



Appendix 7 - Retail Capacity Tables

Table 1 Population (5 year summary)

Zone	2011	2016	2021	2026	2031	2033
1a	31,250	33,606	35,961	38,143	40,034	40,711
1b	10,419	11,204	11,989	12,717	13,347	13,573
2a	24,807	26,677	28,547	30,279	31,780	32,317
2b	32,851	35,327	37,803	40,096	42,084	42,796
3	23,320	25,078	26,836	28,464	29,875	30,380
4	52,287	56,228	60,169	63,819	66,983	68,116
Total	174,934	188,120	201,304	213,518	224,104	227,892

Source: Pitney Bowes Business Insight
Office for National Statistics

Table 1 - Population

Zone	2010	2011	2012	2013	2014	2015	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
1a	30,689	31,250	31,733	32,173	32,643	33,123	34,072	34,542	35,017	35,491	35,961	36,424	36,873	37,314	37,731	38,143	38,543	38,938	39,319	39,680	40,034	40,378	40,711	41,033	41,344	41,649
1b	10,232	10,419	10,580	10,726	10,883	11,043	11,359	11,516	11,675	11,832	11,989	12,143	12,293	12,440	12,579	12,717	12,850	12,982	13,109	13,229	13,347	13,462	13,573	13,680	13,784	13,885
2a	24,362	24,807	25,190	25,539	25,913	26,294	27,047	27,420	27,797	28,173	28,547	28,914	29,271	29,620	29,952	30,279	30,596	30,910	31,212	31,499	31,780	32,053	32,317	32,573	32,820	33,061
2b	32,261	32,851	33,358	33,821	34,315	34,820	35,817	36,311	36,811	37,309	37,803	38,289	38,762	39,224	39,663	40,096	40,517	40,932	41,332	41,712	42,084	42,446	42,796	43,134	43,461	43,781
3	22,901	23,320	23,681	24,009	24,360	24,718	25,426	25,777	26,131	26,485	26,836	27,181	27,516	27,845	28,156	28,464	28,762	29,057	29,341	29,611	29,875	30,132	30,380	30,620	30,853	31,080
4	51,348	52,287	53,095	53,830	54,617	55,421	57,007	57,795	58,589	59,382	60,169	60,942	61,695	62,431	63,130	63,819	64,489	65,149	65,787	66,391	66,983	67,559	68,116	68,654	69,175	69,685
Total	171,792	174,934	177,637	180,098	182,731	185,419	190,728	193,361	196,021	198,672	201,304	203,893	206,410	208,874	211,212	213,518	215,757	217,967	220,100	222,123	224,104	226,029	227,892	229,694	231,437	233,141

Table 2a - Convenience Expenditure per Capita (5 year summary)

Zone	2011	2016	2021	2026	2031	2032	2033
Zone 1a	£2,132	£2,152	£2,140	£2,201	£2,259	£2,272	£2,286
Zone 1b	£2,239	£2,259	£2,248	£2,311	£2,372	£2,386	£2,400
Zone 2a	£2,074	£2,093	£2,082	£2,141	£2,197	£2,210	£2,223
Zone 2b	£1,995	£2,014	£2,003	£2,060	£2,114	£2,127	£2,139
Zone 3	£2,045	£2,064	£2,053	£2,111	£2,166	£2,179	£2,192
Zone 4	£1,969	£1,987	£1,977	£2,033	£2,086	£2,099	£2,111

Table 2b - Comparison Expenditure per Capita (5 year summary)

Zone	2011	2016	2021	2026	2031	2032	2033
Zone 1a	£3,014	£3,485	£3,643	£4,032	£4,401	£4,493	£4,587
Zone 1b	£3,147	£3,638	£3,804	£4,210	£4,595	£4,691	£4,790
Zone 2a	£2,905	£3,359	£3,512	£3,887	£4,242	£4,332	£4,422
Zone 2b	£2,704	£3,126	£3,268	£3,617	£3,948	£4,031	£4,115
Zone 3	£2,864	£3,312	£3,463	£3,832	£4,182	£4,270	£4,360
Zone 4	£2,645	£3,058	£3,197	£3,538	£3,862	£3,943	£4,025

Source:

Pitney Bowes Business Insight

Pitney Bowes Business Insight Retail Expenditure Guide 2017/2018

2015 Prices

Table 3A - Total Available Convenience Goods Expenditure (£m) (5 year summary)

Zone	2011	2016	2021	2026	2031	2033
1a	£66.63	£72.31	£76.97	£83.95	£90.42	£93.06
1b	£23.32	£25.31	£26.95	£29.39	£31.65	£32.58
2a	£51.45	£55.83	£59.44	£64.82	£69.82	£71.85
2b	£65.55	£71.14	£75.73	£82.59	£88.96	£91.55
3	£47.69	£51.75	£55.09	£60.08	£64.71	£66.60
4	£102.97	£111.74	£118.95	£129.74	£139.73	£143.81
Total	£357.61	£388.08	£413.13	£450.57	£485.30	£499.44

Table 3B - Total Available Comparison Goods Expenditure (£m) (5 year summary)

Zone	2011	2016	2021	2026	2031	2033
1a	£94.18	£117.10	£131.02	£153.79	£176.18	£186.76
1b	£32.79	£40.76	£45.61	£53.54	£61.33	£65.01
2a	£72.08	£89.61	£100.27	£117.70	£134.82	£142.92
2b	£88.82	£110.43	£123.56	£145.03	£166.14	£176.12
3	£66.80	£83.05	£92.92	£109.08	£124.95	£132.45
4	£138.28	£171.93	£192.37	£225.80	£258.66	£274.20
Total	£492.94	£612.89	£685.75	£804.94	£922.08	£977.46

Source: Pitney Bowes Business Insight
Pitney Bowes Business Insight Retail Expenditure Guide 2017/2018

2015 Prices

Table 3A - Total Available Convenience Goods Expenditure (£m)

Zone	2010	2011	2012	2013	2014	2015	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
1a	£67.80	£66.63	£67.86	£68.66	£68.89	£70.27	£73.01	£73.28	£74.14	£75.44	£76.97	£78.67	£80.11	£81.47	£82.72	£83.95	£85.25	£86.47	£87.84	£89.09	£90.42	£91.74	£93.06
1b	£23.73	£23.32	£23.76	£24.04	£24.11	£24.60	£25.56	£25.65	£25.95	£26.41	£26.95	£27.54	£28.04	£28.52	£28.96	£29.39	£29.84	£30.27	£30.75	£31.19	£31.65	£32.12	£32.58
2a	£52.35	£51.45	£52.40	£53.02	£53.19	£54.26	£56.38	£56.58	£57.25	£58.25	£59.44	£60.74	£61.86	£62.91	£63.87	£64.82	£65.83	£66.77	£67.83	£68.79	£69.82	£70.84	£71.85
2b	£66.71	£65.55	£66.77	£67.55	£67.77	£69.14	£71.83	£72.10	£72.94	£74.22	£75.73	£77.39	£78.82	£80.16	£81.38	£82.59	£83.88	£85.07	£86.42	£87.65	£88.96	£90.26	£91.55
3	£48.53	£47.69	£48.57	£49.14	£49.30	£50.29	£52.26	£52.45	£53.06	£53.99	£55.09	£56.30	£57.34	£58.31	£59.20	£60.08	£61.02	£61.89	£62.87	£63.76	£64.71	£65.66	£66.60
4	£104.78	£102.97	£104.87	£106.11	£106.45	£108.60	£112.83	£113.25	£114.57	£116.59	£118.95	£121.57	£123.80	£125.91	£127.83	£129.74	£131.75	£133.63	£135.75	£137.67	£139.73	£141.78	£143.81
Total	£363.90	£357.61	£364.23	£368.52	£369.72	£377.16	£391.87	£393.30	£397.92	£404.91	£413.13	£422.21	£429.97	£437.28	£443.95	£450.57	£457.57	£464.09	£471.45	£478.14	£485.30	£492.41	£499.44

Source: Tables 1 and 2

2015 Prices

Table 3B - Total Available Comparison Goods Expenditure (£m)

Zone	2010	2011	2012	2013	2014	2015	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
1a	£93.49	£94.18	£96.94	£100.18	£105.43	£111.43	£119.86	£120.90	£122.90	£126.29	£131.02	£136.00	£141.02	£145.46	£149.66	£153.79	£157.96	£162.46	£166.63	£171.03	£176.18	£181.42	£186.76
1b	£32.54	£32.79	£33.75	£34.87	£36.70	£38.79	£41.72	£42.09	£42.78	£43.96	£45.61	£47.34	£49.09	£50.63	£52.10	£53.54	£54.99	£56.55	£58.01	£59.54	£61.33	£63.15	£65.01
2a	£71.54	£72.08	£74.19	£76.67	£80.68	£85.28	£91.73	£92.53	£94.05	£96.65	£100.27	£104.08	£107.92	£111.31	£114.53	£117.70	£120.89	£124.33	£127.52	£130.88	£134.82	£138.84	£142.92
2b	£88.16	£88.82	£91.42	£94.48	£99.42	£105.09	£113.03	£114.02	£115.90	£119.09	£123.56	£128.25	£132.99	£137.17	£141.14	£145.03	£148.97	£153.21	£157.14	£161.29	£166.14	£171.09	£176.12
3	£66.30	£66.80	£68.75	£71.05	£74.77	£79.03	£85.01	£85.75	£87.16	£89.57	£92.92	£96.45	£100.02	£103.16	£106.15	£109.08	£112.03	£115.22	£118.18	£121.30	£124.95	£128.67	£132.45
4	£137.26	£138.28	£142.33	£147.09	£154.79	£163.61	£175.98	£177.51	£180.44	£185.42	£192.37	£199.67	£207.05	£213.56	£219.74	£225.80	£231.93	£238.53	£244.65	£251.10	£258.66	£266.36	£274.20
Total	£489.30	£492.94	£507.38	£524.34	£551.78	£583.23	£627.34	£632.80	£643.23	£660.97	£685.75	£711.79	£738.09	£761.30	£783.32	£804.94	£826.77	£850.31	£872.13	£895.13	£922.08	£949.53	£977.46

Source: Tables 1 and 2

2015 Prices

Table 4A Existing Foodstores Convenience Turnover

Centre / Store	Net Sales Floorspace (Sqm)	Convenience Sales Floorspace (%)	Convenience Floorspace (Sqm Net)	Turnover Density (£ per sqm)	Total Convenience Turnover (£m)
Saffron Walden					
Aldi, Saffron Walden	1125	90%	1013	£ 11,470	£11.61
Cost Cutter, High Street, Saffron Walden	354	95%	336	£ 4,500	£1.51
Nisa, Cromwell Road, Saffron Walden	365	95%	347	£ 4,500	£1.56
Tesco Express, Pleasant Valley, Saffron Walden	396	95%	376	£ 11,677	£4.39
Tesco, Radwinter Road, Saffron Walden	2280	89%	2029	£ 11,677	£23.70
Waitrose, Hill Street, Saffron Walden	2129	90%	1916	£ 12,625	£24.19
Local Shops, Saffron Walden	881	100%	881	£ 4,500	£3.96
Other Saffron Walden	0	100%	0	£ 4,500	£0.00
Saffron Walden Total	7530		6898	£ 65,449	£70.93
Great Dunmow					
Co-Op, White Street, Great Dunmow	725	90%	653	£ 7,863	£5.13
Tesco, Stortford Road, Great Dunmow	2155	85%	1832	£ 11,677	£21.39
Great Dunmow Total	2880			£ 19,540	£26.52
Clavering					
Local shops, Clavering	0	95%	0	£ -	£0.00
Clavering Total				£ -	£0.00
Duxford					
Local shops, Duxford	0	80%	0	£ -	£0.00
Duxford Total	0			£ -	£0.00
Elsenham					
Local Shops, Elsenham	0	95%	0	£ -	£0.00
Elsenham Total				£ -	£0.00
Felsted					
Local shops, Felsted	0	95%	0	£ -	£0.00
Felsted Total				£ -	£0.00
Flitch Green					
Co-op, Webb Road, Flitch Green	0		0	£ 7,960	£0.00
Flitch Green Total				£ 7,960	£0.00
Great Bardfield					
Co-op, Brook Street, Great Bardfield	0		0	£ 7,863	£0.00
Great Bardfield Total				£ 7,863	£0.00
Great Chesterford					
Local shops, Great Chesterford	0		0	£ -	£0.00
Great Chesterford Total				£ -	£0.00
Haverhill					
Aldi, Lord's Croft Lane, Haverhill	1816	80%	1453	£ 11,470	£16.66
Iceland, High Street, Haverhill	1174	85%	998	£ 7,349	£7.33
Sainsbury's, Haycocks Road, Haverhill	7554	60%	4532	£ 12,242	£55.49
Tesco Superstore, Cangle Road, Haverhill	6239	60%	3743	£ 11,677	£43.71
Haverhill Total	16783			£ 42,738	£123.20
Henham					
Local shops, Henham	0		0	£ -	£0.00
Henham Total	0			£ -	£0.00
Linton					
Co-op, High Street, Linton	0		0	£ 7,863	£0.00
Linton Total	0			£ 7,863	£0.00
Takeley					
Local shops, Takeley	0		0	£ -	£0.00
Takeley Total	0			£ -	£0.00
Thaxted					
Guildhall Stores, Town Street, Thaxted	0	80%	0	£ -	£0.00
Local shops, Thaxted	0	80%	0	£ -	£0.00
Thaxted Total	0			£ -	£0.00
Stansted Mountfitchet					
Co-op, Castle Maltings, Lower Street, Stansted Mountfitchet	797	95%	757	£ 7,863	£5.95
Local shops, Stansted Mountfitchet	0	95%	0	£ -	£0.00
Tesco Express, Cambridge Road, Stansted Mountfitchet	353	85%	300	£ 11,677	£3.50
Stansted Mountfitchet Total	1150			£ 19,540	£9.46
Stebbing					
Local shops, Stebbing	0		0	£ -	£0.00
Stebbing Total	0			£ -	£0.00
Other Inside Study Area					
Budgens, High Street, Sawston	0	100	0	£ 7,300	£0.00
Other Inside Study Area Total	0			£ 7,300	£0.00
Inside Study Area Total	28343	0	6898.05	£170,952.40	£230.10

Source: Verdict, Mintel Retail Rankings. Price Index: Pitney Bowes Retail Expenditure Guide 2017/18
2015 Prices

Takeley														
Local shops, Takeley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.39	£0.00	£0.39	
Takeley Total														
Thaxted														
Local shops, Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£1.25	£0.10	£0.00	£0.00	£1.45	
Thaxted Total														
Stansted Mountfitchet														
Co-Op, Cambridge Road, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.72	£0.00	£0.00	£0.09	£0.00	£0.07	£0.67	£0.00	£1.57	
Local shops, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£1.99	£0.00	£2.09	
Tesco Express, Cambridge Road, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.24	
Stansted Mountfitchet Total														
Stebbing														
Local shops, Stebbing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33	£0.00	£0.00	£0.00	£1.33	
Stebbing Total														
Sawston														
Budgens, High Street, Sawston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.00	£0.00	£0.00	£0.00	£2.67	£3.64	
Sawston Total														
Outside of Study Area														
Aldi, London Road, Bishop's Stortford	£0.00	£0.00	£0.30	£0.00	£7.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.70	£0.00	£8.55	
Asda, Coldhams Lane, Cambridge	£0.31	£0.31	£0.00	£0.00	£0.00	£1.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.10	
Asda, Elizabeth II Square, Chelmsford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Asda, Village Square, Chelmsford	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	
Asda, Watergardens, Harlow	£0.00	£0.00	£0.00	£0.00	£0.48	£0.00	£0.00	£0.00	£0.14	£0.00	£0.08	£0.00	£0.70	
Co-op, Bridge End Lane, Great Notley, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.22	
Co-op, Church Street, Bocking, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.39	£0.00	£0.00	£0.00	£0.39	
Iceland, Bank Street, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.05	
Lidl, Rayne Road, Braintree	£0.00	£0.00	£1.89	£3.34	£0.00	£0.00	£0.00	£0.00	£0.11	£0.93	£0.00	£0.00	£6.26	
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.17	
Marks & Spencer, South Street, Bishops Stortford	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.11	£0.00	£0.48	
Morrisons, Baldock Street, Royston	£0.00	£0.91	£0.00	£0.00	£0.00	£0.00	£0.00	£1.94	£0.00	£0.00	£0.00	£0.00	£2.85	
Morrisons, Broad Street, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.19	£0.29	£0.29	
Morrisons, Dickens Place, Copperfield Road, Chelmsford	£0.00	£0.00	£0.00	£5.01	£0.00	£0.00	£0.00	£0.00	£0.00	£1.58	£0.00	£0.00	£6.59	
Sainsbury's, Birchanger Motonway Services, Bishops Stortford	£0.00	£0.00	£0.27	£0.00	£1.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£1.90	
Sainsbury's, Brooks Road, Cambridge	£0.52	£0.41	£0.00	£0.00	£0.00	£0.94	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£2.10	
Sainsbury's, Fifth Avenue, Harlow	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	
Sainsbury's, Jackson Square, Bishops Stortford	£0.39	£0.00	£0.00	£0.18	£3.41	£0.00	£0.00	£0.00	£0.10	£0.00	£1.05	£0.00	£5.13	
Sainsbury's, The Thorley Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£2.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.06	
Sainsbury's, Tofts Walk, Braintree	£0.00	£0.00	£0.30	£4.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	£0.00	£0.00	£5.15	
Sainsbury's, White Heart Lane, Chelmsford	£0.00	£0.00	£0.00	£3.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£3.78	
Tesco Extra, Old North Road, Royston	£0.30	£11.05	£0.00	£0.00	£0.00	£2.68	£0.00	£0.84	£0.00	£0.00	£0.00	£0.18	£15.05	
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	
Tesco Superstore, Cheddars Lane, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.90	£0.00	£0.00	£0.00	£0.00	£0.36	£0.07	£1.33	
Tesco Superstore, Church Langley Centre, Harlow	£0.00	£0.00	£0.00	£0.00	£0.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.50	
Tesco Superstore, East Road / Edinburgh Way, Harlow	£0.00	£0.00	£0.22	£0.00	£0.41	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.77	
Tesco Superstore, Great Notley, Braintree	£0.00	£0.00	£0.00	£10.09	£0.00	£0.00	£0.00	£0.00	£0.00	£3.09	£0.00	£0.00	£13.19	
Tesco Superstore, Lancaster Way, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£10.36	£0.00	£0.00	£0.09	£0.00	£0.00	£1.14	£0.00	£11.60	
Tesco Superstore, Market Place, Braintree	£0.00	£0.00	£0.45	£1.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£2.09	
Tesco Superstore, Marks Farm, Braintree	£0.00	£0.00	£0.15	£3.72	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03	£0.00	£0.00	£4.90	
Tesco Superstore, Springfield Road, Chelmsford	£0.00	£0.00	£0.00	£5.13	£0.00	£0.00	£0.00	£0.00	£0.10	£0.36	£0.00	£0.00	£5.60	
Tesco Superstore, The Square, Notley Green, Braintree	£0.00	£0.00	£0.15	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.59	
Tesco Superstore, Yarrow Road, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.35	£2.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£2.98	
Waitrose, Cambridge	£0.00	£0.95	£0.21	£0.00	£0.00	£2.62	£0.00	£0.09	£0.00	£0.00	£0.00	£0.82	£4.69	
Waitrose, Hauxton Road, Trumpington	£0.00	£0.63	£0.00	£0.00	£0.00	£2.31	£0.00	£0.17	£0.00	£0.00	£0.00	£0.25	£3.35	
Waitrose, Northgate End, Bishops Stortford	£0.00	£0.00	£1.02	£0.59	£2.67	£0.00	£0.13	£0.00	£0.10	£0.00	£1.06	£0.00	£5.56	
Taunton town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.21	£0.21	
Outside of Study Area	£0.00	£1.77	£0.84	£4.71	£0.35	£1.90	£1.46	£2.06	£0.18	£4.67	£0.47	£5.70	£24.11	
Others														
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Internet / delivery	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
(Don't know / varies)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
(Don't do this type of shopping)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	

Source:
2015 Prices

Tables 3a, 5a and 5b

Takeley														
Local shops, Takeley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42	£0.00	£0.42	
Takeley Total														
Thaxted														
Local shops, Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£1.35	£0.11	£0.00	£0.00	£1.57	
Thaxted Total														
Stansted Mountfitchet														
Co-Op, Cambridge Road, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.79	£0.00	£0.00	£0.10	£0.00	£0.08	£0.73	£0.00	£1.70	
Local shops, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£2.16	£0.00	£2.26	
Tesco Express, Cambridge Road, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.27	
Stansted Mountfitchet Total														
Stebbing														
Local shops, Stebbing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.44	£0.00	£0.00	£0.00	£1.44	
Stebbing Total														
Sawston														
Budgens, High Street, Sawston	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£0.00	£0.00	£0.00	£0.00	£0.00	£2.90	£3.95	
Sawston Total														
Outside of Study Area														
Aldi, London Road, Bishop's Stortford	£0.00	£0.00	£0.32	£0.00	£8.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76	£0.00	£9.28	
Asda, Coldhams Lane, Cambridge	£0.34	£0.33	£0.00	£0.00	£0.00	£1.61	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.28	
Asda, Elizabeth II Square, Chelmsford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Asda, Village Square, Chelmsford	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	
Asda, Watergardens, Harlow	£0.00	£0.00	£0.00	£0.00	£0.52	£0.00	£0.00	£0.00	£0.15	£0.00	£0.09	£0.00	£0.76	
Co-op, Bridge End Lane, Great Notley, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.24	
Co-op, Church Street, Bocking, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.42	
Iceland, Bank Street, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06	
Lidl, Rayne Road, Braintree	£0.00	£0.00	£2.05	£3.62	£0.00	£0.00	£0.00	£0.00	£0.11	£1.01	£0.00	£0.00	£6.80	
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.18	
Marks & Spencer, South Street, Bishops Stortford	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.12	£0.00	£0.52	
Morrisons, Baldock Street, Royston	£0.00	£0.98	£0.00	£0.00	£0.00	£0.00	£0.00	£2.11	£0.00	£0.00	£0.00	£0.00	£3.09	
Morrisons, Broad Street, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.21	£0.31	
Morrisons, Dickens Place, Copperfield Road, Chelmsford	£0.00	£0.00	£0.00	£5.44	£0.00	£0.00	£0.00	£0.00	£0.00	£1.71	£0.00	£0.00	£7.15	
Sainsbury's, Birchanger Motorway Services, Bishops Stortford	£0.00	£0.00	£0.30	£0.00	£1.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£2.06	
Sainsbury's, Brooks Road, Cambridge	£0.56	£0.45	£0.00	£0.00	£0.00	£1.02	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£2.28	
Sainsbury's, Fifth Avenue, Harlow	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	
Sainsbury's, Jackson Square, Bishops Stortford	£0.42	£0.00	£0.00	£0.19	£3.70	£0.00	£0.00	£0.00	£0.11	£0.00	£1.14	£0.00	£5.57	
Sainsbury's, The Thorley Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£2.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.24	
Sainsbury's, Tofts Walk, Braintree	£0.00	£0.00	£0.33	£4.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74	£0.00	£0.00	£5.59	
Sainsbury's, White Heart Lane, Chelmsford	£0.00	£0.00	£0.00	£3.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£4.10	
Tesco Extra, Old North Road, Royston	£0.32	£11.99	£0.00	£0.00	£0.00	£2.91	£0.00	£0.92	£0.00	£0.00	£0.00	£0.19	£16.33	
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	
Tesco Superstore, Cheddars Lane, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98	£0.00	£0.00	£0.00	£0.00	£0.39	£0.08	£1.45	
Tesco Superstore, Church Langley Centre, Harlow	£0.00	£0.00	£0.00	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.54	
Tesco Superstore, East Road / Edinburgh Way, Harlow	£0.00	£0.00	£0.24	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.84	
Tesco Superstore, Great Notley, Braintree	£0.00	£0.00	£0.00	£10.95	£0.00	£0.00	£0.00	£0.00	£0.00	£3.36	£0.00	£0.00	£14.31	
Tesco Superstore, Lancaster Way, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£11.24	£0.00	£0.00	£0.10	£0.00	£0.00	£1.24	£0.00	£12.59	
Tesco Superstore, Market Place, Braintree	£0.00	£0.00	£0.49	£1.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£2.26	
Tesco Superstore, Marks Farm, Braintree	£0.00	£0.00	£0.16	£4.03	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12	£0.00	£0.00	£5.31	
Tesco Superstore, Springfield Road, Chelmsford	£0.00	£0.00	£0.00	£5.56	£0.00	£0.00	£0.00	£0.00	£0.11	£0.40	£0.00	£0.00	£6.07	
Tesco Superstore, The Square, Notley Green, Braintree	£0.00	£0.00	£0.16	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.64	
Tesco Superstore, Yarrow Road, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.38	£2.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£3.24	
Waitrose, Cambridge	£0.00	£1.03	£0.22	£0.00	£0.00	£2.84	£0.00	£0.10	£0.00	£0.00	£0.00	£0.89	£5.08	
Waitrose, Hauxton Road, Trumpington	£0.00	£0.68	£0.00	£0.00	£0.00	£2.51	£0.00	£0.19	£0.00	£0.00	£0.00	£0.27	£3.64	
Waitrose, Northgate End, Bishops Stortford	£0.00	£0.00	£1.10	£0.64	£2.90	£0.00	£0.14	£0.00	£0.10	£0.00	£1.15	£0.00	£6.03	
Taunton town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.23	
Outside of Study Area	£0.00	£1.92	£0.91	£5.11	£0.38	£2.06	£1.58	£2.24	£0.20	£5.06	£0.51	£6.19	£26.17	
Others														
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Internet / delivery	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
(Don't know / varies)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
(Don't do this type of shopping)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	

Takeley														
Local shops, Takeley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£0.45	
Takeley Total														
Thaxted														
Local shops, Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£1.44	£0.12	£0.00	£0.00	£1.68	
Thaxted Total														
Stansted Mountfitchet														
Co-Op, Cambridge Road, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.84	£0.00	£0.00	£0.11	£0.00	£0.08	£0.78	£0.00	£1.81	
Local shops, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£2.30	£0.00	£2.41	
Tesco Express, Cambridge Road, Stansted Mountfitchet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.28	
Stansted Mountfitchet Total														
Stebbing														
Local shops, Stebbing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.54	£0.00	£0.00	£0.00	£1.54	
Stebbing Total														
Sawston														
Budgens, High Street, Sawston	£0.00	£0.00	£0.00	£0.00	£0.00	£1.13	£0.00	£0.00	£0.00	£0.00	£0.00	£3.08	£4.21	
Sawston Total														
Outside of Study Area														
Aldi, London Road, Bishop's Stortford	£0.00	£0.00	£0.35	£0.00	£8.73	£0.00	£0.00	£0.00	£0.00	£0.81	£0.00	£9.88		
Asda, Coldhams Lane, Cambridge	£0.36	£0.35	£0.00	£0.00	£0.00	£1.71	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43		
Asda, Elizabeth II Square, Chelmsford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Asda, Village Square, Chelmsford	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38		
Asda, Watergardens, Harlow	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.00	£0.16	£0.00	£0.09	£0.81		
Co-op, Bridge End Lane, Great Notley, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.25		
Co-op, Church Street, Bocking, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£0.00	£0.45		
Iceland, Bank Street, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06		
Lidl, Rayne Road, Braintree	£0.00	£0.00	£2.18	£3.86	£0.00	£0.00	£0.00	£0.00	£0.12	£1.07	£0.00	£7.24		
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.19		
Marks & Spencer, South Street, Bishops Stortford	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.12	£0.00	£0.55		
Morrisons, Baldock Street, Royston	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£2.24	£0.00	£0.00	£0.00	£3.29		
Morrisons, Broad Street, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.22	£0.33		
Morrisons, Dickens Place, Copperfield Road, Chelmsford	£0.00	£0.00	£0.00	£5.79	£0.00	£0.00	£0.00	£0.00	£0.00	£1.83	£0.00	£7.62		
Sainsbury's, Birchanger Motonway Services, Bishops Stortford	£0.00	£0.00	£0.32	£0.00	£1.80	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£2.19		
Sainsbury's, Brooks Road, Cambridge	£0.60	£0.48	£0.00	£0.00	£0.00	£1.09	£0.26	£0.00	£0.00	£0.00	£0.00	£2.42		
Sainsbury's, Fifth Avenue, Harlow	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24		
Sainsbury's, Jackson Square, Bishops Stortford	£0.45	£0.00	£0.00	£0.20	£3.94	£0.00	£0.00	£0.00	£0.12	£0.00	£1.22	£5.93		
Sainsbury's, The Thorley Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£2.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.38		
Sainsbury's, Tofts Walk, Braintree	£0.00	£0.00	£0.35	£4.81	£0.00	£0.00	£0.00	£0.00	£0.79	£0.00	£0.00	£5.95		
Sainsbury's, White Heart Lane, Chelmsford	£0.00	£0.00	£0.00	£4.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£4.36		
Tesco Extra, Old North Road, Royston	£0.35	£12.77	£0.00	£0.00	£0.00	£3.09	£0.00	£0.98	£0.00	£0.00	£0.21	£17.39		
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20		
Tesco Superstore, Cheddars Lane, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04	£0.00	£0.00	£0.00	£0.41	£0.08	£1.54		
Tesco Superstore, Church Langley Centre, Harlow	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.57		
Tesco Superstore, East Road / Edinburgh Way, Harlow	£0.00	£0.00	£0.25	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.89		
Tesco Superstore, Great Notley, Braintree	£0.00	£0.00	£0.00	£11.66	£0.00	£0.00	£0.00	£0.00	£0.00	£3.57	£0.00	£15.23		
Tesco Superstore, Lancaster Way, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£11.97	£0.00	£0.00	£0.11	£0.00	£0.00	£1.32	£0.00	£13.40	
Tesco Superstore, Market Place, Braintree	£0.00	£0.00	£0.52	£1.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£2.41	
Tesco Superstore, Marks Farm, Braintree	£0.00	£0.00	£0.17	£4.29	£0.00	£0.00	£0.00	£0.00	£0.00	£1.19	£0.00	£0.00	£5.66	
Tesco Superstore, Springfield Road, Chelmsford	£0.00	£0.00	£0.00	£5.92	£0.00	£0.00	£0.00	£0.00	£0.12	£0.42	£0.00	£0.00	£6.46	
Tesco Superstore, The Square, Notley Green, Braintree	£0.00	£0.00	£0.17	£0.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.68	
Tesco Superstore, Yarrow Road, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.40	£2.86	£0.00	£0.00	£0.00	£0.00	£0.19	£3.45		
Waitrose, Cambridge	£0.00	£1.09	£0.24	£0.00	£0.00	£3.03	£0.00	£0.11	£0.00	£0.00	£0.00	£0.95	£5.41	
Waitrose, Hauxton Road, Trumpington	£0.00	£0.73	£0.00	£0.00	£0.00	£2.67	£0.00	£0.20	£0.00	£0.00	£0.28	£3.88		
Waitrose, Northgate End, Bishops Stortford	£0.00	£0.00	£1.17	£0.68	£3.08	£0.00	£0.15	£0.00	£0.11	£0.00	£1.22	£0.00	£6.42	
Taunton town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.24		
Outside of Study Area	£0.00	£2.05	£0.97	£5.44	£0.40	£2.20	£1.68	£2.38	£0.21	£5.39	£0.54	£6.59	£27.86	
Others														
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Internet / delivery	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
(Don't know / varies)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
(Don't do this type of shopping)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	

Source:
2015 Prices

Tables 3a, 5a and 5b

Table 13 Convenience Goods Capacity

	2011	2016	2021	2026	2031	2033
Saffron Walden						
Total Available Spend in Zone 1	£66.63	£72.31	£76.97	£83.95	£90.42	£93.06
<i>Total Foodstore Expenditure</i>	£76.90	£83.45	£88.84	£96.57	£104.36	£107.40
Benchmark Turnover of Existing Foodstores	£70.93	£72.72	£74.56	£76.44	£78.37	£79.16
<i>Total Benchmark turnover of commitments</i>	0.00					
Total Benchmark Turnover of Existing Foodstores and commitments	£70.93	£72.72	£74.56	£76.44	£78.37	£79.16
Convenience Goods Expenditure Capacity	£5.97	£10.73	£14.28	£20.13	£25.99	£28.24
Benchmark Turnover	12000	12303	12614	12932	13259	13392
Floorspace Requirement	497	872	1132	1557	1960	2109

	2011	2016	2021	2026	2031	2033
Gt Dunmow						
Total Available Spend in Zone 2	£51.45	£55.83	£59.44	£64.82	£69.82	£71.85
<i>Total Foodstore Expenditure</i>	£50.72	£55.05	£58.60	£62.95	£68.83	£70.84
Benchmark Turnover of Existing Foodstores	£26.52	£27.19	£27.88	£28.58	£29.30	£29.60
<i>Total Benchmark turnover of commitments</i>	0.00					
Total Benchmark Turnover of Existing Foodstores and commitments	£26.52	£27.19	£27.88	£28.58	£29.30	£29.60
Convenience Goods Expenditure Capacity	£24.20	£27.86	£30.72	£34.37	£39.53	£41.25
Benchmark Turnover	12000	12303	12614	12932	13259	13392
Floorspace Requirement	2017	2264	2436	2658	2982	3080

Source: Tables 3, 4 and 6

2015 Prices

Notes:

Floorspace data taken from GOAD Centre Report and assumed 75% gross to net ratio.

Benchmark turnover increased by 0.5% pa to take account of increases in floorspace efficiency

Benchmark turnover derived from 2017 Retail Rankings (Mintel) and Verdict

Outside - Harlow						
Argos, Harlow Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Hertford						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Newmarket						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Royston						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Stevenage						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	1.44%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	1.44%	0.00%	0.00%	0.00%	0.00%
Outside - Elsewhere						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.56%	0.00%	0.00%	1.97%	0.00%	0.00%
Freepoint Outlet Shopping Village, Charter Way, Braintree	0.00%	0.00%	3.29%	8.69%	0.00%	0.56%
Lakeside Retail Park, West Thurrock	0.97%	0.00%	0.62%	0.93%	0.70%	0.90%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	0.60%	0.00%	0.00%
Bishops Stortford	5.58%	1.44%	5.68%	0.75%	40.55%	0.00%
Braintree	3.17%	0.00%	7.22%	12.07%	2.07%	1.07%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	1.44%	0.00%	0.00%	0.00%	12.91%
Cambridge	48.21%	61.91%	7.89%	3.17%	16.68%	55.66%
Chelmsford	0.75%	0.00%	59.58%	56.18%	12.30%	0.37%
Colchester	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%
Harlow	4.03%	0.00%	2.56%	0.00%	13.49%	1.11%
London	1.57%	0.00%	0.45%	3.22%	9.21%	0.96%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%
Royston	0.00%	6.95%	0.00%	0.00%	0.00%	0.30%
Stevenage	0.00%	7.45%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	2.71%	9.57%	1.40%	2.98%	5.01%	3.82%
Others						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't know / varies)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 4 NEMS Household Survey 2016

Table 14b Furniture and Floor Coverings

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

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh V	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.93%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	4.04%	0.00%	15.15%	0.00%
Princes Gate Retail Park, Harlow	1.03%	0.00%	0.93%	0.00%	8.31%	0.44%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Hertford						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Newmarket						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Royston						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Stevenage						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	7.30%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Elsewhere						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%
Freeport Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	2.86%	7.85%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	2.21%	0.00%	11.10%	9.97%	2.31%	0.82%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	8.49%	0.00%	0.00%
Bishops Stortford	3.83%	0.00%	3.88%	0.00%	24.85%	0.00%
Braintree	0.00%	0.00%	5.73%	13.16%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	1.45%	0.00%	0.00%	0.70%	0.00%	17.03%
Cambridge	25.56%	26.06%	10.29%	4.48%	9.07%	32.15%
Chelmsford	0.00%	0.00%	5.73%	19.79%	0.78%	0.00%
Colchester	0.46%	0.00%	0.63%	6.31%	0.00%	0.00%
Harlow	4.78%	0.00%	3.71%	0.00%	11.50%	0.00%
London	0.00%	0.00%	0.00%	1.31%	3.46%	1.24%
Newmarket	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%
Royston	0.00%	12.83%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.46%	1.74%	4.82%	7.82%	5.29%	1.14%
Others						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't know / varies)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 5 NEMS Household Survey 2016

Table 14c DIY / hardware or Garden Items

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

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.42%	0.00%	1.72%	0.00%	7.37%	0.59%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh V	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	1.65%	0.52%	6.15%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.56%	0.00%	0.00%	0.00%	2.80%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	0.83%	0.00%	5.35%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.61%	0.00%	0.00%	0.00%
Outside - Hertford						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Newmarket						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Royston						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Stevenage						
B&Q, London Road, Stevenage	0.00%	22.86%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.34%	1.50%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	2.03%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Elsewhere						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Freepoint Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	7.56%	3.43%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%
Bishops Stortford	1.65%	0.00%	2.22%	0.00%	13.35%	0.00%
Braintree	0.00%	0.00%	3.94%	6.20%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cambridge	3.63%	1.51%	0.00%	0.00%	0.00%	3.97%
Chelmsford	0.00%	0.00%	2.63%	4.43%	0.00%	0.00%
Colchester	0.00%	0.00%	0.00%	0.41%	0.00%	0.00%
Harlow	0.00%	2.65%	0.00%	0.00%	0.57%	0.00%
London	0.45%	0.00%	0.00%	0.00%	0.00%	0.21%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Royston	0.00%	30.01%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.00%	11.49%	1.17%	6.13%	3.88%	3.61%
Others						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't know / varies)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 6 NEMS Household Survey 2016

Table 14d Domestic Electric Appliances

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

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	3.23%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh V	0.00%	0.00%	2.38%	0.00%	13.71%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	5.36%	0.00%	10.10%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	2.81%	0.00%	9.73%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Hertford						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Newmarket						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Royston						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Stevenage						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	21.55%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Elsewhere						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	0.98%	0.00%	0.00%
Freepoint Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	2.01%	5.63%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	7.05%	0.00%	0.00%
Bishops Stortford	2.04%	0.00%	2.38%	1.10%	36.46%	0.00%
Braintree	0.00%	0.00%	5.42%	13.83%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	0.00%	0.00%	0.00%	0.00%	2.89%
Cambridge	26.14%	29.50%	3.10%	0.95%	2.16%	16.15%
Chelmsford	0.00%	0.00%	11.37%	13.24%	0.00%	0.00%
Colchester	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Harlow	0.63%	0.00%	1.12%	0.00%	11.35%	0.00%
London	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%
Royston	0.00%	8.36%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.00%	5.81%	0.00%	1.68%	0.00%	1.34%
Others						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't know / varies)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 7 NEMS Household Survey 2016

Table 14e Electrical Goods

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

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	2.44%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh V	3.66%	0.00%	5.41%	0.71%	27.62%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	4.95%	0.00%	5.98%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	1.22%	0.00%	15.30%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Hertford						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Newmarket						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Royston						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Stevenage						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	1.93%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	19.57%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Elsewhere						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%
Freepoint Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	1.64%	2.57%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	0.00%	0.00%	0.84%	0.00%	0.00%	0.00%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	1.64%	10.22%	0.00%	0.00%
Bishops Stortford	0.49%	0.00%	3.64%	0.50%	15.55%	0.00%
Braintree	0.00%	0.00%	3.36%	8.66%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	1.10%	0.00%	0.00%	0.00%	0.00%	3.88%
Cambridge	31.14%	21.36%	6.05%	1.44%	8.61%	18.75%
Chelmsford	0.00%	0.00%	12.67%	9.99%	0.00%	0.00%
Colchester	0.00%	0.00%	0.00%	1.65%	0.00%	0.37%
Harlow	0.82%	0.00%	0.84%	0.00%	7.98%	0.00%
London	0.48%	0.00%	0.62%	0.00%	1.43%	0.00%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Royston	0.00%	3.24%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.82%	2.19%	3.93%	0.53%	0.00%	2.19%
Others						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't know / varies)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 8 NEMS Household Survey 2016

Table 14f Personal and Luxury Goods

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

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh V	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Hertford						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Newmarket						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Royston						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Stevenage						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Elsewhere						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	1.73%	0.83%	0.00%	0.00%
Freepoint Outlet Shopping Village, Charter Way, Braint	0.00%	0.00%	1.84%	3.67%	0.00%	0.00%
Lakeside Retail Park, West Thurrock	0.00%	2.80%	1.11%	0.82%	1.55%	1.18%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bishops Stortford	3.81%	0.00%	6.73%	0.00%	54.50%	0.00%
Braintree	0.00%	0.00%	2.87%	19.17%	0.00%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	2.07%	0.00%	0.00%	0.00%	8.59%
Cambridge	41.17%	50.28%	11.85%	2.57%	14.76%	39.13%
Chelmsford	0.00%	0.00%	23.45%	50.13%	6.86%	0.00%
Colchester	0.00%	0.00%	0.00%	2.69%	0.00%	0.00%
Harlow	1.45%	0.00%	4.76%	0.00%	9.63%	0.00%
London	1.52%	0.00%	7.69%	6.51%	6.07%	3.72%
Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%
Royston	0.00%	16.20%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	2.07%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	0.79%	5.84%	3.96%	3.56%	0.00%	3.74%
Others						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't know / varies)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 9 NEMS Household Survey 2016

Table 14g Recreational Goods

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

Argos, Harlow Retail Park, Harlow	0.00%	0.00%	3.28%	0.00%	0.00%	0.00%
Argos, The Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, The Stow, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Queensgate Retail Park, Edinburgh V	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halfords, Howard Way, Harlow	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Edinburgh Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, The Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Broad Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, Water Gardens, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Water Gardens, Haydens Road, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Queensgate Centre, Harlow	0.00%	0.00%	0.00%	0.00%	1.58%	0.00%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvey Centre, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Little Walk, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staple Tye, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Water Gardens, Harlow	0.00%	0.00%	2.59%	0.00%	0.00%	0.00%
Harlow Retail Park, Harlow	0.00%	0.00%	2.85%	0.00%	1.17%	0.00%
Princes Gate Retail Park, Harlow	0.00%	0.00%	2.35%	4.82%	6.29%	0.00%
The Oaks Retail Park, Harlow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Hertford						
Matalan, Madford Retail Park, Hertford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Newmarket						
Argos, The Rookery Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, 31 High Street, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Guineas Shopping Centre, Newmarket	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Royston						
Boots, Burns Road, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boots, High Street, Royston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Stevenage						
B&Q, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BHS, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys PC World, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunelm Mill, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HMV, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Roaring Meg Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
JJB Sports, The Forum, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Magnet, Argyle Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Matalan, Danestrete, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Queensway, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PC World, Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Primark, Town Square, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
River Island, West Gate Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Forum Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toys R Us, Roaring Meg Retail Park, London Road, Stev	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%
Wickes, Monkswood Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Gate Shopping Centre, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Stevenage	0.00%	8.99%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside - Elsewhere						
Sainsbury's, Jackson Square, Bishops Stortford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00%	0.97%	0.00%	0.00%
Freeport Outlet Shopping Village, Charter Way, Braint	1.97%	0.00%	3.85%	15.48%	3.82%	0.00%
Lakeside Retail Park, West Thurrock	1.47%	3.63%	1.64%	1.67%	0.00%	1.36%
Tollgate Shopping Park, Tollgate West, Stanway	0.00%	0.00%	0.00%	6.57%	0.00%	0.00%
Bishops Stortford	1.09%	0.00%	1.64%	0.00%	26.76%	0.00%
Braintree	0.00%	0.00%	6.89%	13.60%	3.62%	0.00%
Buntingford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bury St Edmunds	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%
Cambridge	35.46%	59.74%	4.82%	0.00%	10.01%	37.49%
Chelmsford	0.00%	0.00%	34.49%	31.41%	1.17%	0.00%
Colchester	0.00%	0.00%	0.00%	1.85%	0.00%	0.00%
Harlow	5.48%	0.00%	7.74%	2.64%	35.32%	0.00%
London	0.00%	0.00%	0.00%	1.67%	2.34%	0.00%
Newmarket	0.00%	2.68%	0.00%	0.00%	0.00%	3.51%
Royston	0.65%	14.68%	0.00%	0.00%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside of Study Area	1.09%	2.68%	0.00%	1.71%	4.78%	3.58%
Others						
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet / delivered	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't know / varies)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Don't buy these goods regularly)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source:

Question 10 NEMS Household Survey 2016

Zone 3 Stansted Mountfitchet	2011	2016	2021	2026	2031	2033
Total Available Spend in Zone 3	£66.80	£83.05	£92.92	£109.08	£124.95	£274.20
Comparison Goods Expenditure into Town Centre Shops (Stansted Mountfitchet)	£0.27	£0.34	£0.38	£0.45	£0.51	£0.54
Existing Town Centre Benchmark turnover	£2.66	£2.85	£3.05	£3.27	£3.51	£3.61
Commitments turnover (£m)						
Surplus Expenditure (in town centre)	-£2.38	-£2.51	-£2.67	-£2.83	-£3.00	-£3.07
Benchmark Turnover	5500	5896	6320	6775	7263	7468
Supportable Town Centre Floorspace	-433	-426	-423	-417	-413	-411
Town Centre Floorspace Requirement	-433	-426	-423	-417	-413	-411
Stansted Mountfitchet Out of Centre Floorspace						
<i>Total Stansted Mountfitchet Retail Parks</i>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Benchmark Turnover of Out of Centre Floorspace						
<i>Total Benchmark turnover of out of centre floorspace</i>	0.00	£0.00	0.00	0.00	0.00	0.00
Commitments turnover (£m)						
Total Turnover of Major Out of Centre Floorspace	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Surplus Expenditure (out of centre)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Benchmark Turnover	2500	2680	2873	3080	3301	3394
Supportable Out of centre Floorspace	0	0	0	0	0	0
Out of Centre Floorspace Requirement	0	0	0	0	0	0

Zone 4 Haverhill	2011	2016	2021	2026	2031	2033
Total Available Spend in Zone 4	£138.28	£171.93	£192.37	£225.80	£258.66	£274.20
Comparison Goods Expenditure into Town Centre Shops (Haverhill)	£31.87	£38.92	£44.33	£63.12	£59.61	£63.19
Existing Town Centre Benchmark turnover	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Commitments turnover (£m)						
Surplus Expenditure (in town centre)	£31.87	£38.92	£44.33	£63.12	£59.61	£63.19
Benchmark Turnover	5500	5896	6320	6775	7263	7468
Supportable Town Centre Floorspace	5794	6601	7014	9317	8207	8462
Town Centre Floorspace Requirement	5794	6601	7014	9317	8207	8462
Haverhill Out of Centre Floorspace						
<i>Total Haverhill Retail Parks</i>	£12.48	£0.00	£0.00	£0.00	£0.00	£0.00
Benchmark Turnover of Out of Centre Floorspace						
<i>Total Benchmark turnover of out of centre floorspace</i>	0.00	£0.00	0.00	0.00	0.00	0.00
Commitments turnover (£m)						
Total Turnover of Major Out of Centre Floorspace	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Surplus Expenditure (out of centre)	£12.48	£0.00	£0.00	£0.00	£0.00	£0.00
Benchmark Turnover	2500	2680	2873	3080	3301	3394
Supportable Out of centre Floorspace	4993	0	0	0	0	0
Out of Centre Floorspace Requirement	4993	0	0	0	0	0

Source: Tables 3, 8, 10 and 11
2015 Prices

Notes:

Floorspace data taken from GOAD Centre Report and assumed 75% gross to net ratio.
Benchmark turnover increased by 1.4% pa to take account of increases in floorspace efficiency
Benchmark turnover derived from 2015 Retail Rankings (Mintel) and Verdict