23.5%	14	0.0%	0	0.0%	0	0.0%	0	1.7%	5
Saffron Walden	11.4%	114	49.1%	83	8.0%	5	1.0%	1	3.0%	7	0.0%	0	6.0%	18
Sawston	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5
Stansted	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Stevenage	0.7%	7	0.0%	0	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thaxted	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None of these)	5.4%	54	7.9%	13	2.5%	1	1.6%	2	3.8%	9	3.6%	4	8.3%	24
Weighted base:	1000	169		59		135		228		115		295		
Sample:	1000	171		59		134		226		115		295		

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q13 What do you most like about (CENTRE MENTIONED AT Q12)? [MR]														
<i>Those who said a centre at Q12</i>														
Cheap parking	1.3%	13	1.1%	2	0.0%	0	1.2%	2	0.9%	2	2.5%	3	1.7%	5
Cleanliness of streets	2.1%	20	0.0%	0	0.0%	0	2.4%	3	2.3%	5	0.8%	1	3.9%	10
Close to friends / relatives	1.8%	17	1.5%	2	0.0%	0	6.6%	9	1.1%	3	0.6%	1	1.1%	3
Competitive prices	0.6%	6	1.5%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	3
Easy parking	5.3%	50	4.4%	7	7.1%	4	10.3%	14	6.1%	13	3.8%	4	2.9%	8
Evening entertainment	0.8%	7	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	2.6%	7
Feels safe	1.0%	9	1.3%	2	1.7%	1	0.5%	1	1.7%	4	0.0%	0	0.6%	2
Financial services (banks / building societies, etc)	0.5%	4	0.5%	1	0.0%	0	1.7%	2	0.4%	1	0.0%	0	0.2%	1
Good public transport links	1.6%	15	0.0%	0	0.0%	0	0.5%	1	1.5%	3	2.5%	3	3.1%	8
Leisure facilities (PLEASE WRITE IN e.g. pubs / restaurants / cinema / etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near / convenient	39.6%	374	36.3%	57	33.8%	19	34.9%	46	40.5%	89	55.1%	61	37.9%	102
Particular foodstore (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrian friendly environment	6.0%	56	8.8%	14	7.3%	4	7.4%	10	4.9%	11	5.8%	6	4.2%	11
Selection / choice multiple shops	38.3%	362	50.5%	79	42.1%	24	43.1%	57	38.3%	84	26.1%	29	33.1%	90
Selection / choice of independent shops	17.7%	168	19.9%	31	18.4%	11	16.1%	21	14.9%	33	11.9%	13	21.8%	59
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling alley	0.4%	4	0.7%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	0.0%	0
Cinema	1.0%	10	2.0%	3	0.0%	0	1.6%	2	1.1%	2	0.5%	0	0.6%	2
Close to retail parks	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.0%	0
Compact area	3.1%	29	2.1%	3	1.3%	1	0.9%	1	4.2%	9	5.5%	6	3.3%	9
Costcutter store	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covered shopping area	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.3%	1	0.0%	0	0.0%	0
Easy to get to by car	1.2%	12	0.0%	0	1.3%	1	0.0%	0	5.0%	11	0.0%	0	0.0%	0
Easy to get to generally	0.7%	6	0.4%	1	1.7%	1	0.0%	0	1.5%	3	0.0%	0	0.5%	1
Familiar place	4.4%	42	3.3%	5	3.5%	2	5.7%	8	3.7%	8	2.9%	3	5.7%	15
Feels modern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Friendly place / nice atmosphere	3.3%	31	6.2%	10	4.2%	2	6.4%	9	0.9%	2	0.6%	1	2.8%	8
Good cultural mix / diverse	0.3%	3	0.2%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	2
Good for leisure / entertainment	0.7%	6	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.9%	5
Good market	2.0%	19	6.7%	10	2.3%	1	0.9%	1	0.9%	2	0.5%	0	1.3%	4
Good places to drink	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good places to eat	4.5%	43	6.9%	11	3.5%	2	3.7%	5	8.5%	19	1.7%	2	1.7%	5
Good range of food shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	2
Historical / old buildings	1.9%	18	0.9%	1	1.7%	1	0.9%	1	0.0%	0	2.4%	3	4.2%	11
It's an attractive place	2.1%	20	3.6%	6	0.0%	0	0.0%	0	2.9%	6	0.0%	0	2.8%	8
It's getting bigger in size	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
John Lewis store	1.3%	12	3.7%	6	2.5%	1	1.0%	1	0.6%	1	0.0%	0	0.8%	2
Library	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Marks & Spencer store	0.3%	3	0.4%	1	0.0%	0	0.7%	1	0.3%	1	0.0%	0	0.3%	1
Museum	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Nice market town	0.6%	6	2.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.2%	1
Nice river	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Not too big	0.9%	9	1.7%	3	0.0%	0	1.7%	2	0.3%	1	0.7%	1	0.8%	2
On school run	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Park & Ride	1.9%	18	1.1%	2	0.0%	0	4.3%	6	2.5%	6	1.3%	1	1.4%	4
Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Quiet	0.8%	8	0.4%	1	0.0%	0	3.8%	5	0.6%	1	0.0%	0	0.2%	1
Sports / leisure centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	2
Swimming pool	0.2%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
That they're building a new precinct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.3%	3	0.3%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose store	0.3%	3	0.6%	1	0.0%	0	0.7%	1	0.3%	1	0.0%	0	0.0%	0
Work there / close to work	0.5%	5	0.4%	1	0.0%	0	0.7%	1	0.7%	2	0.0%	0	0.7%	2
You can hire mobility scooters there	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	8.4%	79	3.1%	5	11.8%	7	4.7%	6	9.1%	20	16.3%	18	8.7%	24
(Don't know / can't remember)	1.0%	9	1.1%	2	0.0%	0	0.7%	1	1.8%	4	0.0%	0	1.0%	3
Weighted base:	946	156	57	133	219	111	270							
Sample:	947	163	57	133	216	110	268							

Uttlesford Household Survey for Savills

Weighted:

April 2016

Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4
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	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q14 What do you most dislike about (CENTRE MENTIONED AT Q12)? [MR]														
<i>Those who said a centre at Q12</i>														
Difficult parking	17.5%	166	29.8%	46	24.4%	14	12.4%	16	18.8%	41	13.1%	15	12.3%	33
Expensive parking	16.3%	154	20.4%	32	28.4%	16	11.4%	15	9.8%	21	3.0%	3	24.4%	66
Lack of particular store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	0.8%	7	0.5%	1	1.3%	1	0.5%	1	1.3%	3	0.9%	1	0.5%	1
Lack of services (banks / building societies etc)	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.4%	1	0.5%	0	0.2%	1
Poor pedestrian environment / pavements / roads in need of repair	1.6%	15	1.8%	3	9.6%	6	0.7%	1	1.6%	3	0.8%	1	0.6%	2
Poor selection / choice of multiple shops	10.4%	99	2.6%	4	5.0%	3	9.2%	12	12.9%	28	21.8%	24	10.1%	27
Poor / limited evening entertainment (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor / limited leisure facilities (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor selection / choice of independent shops	7.9%	75	3.5%	6	3.6%	2	4.3%	6	10.2%	22	17.3%	19	7.4%	20
Too expensive	0.3%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.8%	2
Too far from home	0.8%	7	3.2%	5	0.0%	0	0.0%	0	0.4%	1	1.4%	2	0.0%	0
Unattractive environment / dirty streets / litter	2.6%	24	2.2%	3	0.0%	0	0.7%	1	3.8%	8	2.5%	3	3.3%	9
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Doesn't have a swimming pool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Doesn't have any character	0.4%	4	0.0%	0	1.3%	1	1.4%	2	0.3%	1	0.5%	0	0.0%	0
Doesn't have enough restaurants	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Don't like the people there	0.8%	8	0.0%	0	0.0%	0	0.7%	1	0.4%	1	4.6%	5	0.3%	1
Expensive Park & Ride	0.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4
Lack of a book shop	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
Lack of a butchers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Lack of a department store	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of a John Lewis store	0.2%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0
Lack of a Lidl store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Lack of a Marks & Spencer store	0.9%	8	1.2%	2	0.0%	0	0.0%	0	0.7%	2	0.6%	1	1.6%	4
Lack of a McDonalds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lack of a Next store	0.4%	4	2.0%	3	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lack of big supermarkets	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Lack of children's clothes stores	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of hardware / electrical stores	0.3%	2	0.5%	1	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Lack of music stores	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of older people clothes stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
No market / poor market	0.3%	3	0.0%	0	1.7%	1	1.0%	1	0.4%	1	0.0%	0	0.0%	0
Not a lot to do there	0.4%	4	0.3%	0	0.0%	0	0.5%	1	0.4%	1	0.9%	1	0.2%	1
Not cycle friendly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Not disabled friendly	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough nice restaurants	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.8%	2
Not enough signage	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.4%	1
Not enough toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Pedestrian crossing is needed at Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Poor public transport	0.6%	6	0.0%	0	1.3%	1	3.3%	4	0.3%	1	0.0%	0	0.0%	0
Rundown / needs developing	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	3
Shopping centres are too far apart	1.7%	16	0.3%	0	2.3%	1	1.5%	2	0.6%	1	0.4%	0	3.8%	10
Too busy	4.0%	38	5.1%	8	6.1%	3	4.7%	6	3.3%	7	4.8%	5	2.8%	8
Too many bars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Too many cafes / coffee shops	0.5%	5	0.5%	1	0.0%	0	0.7%	1	0.0%	0	2.9%	3	0.0%	0
Too many chain stores	0.4%	4	1.4%	2	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.0%	0
Too many charity shops	1.7%	16	0.4%	1	0.0%	0	0.7%	1	2.4%	5	1.9%	2	2.7%	7

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Too many cheap shops	0.7%	7	0.0%	0	0.0%	0	0.8%	2	1.8%	2	1.0%	3		
Too many eateries	1.3%	12	0.4%	1	0.0%	0	2.9%	6	3.8%	4	0.4%	1		
Too many empty shops	1.5%	14	0.0%	0	4.8%	3	1.6%	2	0.6%	1	4.6%	5	1.2%	3
Too many estate agents	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.3%	1
Too many houses being built	1.2%	12	3.0%	5	3.6%	2	0.5%	1	0.9%	2	0.8%	1	0.5%	1
Too many people on bicycles	1.6%	15	0.5%	1	3.5%	2	0.4%	0	0.0%	0	0.0%	0	4.5%	12
Too many shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Too many tourists	0.4%	3	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	2
Too much traffic	13.1%	124	15.7%	24	9.9%	6	11.1%	15	9.9%	22	9.5%	11	17.2%	47
Too small	0.3%	3	0.0%	0	0.0%	0	1.1%	2	0.3%	1	0.7%	1	0.0%	0
Town centre overrun by supermarkets	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uneven pavements and roads	0.4%	4	1.4%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1
Windy	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
(Nothing)	31.1%	294	28.0%	44	32.0%	18	44.8%	59	32.1%	70	24.8%	27	27.7%	75
(Don't know / can't remember)	1.3%	12	2.0%	3	0.0%	0	0.5%	1	1.6%	3	2.6%	3	0.8%	2
Weighted base:		946		156		57		133		219		111		270
Sample:		947		163		57		133		216		110		268

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q15 What improvements to the quality and range of facilities in (CENTRE MENTIONED AT Q12) would persuade your household to visit it more often? Please name up to THREE improvements. [MR]														
<i>Those who said a centre at Q12</i>														
Attract larger retailers	1.2%	11	0.0%	0	0.0%	0	1.6%	2	1.6%	3	0.5%	0	1.8%	5
Develop new shopping facilities	0.6%	6	0.5%	1	3.0%	2	0.0%	0	1.3%	3	0.0%	0	0.2%	1
Encourage reduced shop prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	1
Improve choice of multiple shops	11.5%	109	6.6%	10	16.4%	9	6.9%	9	10.9%	24	21.4%	24	11.9%	32
Improve market stalls	0.8%	7	0.0%	0	1.7%	1	1.9%	2	1.3%	3	1.0%	1	0.0%	0
Improve range of independent / specialist shops	9.8%	93	4.3%	7	5.0%	3	5.3%	7	12.7%	28	18.9%	21	10.1%	27
Introduce a larger supermarket	1.3%	12	0.0%	0	0.0%	0	3.3%	4	1.4%	3	0.8%	1	1.5%	4
New department store (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	0.8%	8	0.4%	1	0.0%	0	1.1%	1	1.0%	2	0.7%	1	1.0%	3
Enhanced range of health and fitness centres / gyms	0.7%	7	0.6%	1	0.0%	0	3.8%	5	0.5%	1	0.0%	0	0.0%	0
Improved music / theatre provision	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0
Improved public transport facilities during the evenings	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved range of places to eat	0.7%	7	1.0%	2	0.0%	0	0.0%	0	1.1%	2	1.0%	1	0.5%	1
Improved range of pubs and night clubs	0.6%	6	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Less pubs and clubs	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.4%	1	0.0%	0	0.0%	0
New / improved bingo facility	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
New / improved cinema	0.5%	5	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.4%	0	0.0%	0
New / improved museum or art gallery	0.5%	5	0.0%	0	0.0%	0	3.3%	4	0.3%	1	0.0%	0	0.0%	0
New / improved other leisure facilities (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved ten pin bowling centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Enhance shopmobility service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.2%	2	0.3%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Improve directional signs to town centre	0.8%	8	1.3%	2	1.3%	1	3.3%	4	0.3%	1	0.0%	0	0.0%	0
Improve layout of car parks	1.5%	14	1.0%	2	2.5%	1	1.3%	2	1.7%	4	4.1%	5	0.5%	1
Improve location of bus stops / bus station	1.8%	17	0.3%	0	2.3%	1	4.7%	6	1.7%	4	2.2%	2	1.0%	3
Improve public transport links	5.0%	47	5.2%	8	1.3%	1	3.6%	5	4.0%	9	2.7%	3	8.1%	22
Improve safety of pedestrians	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Improve signage / routeways within centre	0.3%	3	0.4%	1	1.7%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0
Increase frequency of public transport in the evenings	0.9%	8	0.5%	1	1.3%	1	1.7%	2	1.0%	2	1.5%	2	0.2%	1
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - long stay	3.6%	34	3.2%	5	2.3%	1	1.6%	2	8.1%	18	6.7%	7	0.3%	1
More parking spaces - short stay	3.1%	29	4.0%	6	0.0%	0	1.8%	2	7.0%	15	5.0%	6	0.0%	0
More parking spaces - type unspecified	5.8%	55	6.2%	10	2.5%	1	2.4%	3	4.5%	10	13.9%	15	5.8%	16
More pedestrianisation	1.0%	9	0.7%	1	2.3%	1	0.7%	1	0.7%	2	1.1%	1	1.1%	3
Reduce cost of parking	16.4%	155	22.5%	35	14.3%	8	8.9%	12	15.5%	34	5.2%	6	22.2%	60
Reduce road congestion	6.1%	58	8.6%	13	6.5%	4	2.2%	3	3.7%	8	3.9%	4	9.2%	25
Attract less people / relieve	0.3%	3	0.5%	1	2.3%	1	0.0%	0	0.0%	0	0.5%	1	0.2%	1

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
over-crowding														
Attract more people / make more lively	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	1.1%	10	0.7%	1	0.0%	0	0.0%	0	3.5%	8	0.5%	1	0.5%	1
Create more open spaces	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Create more shelters from the weather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.3%	2	0.0%	0	0.0%	0	0.5%	1	0.2%	1	0.0%	0	0.5%	1
Improve play areas for children	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.5%	1	0.3%	1
Improve street furniture / floral displays	0.5%	5	0.5%	1	0.0%	0	1.0%	1	0.5%	1	0.5%	0	0.5%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Advertise the good features of the centre more	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Asda store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Bank	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Better access for cyclists / more cycle lanes	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Better leisure centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.9%	1	0.0%	0
Better street lighting	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Bon Marche store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Book shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Cheaper park and ride	1.3%	12	3.4%	5	3.0%	2	0.0%	0	0.8%	2	0.6%	1	0.9%	3
Cheaper public transport	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Child-friendly restaurants	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre / village hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Create a bypass around the town centre	0.3%	3	0.4%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.3%	1
Debenhams store	1.2%	11	0.0%	0	2.3%	1	0.7%	1	0.7%	2	3.7%	4	1.1%	3
Department stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Extend / improve the Park & Ride	0.3%	3	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	2
Fill empty shops	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gap store	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Greengrocers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
H&M store	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0
Hardware / electrical stores	0.2%	2	0.3%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase store	0.4%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
House of Fraser store	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Iceland store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Indoor swimming pool	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor tennis courts	0.1%	1	0.3%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis store	1.7%	16	0.5%	1	3.6%	2	1.5%	2	3.1%	7	2.2%	2	0.7%	2
Leisure facilities for children / young people	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.0%	1	0.4%	1
Less cafes / coffee shops	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Less charity collectors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Less charity shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Less cheap shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Less eateries	0.3%	3	0.7%	1	0.0%	0	0.5%	1	0.3%	1	0.5%	0	0.0%	0
Less estate agents	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Library open for later and on Sundays	0.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours / increase Sunday trading	0.2%	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Manage / control the cyclists better	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Marks & Spencer store	1.5%	14	1.2%	2	3.5%	2	1.5%	2	0.6%	1	0.6%	1	2.2%	6
McDonalds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
More amenities such as schools / doctors etc	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1
More clothing stores	1.0%	9	1.3%	2	0.0%	0	0.4%	0	0.3%	1	1.0%	1	1.9%	5
More disabled parking	0.4%	4	0.8%	1	1.3%	1	0.5%	1	0.2%	1	0.0%	0	0.2%	1
More public toilets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.3%	1
More things for the elderly to do	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4					
Move shops outside the town centre	0.7%	6	0.0%	0	0.0%	0	0.4%	1	0.0%	0	2.0%	5
Move the two shopping centres closer together	0.5%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	3
Next store	0.4%	4	2.0%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0
PC World store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Primark store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Reduce business rents	0.7%	6	1.2%	2	1.3%	1	0.7%	1	0.6%	1	0.5%	0
Reduce the traffic congestion	2.0%	19	1.7%	3	15.4%	9	0.0%	0	1.3%	3	0.0%	0
Re-introduce the shuttle bus between the two shopping centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Re-open the police station	0.2%	2	0.9%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Repair / improve the pavements	0.6%	6	1.7%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Resurface / repair the roads	1.6%	16	0.5%	1	2.5%	1	0.0%	0	1.7%	4	0.6%	1
Sainsbury's store	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Stop building so many houses	0.3%	3	0.7%	1	1.3%	1	0.0%	0	0.4%	1	0.0%	0
Superdrug store	0.5%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Topman store	1.2%	11	0.0%	0	0.0%	0	0.4%	0	2.4%	5	4.1%	5
Waitrose store	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Weekly parking permits	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko store	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
(Nothing in particular)	31.1%	294	29.7%	46	34.1%	20	48.4%	64	28.5%	62	24.1%	27
(Don't know / can't remember)	5.5%	52	6.4%	10	2.5%	1	1.4%	2	6.5%	14	7.9%	9
Weighted base:		946		156		57		133		219		111
Sample:		947		163		57		133		216		110

Q16 Do you have access to broadband internet at home or work or somewhere else? [MR]

Yes, at home	87.9%	879	89.5%	151	82.8%	49	88.3%	119	89.0%	203	89.0%	102	86.6%	255
Yes, at work	39.1%	391	38.0%	64	19.0%	11	54.4%	73	41.4%	94	31.0%	36	38.1%	112
Yes, other location	13.9%	139	17.5%	30	6.2%	4	20.5%	28	12.1%	28	7.2%	8	14.4%	42
No	11.4%	114	10.1%	17	15.9%	9	10.3%	14	10.3%	23	10.3%	12	13.1%	39
Weighted base:		1000		169		59		135		228		115		295
Sample:		1000		171		59		134		226		115		295

Meanscore: Number of purchases per week [Every few days = 2.5, Weekly = 1, Fortnightly = 0.5, Monthly = 0.25, A few times a year = 0.125, Rarely = 0.06, Never = 0]

Q17 How often do you purchase goods via the Internet?

Those who have access to broadband internet at Q16

Every few days	11.2%	100	11.9%	18	3.4%	2	14.5%	17	11.5%	23	15.4%	16	9.0%	23
Weekly	25.7%	227	37.2%	57	27.3%	13	16.1%	19	28.5%	58	22.1%	23	22.3%	57
Fortnightly	15.7%	139	10.8%	16	29.5%	15	15.8%	19	11.2%	23	16.6%	17	19.1%	49
Monthly	20.0%	178	17.4%	26	19.7%	10	25.9%	31	16.7%	34	17.0%	18	22.7%	58
A few times a year	14.5%	128	10.2%	15	6.1%	3	20.4%	25	17.4%	35	15.3%	16	13.3%	34
Rarely	4.3%	38	4.8%	7	5.2%	3	0.4%	0	5.2%	11	3.3%	3	5.3%	13
Never	6.9%	61	3.8%	6	8.8%	4	7.1%	9	6.2%	13	8.2%	8	8.2%	21
(Don't know / varies)	1.8%	16	4.0%	6	0.0%	0	0.0%	0	3.4%	7	2.0%	2	0.2%	0
Mean:		0.71		0.82		0.58		0.70		0.73		0.78		0.63
Weighted base:		886		152		49		121		204		103		256
Sample:		843		150		46		113		193		98		243

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Q18 What type of goods do you purchase via the Internet? [MR]														
<i>Those who purchase goods via the internet at Q17</i>														
Baby items	2.6%	21	3.4%	5	0.0%	0	5.8%	7	0.7%	1	2.5%	2	2.6%	6
Banking / finance	3.1%	25	1.5%	2	5.0%	2	7.1%	8	2.6%	5	3.1%	3	2.1%	5
Clothing & footwear	50.8%	419	65.1%	95	61.0%	28	49.2%	55	40.4%	77	43.6%	41	52.0%	122
DIY & decorating goods	7.1%	58	7.1%	10	9.0%	4	11.4%	13	4.7%	9	6.2%	6	6.8%	16
Domestic appliances, including kitchen appliances like cookers, fridges, washing machines etc	20.9%	172	11.7%	17	21.4%	10	24.9%	28	19.6%	38	25.8%	24	23.7%	56
Floor coverings & household textiles	8.7%	72	14.6%	21	3.8%	2	5.4%	6	6.8%	13	10.4%	10	8.4%	20
Food and grocery items	17.9%	148	28.7%	42	10.5%	5	14.5%	16	16.0%	31	21.3%	20	14.3%	34
Garden items	4.6%	38	3.7%	5	11.2%	5	4.4%	5	4.7%	9	3.7%	4	4.1%	10
Gifts	16.6%	137	12.6%	18	19.2%	9	17.3%	20	17.1%	33	17.5%	17	17.5%	41
Holidays	6.7%	55	5.9%	9	9.0%	4	10.0%	11	3.8%	7	6.0%	6	7.8%	18
Mobile phone accessories	2.9%	24	1.3%	2	0.0%	0	5.7%	6	2.4%	5	2.3%	2	3.7%	9
Music, gaming, DVDs, other media	21.1%	175	14.3%	21	23.7%	11	21.6%	24	23.5%	45	22.5%	21	22.3%	52
Personal / luxury goods, including books, jewellery, china, glass, cosmetics & medical goods	38.1%	314	41.4%	60	38.0%	17	24.9%	28	31.5%	60	42.8%	40	45.8%	108
Pet products	3.6%	30	3.3%	5	7.4%	3	3.8%	4	3.8%	7	3.1%	3	3.1%	7
Recreational goods, including bicycles, games, toys, sports & camping equipment	27.1%	224	29.2%	43	21.1%	10	32.9%	37	15.2%	29	14.7%	14	38.8%	91
Tickets, including travel, gigs, sporting events	7.1%	59	5.2%	8	19.5%	9	9.5%	11	4.6%	9	6.5%	6	7.0%	17
TV, Hi Fi, radio, photographic & computer equipment	22.7%	188	20.3%	30	14.9%	7	25.1%	28	24.2%	46	25.6%	24	22.2%	52
Vehicle parts	2.7%	23	1.4%	2	5.4%	2	1.7%	2	2.1%	4	0.0%	0	5.2%	12
Vehicles	0.6%	5	0.0%	0	2.2%	1	0.0%	0	1.4%	3	0.0%	0	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.8%	64	8.4%	12	5.1%	2	13.5%	15	9.5%	18	9.6%	9	3.0%	7
Weighted base:		825		146		45		113		192		95		235
Sample:		761		141		40		101		176		86		217

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4							
Meanscore: [£]														
Q19 On average, how much money do you normally spend on internet shopping every month ?														
<i>Those who purchase goods via the internet at Q17</i>														
Nothing	0.3%	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	2
£1 - £10	4.2%	35	1.2%	2	1.6%	1	8.8%	10	2.4%	5	5.6%	5	5.2%	12
£11 - £20	7.3%	61	6.7%	10	6.1%	3	0.6%	1	11.3%	22	5.7%	5	8.6%	20
£21 - £30	7.0%	58	2.1%	3	2.9%	1	13.2%	15	9.8%	19	8.2%	8	5.2%	12
£31 - £40	3.4%	28	4.5%	7	4.5%	2	2.5%	3	2.8%	5	0.9%	1	4.6%	11
£41 - £50	6.5%	54	5.8%	9	17.8%	8	3.4%	4	7.9%	15	3.9%	4	6.2%	15
£51 - £60	0.8%	7	1.3%	2	1.6%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	3
£61 - £70	1.1%	9	4.2%	6	2.2%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
£71 - £80	1.2%	10	1.2%	2	0.0%	0	0.0%	0	1.4%	3	1.6%	2	1.7%	4
£81 - £90	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
£91 - £100	9.9%	82	8.8%	13	25.2%	11	7.0%	8	8.4%	16	15.9%	15	7.8%	18
£101 - £150	3.9%	32	3.2%	5	0.0%	0	1.9%	2	3.3%	6	2.3%	2	7.2%	17
£151 - £200	4.7%	39	11.4%	17	0.0%	0	5.9%	7	3.6%	7	5.0%	5	1.5%	4
£201 - £250	1.4%	11	2.0%	3	0.0%	0	0.6%	1	1.4%	3	2.4%	2	1.3%	3
£251 - £300	2.3%	19	1.2%	2	0.0%	0	5.2%	6	3.5%	7	1.7%	2	1.4%	3
£301 - £350	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4
£351 - £400	1.8%	15	0.5%	1	3.8%	2	4.5%	5	1.7%	3	0.9%	1	1.3%	3
£401 - £450	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.3%	1
£451 - £500	3.5%	29	6.5%	9	2.2%	1	4.5%	5	3.9%	8	2.8%	3	1.3%	3
£501 - £750	2.0%	17	3.4%	5	0.0%	0	2.7%	3	1.5%	3	3.0%	3	1.3%	3
£751 - £1,000	1.1%	9	0.7%	1	0.0%	0	0.8%	1	1.6%	3	1.9%	2	1.0%	2
£1,000+	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.4%	1
(Don't know / varies)	32.5%	268	30.8%	45	23.5%	11	37.0%	42	28.0%	54	32.1%	30	36.8%	87
(Refused)	3.7%	30	4.3%	6	8.8%	4	0.6%	1	6.1%	12	2.0%	2	2.4%	6
<i>Mean:</i>	<i>160.90</i>	<i>181.87</i>	<i>97.87</i>	<i>178.01</i>	<i>180.88</i>	<i>159.29</i>	<i>135.17</i>							
Weighted base:	825	146	45	113	192	95	235							
Sample:	761	141	40	101	176	86	217							

GEN Gender of respondent.

Male	33.1%	331	31.2%	53	42.6%	25	29.5%	40	31.5%	72	34.2%	39	34.9%	103
Female	66.9%	669	68.8%	116	57.4%	34	70.5%	95	68.5%	156	65.8%	76	65.1%	192
Weighted base:	1000	169	59	135	228	115	295							
Sample:	1000	171	59	134	226	115	295							

AGE Could I ask, how old are you ?

18 to 24	5.5%	55	3.7%	6	0.0%	0	11.2%	15	4.3%	10	7.8%	9	5.1%	15
25 to 34	10.9%	109	20.1%	34	11.1%	7	9.7%	13	9.2%	21	7.9%	9	8.6%	25
35 to 44	16.6%	166	20.5%	35	0.0%	0	14.3%	19	15.8%	36	29.9%	34	14.1%	42
45 to 54	19.1%	191	24.1%	41	10.0%	6	21.6%	29	16.9%	38	18.2%	21	19.0%	56
55 to 64	19.6%	196	12.9%	22	31.3%	18	17.0%	23	19.9%	45	17.6%	20	22.9%	67
65 +	25.3%	253	17.8%	30	45.4%	27	25.5%	34	28.4%	65	15.5%	18	27.0%	80
(Refused)	2.9%	29	1.0%	2	2.2%	1	0.6%	1	5.4%	12	3.1%	4	3.2%	9
Weighted base:	1000	169	59	135	228	115	295							
Sample:	1000	171	59	134	226	115	295							

CAR How many cars does your household own or have the use of ?

None	6.2%	62	9.0%	15	6.1%	4	5.7%	8	5.4%	12	5.3%	6	5.7%	17
One	28.5%	285	24.6%	42	19.6%	12	25.0%	34	29.6%	67	29.0%	33	33.2%	98
Two	42.8%	429	46.0%	78	51.1%	30	46.7%	63	38.0%	87	39.6%	46	42.6%	126
Three or more	19.8%	198	16.9%	28	20.9%	12	22.7%	31	22.0%	50	23.8%	27	16.7%	49
(Refused)	2.6%	26	3.6%	6	2.2%	1	0.0%	0	5.0%	11	2.2%	3	1.7%	5
Weighted base:	1000	169	59	135	228	115	295							
Sample:	1000	171	59	134	226	115	295							

	Total	Zone 1A		Zone 1B		Zone 2A		Zone 2B		Zone 3		Zone 4		
ADU How many adults, including yourself, live in your household (16 years and above) ?														
One	14.7%	147	17.5%	30	7.4%	4	14.2%	19	14.9%	34	20.5%	24	12.5%	37
Two	51.6%	516	54.0%	91	59.4%	35	57.4%	77	46.6%	106	40.7%	47	54.2%	160
Three	17.7%	177	14.5%	25	25.6%	15	18.4%	25	16.7%	38	22.4%	26	16.5%	49
Four	10.9%	109	7.0%	12	4.1%	2	9.3%	13	15.2%	35	12.7%	15	11.1%	33
Five	2.4%	24	4.4%	7	0.0%	0	0.7%	1	1.9%	4	1.0%	1	3.5%	10
Six or more (Refused)	0.1% 2.6%	1 26	0.0% 2.5%	0 4	0.0% 3.5%	0 2	0.0% 0.0%	0 0	0.0% 4.7%	0 11	0.0% 2.7%	0 3	0.3% 1.9%	1 6
Weighted base:		1000		169		59		135		228		115		295
Sample:		1000		171		59		134		226		115		295

CHI How many children live in your household (15 years and under) ?

None	70.1%	701	62.3%	105	79.2%	47	69.7%	94	69.2%	158	63.5%	73	76.1%	224
One	11.3%	113	13.1%	22	12.4%	7	15.7%	21	11.5%	26	9.6%	11	8.6%	25
Two	11.6%	116	17.4%	29	5.0%	3	14.6%	20	8.2%	19	12.0%	14	10.6%	31
Three	4.3%	44	5.2%	9	0.0%	0	0.0%	0	5.6%	13	11.7%	13	2.8%	8
Four	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Five	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Six or more (Refused)	0.0% 2.4%	0 24	0.0% 2.0%	0 3	0.0% 3.5%	0 2	0.0% 0.0%	0 2	0.0% 4.7%	0 11	0.0% 2.2%	0 3	0.0% 1.9%	0 6
Weighted base:		1000		169		59		135		228		115		295
Sample:		1000		171		59		134		226		115		295

EMP Which of the following best describes the chief wage earner of your household's current employment situation ? [PR]

Working full time	60.0%	600	65.7%	111	43.9%	26	67.7%	91	54.2%	123	69.7%	80	57.1%	168
Working part time	6.4%	64	7.7%	13	8.6%	5	3.1%	4	5.7%	13	10.1%	12	5.6%	17
Unemployed	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.7%	1	0.4%	1
Retired on State pension ONLY	9.6%	96	8.4%	14	9.8%	6	11.8%	16	8.9%	20	8.4%	10	10.3%	30
Retired NOT on State pension only	17.0%	170	9.7%	16	29.3%	17	14.9%	20	20.0%	46	8.4%	10	20.8%	61
Housewife/husband	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Student	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / long-term sick (Refused)	0.4% 5.8%	4 58	0.5% 7.6%	1 13	0.0% 8.4%	0 5	0.0% 2.5%	0 3	0.9% 8.3%	2 19	0.0% 2.7%	0 3	0.3% 5.2%	1 15
Weighted base:		1000		169		59		135		228		115		295
Sample:		1000		171		59		134		226		115		295

INC Approximately what is your total gross household income ?

£0-£14,999	3.1%	31	5.0%	8	9.4%	6	1.2%	2	3.5%	8	2.3%	3	1.5%	5
£15,000 - £20,999	2.7%	27	2.0%	3	1.2%	1	2.3%	3	3.9%	9	2.3%	3	2.9%	9
£21,000 - £30,999	4.7%	47	3.0%	5	3.5%	2	5.1%	7	7.3%	17	1.1%	1	5.1%	15
£31,000 - £40,999	4.1%	41	8.0%	14	2.2%	1	1.1%	1	4.2%	10	2.9%	3	3.9%	11
£41,000 - £50,999	3.8%	38	5.9%	10	0.0%	0	0.0%	0	3.6%	8	7.0%	8	4.1%	12
£51,000 - £60,999	2.8%	28	2.5%	4	1.2%	1	3.9%	5	3.8%	9	1.5%	2	2.4%	7
£61,000 - £70,999	2.8%	28	2.4%	4	0.0%	0	0.7%	1	0.3%	1	4.4%	5	5.9%	17
£71,000 - £80,999	2.2%	22	0.8%	1	1.2%	1	3.2%	4	1.3%	3	4.4%	5	2.5%	7
£81,000 - £90,999	1.6%	16	1.4%	2	13.4%	8	1.4%	2	1.1%	2	0.0%	0	0.5%	2
£91,000 - £100,999	1.0%	10	1.2%	2	1.7%	1	1.7%	2	1.0%	2	1.2%	1	0.5%	1
£100,000 - £150,999	1.6%	16	1.3%	2	0.0%	0	4.7%	6	1.5%	3	1.0%	1	1.2%	3
£151,000+	1.4%	14	1.9%	3	0.0%	0	2.3%	3	1.9%	4	2.0%	2	0.3%	1
(Don't know / refused)	68.1%	682	64.5%	109	66.2%	39	72.3%	98	66.6%	151	70.0%	80	69.2%	204
Weighted base:		1000		169		59		135		228		115		295
Sample:		1000		171		59		134		226		115		295

ZON Zone

Zone 1A	16.9%	169	100.0%	169	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 1B	5.9%	59	0.0%	0	100.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A	13.5%	135	0.0%	0	0.0%	0	100.0%	135	0.0%	0	0.0%	0	0.0%	0
Zone 2B	22.8%	228	0.0%	0	0.0%	0	0.0%	0	100.0%	228	0.0%	0	0.0%	0
Zone 3	11.5%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	115	0.0%	0
Zone 4	29.5%	295	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	295
Weighted base:		1000		169		59		135		228		115		295
Sample:		1000		171		59		134		226		115		295

Uttlesford Household Survey for Savills

Weighted:

April 2016

	Total	Zone 1A	Zone 1B	Zone 2A	Zone 2B	Zone 3	Zone 4
QUOTA Postcode Sector							
CB101	2.5%	25 14.6%	25 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
CB102	4.8%	48 28.2%	48 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
CB113	5.2%	52 30.5%	52 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
CB114	4.5%	45 26.7%	45 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
CB214	4.6%	46 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	15.5% 46
CB216	0.8%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2.8% 8
CB223	4.2%	42 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	14.1% 42
CB224	2.3%	23 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	7.8% 23
CB9 0	4.5%	45 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	15.2% 45
CB9 7	5.2%	52 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	17.8% 52
CB9 8	3.3%	33 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	11.0% 33
CB9 9	4.6%	46 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	15.7% 46
CM1 4	7.0%	70 0.0%	0 0.0%	0 0.0%	30.9% 70	0.0% 0	0.0% 0
CM226	3.7%	37 0.0%	0 0.0%	0 0.0%	0 0.0%	31.9% 37	0.0% 0
CM227	3.4%	34 0.0%	0 0.0%	0 0.0%	0 0.0%	29.8% 34	0.0% 0
CM231	0.8%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	7.2% 8	0.0% 0
CM248	3.6%	36 0.0%	0 0.0%	0 0.0%	0 0.0%	31.1% 36	0.0% 0
CM3 1	3.0%	30 0.0%	0 0.0%	0 0.0%	13.2% 30	0.0% 0	0.0% 0
CM6 1	6.3%	63 0.0%	0 0.0%	46.4% 63	0.0% 0	0.0% 0	0.0% 0
CM6 2	3.3%	33 0.0%	0 0.0%	24.8% 33	0.0% 0	0.0% 0	0.0% 0
CM6 3	3.9%	39 0.0%	0 0.0%	28.8% 39	0.0% 0	0.0% 0	0.0% 0
CM7 4	2.3%	23 0.0%	0 0.0%	0 0.0%	10.0% 23	0.0% 0	0.0% 0
CM7 5	5.0%	50 0.0%	0 0.0%	0 0.0%	22.2% 50	0.0% 0	0.0% 0
CM776	1.4%	14 0.0%	0 0.0%	0 0.0%	6.2% 14	0.0% 0	0.0% 0
CM777	4.0%	40 0.0%	0 0.0%	0 0.0%	17.5% 40	0.0% 0	0.0% 0
SG8 7	4.1%	41 0.0%	69.4% 41	0.0% 0	0.0% 0	0.0% 0	0.0% 0
SG8 8	1.8%	18 0.0%	30.6% 18	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1000	169	59	135	228	115	295
Sample:	1000	171	59	134	226	115	295