

# WEST SUFFOLK RETAIL AND LEISURE STUDY 2016: FOREST HEATH DISTRICT

FINAL REPORT

## QA

### West Suffolk Retail and Leisure Study 2016 – Final Report

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# 1 INTRODUCTION

- 1.1 Carter Jonas (CJ) was commissioned by Forest Heath District and St Edmundsbury Borough Councils, working together as the West Suffolk Councils (“the Councils”) in April 2016 to prepare the “*West Suffolk Retail and Leisure Study 2016*” to help inform both plan-making and development management across both local authority areas.
- 1.2 The findings of the assessments for each Council will provide the robust evidence base required to inform the preparation of the local plan and supplementary planning documents; including the draft *Forest Heath Site Allocation Local Plan*, and Masterplans for Bury St Edmunds, Brandon, Mildenhall and Newmarket town centres<sup>1</sup>. The study findings will also assist in the preparation of planning policy, which promotes town centre development and investment first; allowing for the growth of centres over the plan period and will assist in the determination of planning applications for main town centre uses.
- 1.3 By way of context both Forest Heath District and St Edmundsbury Borough are located in the East of England within the county of Suffolk. Cambridge lies to the west and Ipswich to the east. West Suffolk borders Norfolk and Breckland District to the north, Mid Suffolk and Babergh District to the south and east, Essex and Braintree District to the south and Cambridgeshire and South and East Cambridge Districts to the west. West Suffolk is generally rural in nature, with settlements including market towns and local centres. Urban development is largely focused around the three towns of Newmarket, Bury St Edmunds and Haverhill. Mildenhall and Brandon are also defined as town centres however these are much smaller settlements.
- 1.4 The *West Suffolk Retail and Leisure Study 2016* (WSRLS 2016) is being prepared in two parts in order to address the two different issues and challenges facing the local planning authority areas. This study deals specifically with Forest Heath District, and the second ‘sister’ study covers St Edmundsbury Borough.
- 1.5 The study has been informed by current and emerging national and development plan policy guidance, as well as other key material considerations; principally the *National Planning Policy Framework* (NPPF) published in March 2012. Where relevant the study also draws on advice set out in the *National Planning Practice Guidance* (PPG), published in March 2014, which places significant weight on the development of positive plan-led visions and strategies to help ensure the vitality of town centres. The sequential and impact ‘tests’ are also both noted as being key to both plan-making and decision-taking at the local level.
- 1.6 The assessment of the need (or ‘capacity’) for new retail (convenience and comparison goods) floorspace has been carried out at the strategic district-wide level to help inform the likely scale, type, location and phasing of new retail development over the short (0-5 years), medium (6-10 years) and long term (11-15 years).

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<sup>1</sup> The Masterplan for Haverhill has already been completed

- 1.7 The Study Area defined principally covers West Suffolk, but also a wider area incorporating parts of neighbouring local planning authority areas. This Study Area has been further sub-divided into 11 study zones that broadly reflect the local catchments of the main study centres (see **Appendix 1**) as well as centres outside the defined area. It should be noted that the Study Area will overlap with catchments from other centres in Suffolk and the wider East of England region, particularly catchments for regional centres such as Cambridge, Norwich, and Ipswich.
- 1.8 The defined Study Area and zones provide the framework for the new telephone interview survey of some 1,000 households conducted by NEMS Market Research (NEMS) in June/July 2016. The full (weighted) survey results are set out in **Appendix 11**. The survey provides the most up-to-date and robust evidence on shopping patterns, leisure preferences and expenditure flows within the Study Area. In turn, this has informed the high level health check assessments for the Forest Heath District main centres Newmarket, Mildenhall, and Brandon as well as the quantitative ('capacity') and qualitative need assessments for new retail (convenience and comparison goods) floorspace.
- 1.9 For ease of reference this report is structured as follows:
- **Section 2** reviews the national and local planning policy context material to retail planning and town centres.
  - **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail sector at the national and local level, and how this has shaped (and is likely to shape) the UK's urban and retail landscape.
  - **Section 4** sets out the results of the market share analysis for convenience and comparison goods retailing across the Study Area and 11 zones as based on the results of the household telephone interview survey. The market share tabulations for convenience and comparison goods are set out in **Appendix 2** and **Appendix 3** respectively.
  - **Sections 5-9** provide high-level updates of the health checks for the District's centres Newmarket, Mildenhall, Brandon, Lakenheath, and Red Lodge. These assessments draw on recent research and the latest town centre audits for the centres, supplemented by site visits and audits of town centre uses and vacancies. The health check assessment also takes account of shopper perceptions identified from an in-centre shopper survey for Newmarket, Mildenhall, and Brandon. The full survey results are set out in **Appendix 12**.
  - **Sections 10** sets out the methodology of CJ's in-house CREAT<sup>®</sup> (excel spreadsheet) model including baseline and forecast data as well as key assumptions, including assumptions on forecast population and expenditure (**Appendix 4**) and committed retail floorspace across the District (**Appendix 7**). This section also set out the key outputs of the retail (economic) capacity assessment for comparison and convenience goods retailing for the District and its main centres. Full tabulations are set out in the appendices on forecast turnover for convenience goods (**Appendix 5**) and comparison goods (**Appendix 6**), along with forecast capacity for convenience goods (**Appendix 8**) and comparison goods (**Appendix 9a and 9b**).
  - **Section 11** sets out the findings of the commercial leisure and other town centre uses 'gap' assessment. This looks at the main leisure uses, including food and beverage, cinema and gym, and the forecast need for new retail, commercial leisure and other town centre uses. The assessment tables used to inform forecast need for new commercial leisure provision are set in **Appendix 10**.



- **Section 12** provides high level advice on where new retail development could be accommodated in the District in accordance with the main aims of national and local plan policy. This takes account of forecast capacity for the District's centres and the physical capacity to support new development across the District's main centres. A site assessment is carried out of key town centre sites to identify where new retail development and main town centre uses could be located.

1.10 Finally, it is important to state at the outset that, in our experience, capacity forecasts beyond a five year time period should be interpreted with caution as they are subject to increasing margins of error. We therefore advise the Council that although this updated study provides the robust evidence base required to help inform plan-making, site allocations and the determination of planning applications at the local level, the forecasts should be constantly monitored, and updated to take into account any significant new retail development and changes in the retail expenditure and population growth forecasts over time. Account should also be taken of any potential impacts arising from other key trends in the retail and commercial leisure sectors; such as, for example, the growth in internet shopping.

## 2 PLANNING POLICY REVIEW

- 2.1 This section provides a high level overview of the relevant national and local development plan planning policy pertaining to retail and town centre uses, along with other relevant evidence and material considerations.

### **National Planning Policy Framework (NPPF)**

- 2.2 The NPPF was published in March 2012 and sets out the planning policies for England and how these are expected to be applied. It reinforces the importance of up-to-date plans and strengthens local decision making. The NPPF must be taken into account in the preparation of Local Plans and Neighbourhood Plans. At the heart of the NPPF is a presumption in favour of sustainable development, which is seen as *“a golden thread running through both plan-making and decision-taking”* (paragraph 14). The NPPF (paragraph 14) sets out the Government’s view of what sustainable development means in practice for both plan-making and decision-taking at the local level.
- 2.3 For plan-making the Framework states that local planning authorities should positively seek opportunities to meet the development needs of their area. Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits. The Framework (paragraph 15) states that policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that *“...it is clear that development which is sustainable can be approved without delay”*.
- 2.4 The NPPF (paragraph 17) sets out twelve core planning principles that underpin both plan-making and decision-taking. Amongst other objectives these principles confirm that planning should be genuinely plan-led; proactively drive and support sustainable economic development to deliver thriving local places; promote mixed use developments; focus significant development in locations which are or can be made sustainable; and deliver sufficient community and cultural facilities and services to meet local needs.
- 2.5 The Framework (paragraph 150) emphasises that Local Plans are *“...the key to delivering sustainable development that reflects the vision and aspirations of local communities”*. They should be *“aspirational but realistic”* and should set out the opportunities for development and clear policies on *“...what will or will not be permitted and where”* (paragraph 154). Only those policies that provide a clear indication of how a decision maker should react to a development proposal should be included in the plan. Any additional Development Plan Documents (DPDs) should only be used where clearly justified (paragraph 153).
- 2.6 The NPPF (paragraph 156) requires strategic priorities for the area covered by the Local Plan to deliver the homes and jobs needed in the area; the provision of retail, leisure and other commercial development; and the provision of health, security, community and cultural infrastructure and other local facilities; etc. Crucially the NPPF (paragraph 157) indicates that Local Plans should, amongst other key requirements: plan positively for the development and infrastructure required in the area; be drawn up over an appropriate time scale (preferably 15 years), take account of longer term requirements and be kept up to date; and allocate sites to promote

development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate.

- 2.7 In terms of the evidence-based approach to planning, the Framework states LPAs should ensure that the Local Plan is based on “...adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area” (paragraph 158). Furthermore the assessment of and strategies for housing, employment and other uses should be integrated, and take full account of relevant market and economic signals. LPAs should use this evidence base to assess the needs for land or floorspace for economic development, including for retail and leisure development; examine the role and function of town centres and the relationship between them; assess the capacity of existing centres to accommodate new town centre development; and identify locations of deprivation which may benefit from planned remedial action.
- 2.8 The NPPF is clear that pursuing sustainable development requires “...*careful attention to viability and costs in plan-making and decision-taking*” (paragraph 173). Plans should be deliverable and, in this context, sites and the scale of development identified in the plan should “...*not be subject to such a scale of obligations and policy burdens that their ability to be delivered viably is threatened*” (paragraph 173).
- 2.9 The Framework (paragraphs 18-149) sets out thirteen key ‘principles’ for delivering sustainable development, including building a strong, competitive economy; ensuring the vitality of town centres; promoting sustainable transport; delivering a wide choice of high quality homes; requiring good design; promoting healthy communities; protecting Green Belt land; and conserving and enhancing the natural and historic environment.
- 2.10 In terms of ‘ensuring the vitality of town centres’ the NPPF (paragraph 23) states that planning policies should be positive and promote competitive town centre environments, as well as setting out policies for the management and growth of centres over the plan period. When drawing up Local Plans, LPAs should:
- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
  - define a network and hierarchy of centres;
  - define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
  - promote competitive town centres that provide customer choice and a diverse retail offer;
  - retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
  - allocate a range of suitable sites to meet the scale and type of retail and leisure development needed in town centres;
  - ensure that the needs for retail and leisure are “met in full” and “not compromised by limited site availability”. Assessments should therefore be undertaken of the need to expand town centres to ensure a sufficient supply of suitable sites;
  - allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites

cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;

- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

2.11 When assessing and determining applications for main town centre uses that are not in an existing centre and not in accordance with an up-to-date Local Plan, the NPPF states that LPAs should:

- Apply a **sequential test**, which requires applications for main town centre uses to be located in town centres first, then in edge-of-centre locations and only consider out-of-centre locations if suitable sequentially more preferable sites are not available. When considering edge and out of centre proposals, “...*preference should be given to accessible sites that are well connected to the town centre*” (paragraph 24). Applicants and LPAs should demonstrate flexibility on issues such as format and scale.
- Require an **impact assessment** if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500sqm). The NPPF (paragraph 26) states that this should include assessment of the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made.

2.12 The NPPF (paragraph 27) states that “...where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused”.

2.13 As previously stated in Section 1, this study also draws on advice set out in the National Planning Practice Guidance (PPG), published in March 2014. The PPG has streamlined and replaced the advice previously set out in PPS4 Practice Guidance on Need, Impact and the Sequential Approach. The revised PPG still places significant weight on the development of positive plan-led visions and strategies for town centres, and has retained the key sequential and ‘impact tests’. Of relevance to this study the PPG (para 003) states that the assessment of the potential for centres to accommodate new development and different types of development should cover a “*three-five year period*” but should “***also take the lifetime of the Local Plan into account and be regularly reviewed***”.

## Local Planning Policy Context

2.14 The West Suffolk Development Plans consist of local plans for both St Edmundsbury and Forest Heath. There are a number of key planning policy and evidence base documents that will be relevant to this study. These include, but are not limited to:

- **Forest Heath Core Strategy** - adopted in 2010, albeit following a successful High Court challenge, parts of CS7 (Overall Housing Provision) were quashed in May 2011. Consequential amendments were also made to policies CS1 (Spatial Strategy) and CS13 (Infrastructure and Developer Contributions). The Core Strategy sets out the overall strategic vision for the district along with the issues to be

addressed over the plan period, objectives, the broad locations of new housing and employment land and a number of policies to help deliver and control development. Policies for retail and town centres uses include CS11, which addresses retail needs to 2021 (although these figures are based on the Regional Spatial Strategy assessment and the 2006 Forest Heath Retail Study). This policy supports the viability and vitality of Newmarket town centre and the smaller centres of Mildenhall and Brandon in accordance with their defined settlement role.

- **Forest Heath Site Allocations Local Plan** (Preferred Option-Regulation 18) consultation document - identifies sites for development to achieve the visions and objectives set out within the Core Strategy. In terms of retail, the document states that provision will be made for additional comparison floorspace within the main town centres, to be identified through masterplans for Brandon, Mildenhall and Newmarket. The town centre masterplan boundaries are identified in the document.
- **St Edmundsbury Core Strategy** - adopted in 2010 and sets out the vision for the borough. Policy CS10 focuses on retail, leisure, cultural and office provision. The policy states that the main town centres of Bury St Edmunds and Haverhill will be the focus for new town centre uses and supports their vitality and viability. It also states that development within key service and local centres must be of an appropriate scale and character to reflect the role and function of these centres.
- **Bury St Edmunds Vision 2031** and **Haverhill Vision 2031** – these documents form part of the St Edmundsbury Local Plan and identify where growth will be allowed and the services needed to enhance the quality of life.
- **Haverhill Town Centre Masterplan 2015** - was prepared to assist with the implementation of policies and achieve the vision set out within the Haverhill Vision 2031 and the St Edmundsbury Core Strategy. The masterplan SPD forms part of the statutory planning policy framework for Haverhill.
- **Joint Development Management Policies Document** (JDMPD) - is a local plan document that covers both Forest Heath District and St Edmundsbury Borough Councils and was formally adopted in 2015. The document contains policies which are used for determining planning applications in both areas including those which consider retail and other town centre use development. Policy DM35 (*Proposals for Main Town Centre Uses*) considers the uses supported within town centres and frontage criteria; and Policy DM36 (*Local Centres*) considers the mix of uses which will be supported in a local centre. The document also sets out policies regarding shop frontages, street trading, ancillary retail uses and leisure and cultural facilities. The document also defines Primary Shopping Areas (PSA) and Town Centre Boundaries.

## Other Evidence-Based and Planning Policy Documents

2.15 We have also reviewed a number of relevant local planning policy and evidence-based documents to help inform the preparation of this study. These include, but are not limited to, the following:

- **Forest Heath District Council Retail and Town Centre Study 2006** – this evidence-based study assessed the need for new retail (comparison and convenience) floorspace and leisure uses up to 2021; identifies the performance of the Newmarket, Mildenhall, Brandon and Lakenheath centres; and reviews potential development opportunities. It should be noted that the findings of the 2006 report are now largely out of date and will be superseded by the findings of this study. However it does provides a useful context for assessing changes in shopping patterns and leisure preferences over time, as well as the relative vitality and viability of the main centres in the District. The 2006 study identified a number of key issues and themes that are worthy of mention:
  - Newmarket town centre is generally a vital and viable town centre which is performing well, as indicated by relatively low vacancy rates and an above average representation of comparison units.

- The higher order centres of Cambridge and Kings Lynn are drawing shoppers and expenditure from Forest Heath's main centres. Bury St Edmunds and Haverhill are also key competing centres.
- The forecast convenience floorspace capacity for Newmarket by 2021 was 4,482sqm (net), 726 sqm for Mildenhall and 400 sqm for Brandon.
- The forecast comparison floorspace capacity for Newmarket by 2021 was 10,766sqm (net), 821 sqm for Mildenhall and 191 sqm for Brandon.
- **Forest Heath Supporting Statement, Retail 2009** - was prepared for the policy preparation and development for the Core Strategy policy CS11 (Retail and Town Centre Strategy). The Statement includes the issues raised during the consultation period and how these, along with the national and regional policy at the time helped to shaped the preparation of CS11.
- **Forest Heath and St Edmundsbury Retail Impact Threshold Advice 2014** - provides advice on an appropriate local floorspace threshold for retail impact assessments to enable the Councils to have control in identifying impact associated with retail; at edge or out-of-centre locations. The study identified that a local floorspace threshold of 1,000sqm and above for retail outside of Newmarket Town Centre is reasonable.

2.16 Although we have not included other local economic and employment studies in our high level review for the sake of brevity, it is recognised that these are material considerations which will help to inform plan-making and decision-taking across the local authority area. For example, the **Greater Cambridge Greater Peterborough Enterprise Partnership** (LEP) was formed in October 2010 to help drive forward sustainable economic growth in the wider area, including in Forest Heath District and its main centres. Additionally the **New Anglia Local Economic Partnership** (NALEP) was established in 2011 and works with businesses and local authority partners to help grow jobs, drive innovation and increase productivity in Norfolk and Suffolk.

## Summary

2.17 In summary, the underlying objective of policy at all levels is to maintain and enhance the vitality and viability of town centres, and to promote new sustainable development and economic growth in town centre locations "first" in accordance with the sequential approach. This policy objective is crucial, as town centres are facing increasing economic challenges associated with alternative forms of retailing and changing shopping patterns and leisure preferences; in particular online shopping and competition from major out-of-centre developments (discussed further in Section 3).

### 3 RETAIL AND TOWN CENTRE TRENDS

- 3.1 This section summarises some of the key trends that have fuelled the changes in the retail sector over the last three decades, and the impact of these trends on the UK's town centres. It provides a commentary on the impact of the downturn in the economy since 2007 and the growth of internet ('multi-channel') retailing on consumer spending, retail development and retailers' business strategies. Drawing on the latest research it also describes how these trends may continue to shape changes in the future, and whether and how town centres can respond to help maintain and enhance their overall vitality and viability.

#### Retail Expenditure Growth

- 3.2 Following an unprecedented period of growth in consumer spending since the mid-1990s, the onset of the economic recession in 2007/08 had a dramatic impact on consumer spending and market demand. Business and consumer confidence was further weakened by public sector cuts, the rise in VAT, increasing unemployment, less expansionary consumer credit and the rising cost of living (including higher energy costs, petrol and housing prices). This has effectively reduced disposable income and retailers' margins are being squeezed further. There is potential that disposable income could reduce further should the economy enter into a recession as a result of Brexit. However, it is too early to ascertain the likely outcome of this historic vote.
- 3.3 The table below shows the actual and forecast growth in retail (convenience and comparison goods) spending per head identified by Experian Business Strategies in their latest Retail Planner Briefing Note 13 (October 2015).

**Table 3.1 Forecast year-on-year growth in retail expenditure per capita**

Vol. Growth per head (%):	-----ACTUAL GROWTH-----					FORECASTS				
	2010	2011	2012	2013	2014	2015	2016	2017	2018-22	2023-35
Total Retail Spend	0.9	-0.6	1.4	2.3	2.7	3.2	2.1	2.0	2.0	2.4
Convenience Goods	-0.8	-2.7	-0.4	-0.7	-1.8	-0.2	0.1	0.3	0.1	0.1
Comparison Goods	1.8	0.6	2.5	4.2	5.5	5.3	3.2	2.9	3.0	3.2

Source: Experian Retail Planner Briefing Note 13 (October 2015); Figures 1a and 1b.

- 3.4 Although there has been negative annual growth in convenience goods expenditure per capita levels since the onset of the recession in 2008, the forecasts for 2016 onwards show a return to positive growth. For comparison goods the forecasts show that annual growth rates are recovering from a low of -2.6% in 2009 to a high of +5.5% in 2014, before falling back to +3.2% in 2016 and +2.9% in 2017. Experian forecast that growth will average +3.0% per annum for the period 2018 to 2022, increasing to +3.2% for 2023 to 2025; although this is well below historic trends of 8% per annum for the period 1997 to 2007.



- 3.5 In summary there are positive signs of improvement in the UK economy and consumer and business confidence since 2014/15. Notwithstanding this, it is clear that forecast growth in retail sales volumes will be much lower and slower than in recent history. Furthermore, the retail sector is still vulnerable to fluctuations in the UK economy, and how it responds in the future to changes in the Eurozone and global economies. This is particularly the case in light of the Brexit vote and current uncertainties on how an exit from the EU will impact on Britain's economy and in turn consumer confidence.

### **Special Forms of Trading (SFT) & Internet Shopping**

- 3.6 Special Forms of Trading (SFT) comprises all non-store retail sales made via the internet, mail order, stalls and markets, door-to-door and telephone sales. On-line sales by supermarkets, department stores and catalogue companies are also included in the data collected by the Office for National Statistics (ONS).
- 3.7 Based on ONS data, Experian Business Strategies (EBS) estimate that the current (2015) value of internet sales is £42.1bn (current prices) and other (non-internet) SFT sales stand at approximately £7.9bn. This results in total SFT sales of £50bn in 2015 (£48.9bn in 2011 prices), which represents a circa 186% increase from £17.1bn recorded in 2006. Overall the market share of SFT as a proportion of total retail sales has increased from 5.6% in 2006 to 13.4% in 2015. This significant growth has been fuelled by internet shopping.
- 3.8 Up to now, the impact of Internet shopping has been mainly concentrated on certain retail products and services (such as, for example, electrical goods, books, music and travel). In turn, this has resulted in a reduction in the number of retailers selling these types of products and services on the high street (the most recent examples being HMV and Blockbusters). However this does not mean that other comparison goods categories are immune to the impact of the internet, including clothing and footwear.
- 3.9 The table below sets out Experian's latest forecasts of the growth in the total market share of SFT between 2016 and 2032, based on retail spending growth assumptions and predictions as to the future take-up and expansion of internet shopping .

**Table 3.2 SFT's market share of total retail sales**

	2016	2021	2026	2032
TOTAL:	14.3%	18.3%	19.1%	19.5%
Comparison	16.5%	20.0%	19.9%	19.3%
Convenience	10.0%	14.7%	17.0%	19.9%

Source: Appendix 3 of Experian Retail Planner Briefing Note 13 (October 2015)

- 3.10 EBS forecast that non-store retailing will continue to grow rapidly over the short to medium term, outpacing traditional forms of spending. They predict that this growth will be sustained by new technology (such as browsing and purchasing through mobile phones) and the development of interactive TV shopping, but will slow after 2020.
- 3.11 However such forecasts need to be treated with caution, as according to Experian approximately 25% of all SFT sales for comparison goods and some 70% for convenience goods are still sourced through traditional



(‘bricks-and-mortar’) retail space, rather than from ‘virtual’ stores and/or distribution warehouses. On this basis Experian has adjusted the SFT market shares to reflect the proportion of internet sales sourced from existing stores.

**Table 3.3 SFT’s revised market share of total retail sales – adjust to account for SFT sales sourced from existing stores**

	2016	2021	2026	2032
TOTAL:	9.2%	11.7%	12.2%	12.4%
Comparison	12.4%	15.0%	15.0%	14.5%
Convenience	3.0%	4.4%	5.1%	6.0%

Source: Appendix 3 of Experian Retail Planner Briefing Note 13 (October 2015)

- 3.12 Although the growth in online sales will inevitably continue to impact on the need for traditional shops, some commentators believe that the development of multi-channelling as part of retailers’ business models will result in internet shopping actually driving demand for ‘bricks-and-mortar’ stores. This may be due to the need for ‘click-and-collect’ facilities in easily accessible locations (for example, on the high street, in existing out-of-centre stores or at important transport nodes), or for ‘showrooms’ where customers can view and test products in store before purchasing online. This co-ordinated multi-channel strategy should therefore help to support demand for retail space over time.

### **Floorspace ‘Productivity’ Growth**

- 3.13 Floorspace ‘productivity’ (or turnover ‘efficiency’) growth represents the ability of retailers to absorb higher than inflation increases in their costs over time (such as rents, rates and service charges) to help maintain their profitability and viability. It is standard practice for retail planning assessments to make an allowance for the year-on-year growth in the average sales densities of existing comparison and convenience goods retail floorspace.
- 3.14 However there is limited evidence detailing actual changes in the turnover and profitability of retailers over time. Furthermore analysis of past data and trends is complicated by the fact that sales density increases have been affected by changes in the use of retail floorspace over the last 20 years; for example, the growth in out-of-centre retailing; Sunday-trading; longer opening hours; and the very strong growth of retail expenditure relative to the growth in floorspace. However following the recession many retailers struggled to increase or even maintain sales density levels and, together with other financial problems, this resulted in some retailers going out of business.
- 3.15 The table below sets out the latest sales density growth forecasts for comparison and convenience goods floorspace published by Experian Business Strategies (EBS), based on predicted changes in retail floorspace over time and after making an allowance for non-store retailing.

**Table 3.4 Forecast 'productivity' growth rates (% per annum)**

	2014	2015	2016	2017	2018-22	2023-35
Convenience	-2.0	-0.4	-0.4	-0.1	-0.1	+0.0
Comparison	+5.4	+5.5	+3.1	+2.2	+1.9	+2.0

Source: Figures 4a and 4b, Experian Retail Planner Briefing Note 13 (October 2015)

- 3.16 The forecasts show that the scope for sales density growth is very limited for convenience goods retailing. This is mainly due to slow growth in sales volumes and limited additions to the floorspace stock. For comparison goods retailing, the trends towards more modern, higher density stores and the demolition of older inefficient space is forecast to continue, resulting in average growth rates of close to +2.0% per annum over the next two decades. However, this is still well below the rate seen during the boom of the early years of this century.

### **Retail Development Pipeline**

- 3.17 The retail development pipeline slowed dramatically during the economic downturn compared with the shopping centre 'boom' experienced in the ten year period up to 2007. One of the key impacts has been to 'weed out' some of the more expensive and unviable development schemes that were in the pipeline before the economic downturn.
- 3.18 The latest Shopping Centre Development Pipeline Report published by the British Council of Shopping Centres (BCSC) indicated that in 2012 the quantum of completed new shopping centre floorspace in the UK was at its lowest level since the 1990s. Following the development of circa 260,000sqm in 2009, 232,000sqm in 2010 and 280,000sqm in 2011, no new floorspace opened in 2012. Notwithstanding this, the BCSC research also identified the first significant signs of new development activity in 2013 following the opening of circa 140,000sqm of new retail floorspace (including Trinity Leeds). This is set to continue with a number of major schemes opening in 2015, including Grand Central in Birmingham and Old Market in Hereford. There are also positive signs that new investment is returning to the shopping centre market from UK-based and international funds seeking assets in prime and secondary locations that offer the potential for growth.
- 3.19 Given that it takes on average over ten years for a town centre scheme to be planned and developed, and can take even longer to deliver more complicated sites, then it follows that it will take a number of years for centres to benefit from the economic upturn and renewed investment and development confidence. Furthermore, the more challenging retail environment means that those shopping locations outside the 'top 100' centres (see Figure 3.5) that missed the previous (pre-recession) development cycle may face a long wait for new town centre development, or require a new approach if they are to secure new shopping centre development in the future. Even then, the scale and type of new retail investment that will emerge in the post-recessionary period could be very different to the last "golden decade" of shopping centre development between 1997 and 2007.

**Table 3.5 Centre Rankings 2015 - VENUESCORE**

	VENUESCORE Ranking
Glasgow City	1
Manchester	2
Leeds	3
Birmingham	5
Nottingham	7
Norwich	13
Cambridge	28
Bury St Edmunds	130
Newmarket	301

Source: Javelin VenueScore Rankings (2014-2015)

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's top 3,000+ retail venues (including town centres, stand-alone malls, retail warehouse parks, travel hubs and factory outlet centres)

- 3.20 In considering the local context, there has been limited retail development within the West Suffolk's town centres; the development of the Arc Shopping Centre in Bury St Edmunds in 2006 is the most recent scheme. Bury St Edmunds, which is ranked at 130 by Javelin VENUESCORE offers the biggest potential in terms of attracting significant new retail investment and the potential to increase its competitive position of higher order centres including Norwich (ranked 13<sup>th</sup>) and Cambridge (ranked 28<sup>th</sup>). However there is a need for new retail and leisure investment in Newmarket Town Centre, which is explored in more detail throughout this study.

### **Retailer Requirements**

- 3.21 The economic downturn, in combination with other trends (such as changes in customer requirements, planning legislation and the growth in internet shopping), has created a need for retailers to review and rapidly adapt their business strategies, requirements and store formats. In general terms those retailers with strong brands and loyal customers, trading from the right stores in the right locations, and with a good online facility have managed to weather the economic storm. The following highlights some of the key trends that are occurring in the convenience and comparison goods retail sectors.

### ***Convenience Goods Retailing***

- 3.22 The changes in the food and grocery sector over the last decade illustrate the dynamic changes in the retail industry. Some of the key trends include:
- The move by all the major national grocery retailers into the smaller convenience store sector in order to increase market share further, including for example the Tesco 'Express', Sainsbury's 'Local' and 'Little Waitrose' formats.
  - The growth of European 'deep discount' food operators (such as Aldi and Lidl) has also continued during the economic downturn. In response, this has resulted in the expansion of own-brand 'value' ranges by the established grocers.
  - The 'race for more space' and new store openings over the last decade has also resulted in extensions to existing stores and/or new mezzanine space, and the growth of online shopping.

- 3.23 Over the last 12-18 months, however, the focus for the main foodstore operators has shifted to opening more convenience store formats, and growing their market shares of online sales. At the same time applications for large store formats have slowed significantly and permissions are not being built out in some cases. For example Tesco and Morrisons are disposing of some of their under-performing superstores, and Tesco is in the process of selling some 49 sites with permissions for new foodstores, including their site in Lakenheath, which has permission for a 2,039 sqm gross foodstore. In addition, Morrisons are currently selling their site in Newmarket, which has permission for a 4,653 sqm gross store. This trend, which is occurring nationwide will inevitably have implications for the scale and type of new floorspace required by foodstore operators across the UK in the future.

### ***Comparison Goods Retailing***

- 3.24 In the non-food sector, those retailers that experienced significant growth up to 2007 have had to adapt to the very different market conditions. The retailers that have not been flexible enough to respond to changing consumer needs, or are being squeezed in the increasingly competitive 'middle ground' between high-end and value retailing, have largely struggled to maintain market share over recent years. In some cases, this has resulted in a series of high profile 'casualties' and a number of key retailers have either disappeared from our high streets across many UK centres altogether (e.g. Woolworths, TJ Hughes, and Jane Norman), or have gone into administration and been forced to reduce their representation in centres across the UK (e.g. HMV, Blockbusters, Jessops, etc.).
- 3.25 Within town centres, some traditional high street multiple<sup>2</sup> operators are also changing their formats and requirements. For example, key anchor retailers such as Boots, Next, Mothercare, TK Maxx, John Lewis and Marks & Spencer are actively looking for larger format new-build or existing stores in out-of-centre locations to accommodate new retail formats (such as John Lewis at Home) and display their full range of products. These changes in retailer requirements and market demand will continue to have a significant impact on the UK's town centres and high streets, particularly in those cases where retailers make the decision to relocate from town centres to out-of-centre locations, or even out of the area altogether.
- 3.26 The independent comparison good retail sector is also facing challenges. Unlike multiples, independents are more vulnerable to fluctuating retail sales, but the biggest concern for many businesses are business rates and their potential increase, as well increases in rental costs. While independent retailer often thrive in affluent and tourist locations, they are largely confined to secondary locations in larger centres.
- 3.27 Research also shows that there is an increasing polarisation of development activity and investment interest in the larger regional and sub-regional centres (i.e. the 'top 100' centres). This is because these centres usually have large and established catchment areas, and therefore represent less 'risky' investments in the current uncertain economic climate. These larger centres have also generally benefitted from recent new shopping centre development and investment over the last decade, and are therefore better placed than

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<sup>2</sup> A multiple retailer is defined by the Goad Category Report as being part of a network of nine or more outlets.

smaller and medium sized centres to accommodate retailers' requirements for modern larger format units. The continuation of these trends will impact on future operator requirements, with retailers looking to satisfy their demand for larger modern premises in prime shopping locations, with strong catchment areas and a good supply of appropriate retail space.

- 3.28 The out-of-centre sector has also not been immune to change. Since 2007 there has been a notable downturn in the demand from traditional 'bulky goods' retailers for new space. For example, during the late 1990s both B&Q ('Warehouse') and Homebase were rolling out very large out-of-centre retail warehouses (some exceeding 10,000sqm gross) in an attempt to dominate market share. However, these same operators are now looking to close or scale down their under-performing stores in certain areas. Other 'bulky goods' operators have simply gone out of business (such as Focus DIY). Notwithstanding this, out-of-centre retailing still accounts for a significant proportion of existing and new retail floorspace and sales in the UK. For example recent research has highlighted the fact that of the new retail developments approved since the NPPF was published in March 2012, 72% were in out of town locations, 16% were edge of centre and just 12% were in town centres.

### **Town Centre Futures**

- 3.29 A number of high profile research reports have been commissioned over recent years that set out recommendations and guidance on how to maintain and enhance the future vitality and viability of the UK's town centres. These include:
- The Portas Review (2011) reports on the findings and recommendations of research led by Mary Portas into the future of the High Streets. The report presented 28 key recommendations for government, local authorities and businesses to help high streets respond to the current challenges facing them and to prevent further decline.
  - The Grimsey Review (2013) addresses the continuing decline of many local high streets. The review highlights the dramatic impact that recent technological changes have had on consumer behaviour and the knock-on effects for high streets. It suggests that the Portas recommendations failed to adequately account for this.
  - The Distressed Town Centre Property Taskforce (DTCP) report (November 2013) was produced by an industry-led cross sector taskforce, assembled in response to the Portas Review. The report specifically focuses on the role that property ownership, investment, development and occupation can have on town centre viability, and provides recommendations on how the property sector can act to leverage in investment for town centres and support their ongoing viability.
- 3.30 The table below provides an overview of some of the common themes and recommendations identified by the different research in support of town centre revitalisation, including the Portas Review.

Strategy	Description
Reforming the management of town centres	<b>Improving the ways in which town centres are managed</b> was a key recommendation made by the Portas Review. In response, the Government has set up 27 'Portas Pilots' and 333 Town Teams, which bring together local councils, retailers and businesses to try out new ideas to drive their local economy. Strategies to deliver change are formulated in recognition of the particular strengths of each local area. It may be too early in the process to comment on the success of these, however a recent thought piece published by Portas (May 2014) has suggested that progress has been slow. There is also <b>increasing financial support for Business Improvement Districts (BIDs)</b> , which enable local businesses to take on responsibility for realising improvements in their local area. The Government has launched a BID Loan Fund to help those wishing to set up a BID in their area. <b>Support for local (street) markets</b> is also increasing, as a way to increase footfall and enhance the vibrancy of local centres. This was also a key recommendation in the Portas Review.
Making use of the planning system to protect and enhance town centres	<b>The planning system is being used</b> in various ways to enhance and protect local centres where possible. This includes maintaining use of ' <b>town centres first</b> ' policies (as set out in the NPPF) in order to protect town centres from unnecessary competition from out-of-town developments. Where BIDs are in place, the improved planning conditions may also facilitate development. More stringent protection has been advocated by some sources. The Portas Review included a recommendation to introduce 'exceptional sign off' for all new out-of-centre retail development in order to protect existing centres. However, this was one of the few Portas recommendations that was not taken on by the Government. <b>LPAs are also being encouraged to make use of CPOs</b> in order to address issues of fragmented ownership and to facilitate comprehensive development across a centre.
Engaging communities	<b>Encouraging communities to support their local high streets</b> and town centres is essential and was a key recommendation in the Portas Review. Recent strategies to promote community participation in the development of local centres have included government support for communities wishing to take on the responsibility for ownership and management of assets of community value, such as their local pub or shop. A £19 million fund has been set up and more than 300 assets have already been listed under the Community Right to Bid.
Leveraging investment and funding	There are a number of <b>new sources of public sector investment</b> now available to facilitate improvements to local centres. These include £3.6m of funding via the Town Teams, a High Street Innovation Fund worth £10m and High Street renewal awards to date worth £1m. The DTCP suggestion that a workable <b>Tax Increment Finance (TIF)</b> model be put in place has since been actioned by the government. This will allow LPAs to raise finance to fund development and infrastructure based on the projected future increase in business rates resulting from investment. The DTCP report has also recommended <b>greater engagement between LPAs and the private sector</b> in order to tackle the challenges faced by town centres proactively. They support the use of joint venture partnerships between the public and private sector to facilitate development. A recent report by Peter Brett <sup>3</sup> suggested a new method that would involve the selection of a Property Company Partner (possibly private sector) who will then fund future investment in the centre. The Property Company would be assisted by the LPA through use of CPOs and restricting leases to de-fragment the ownership of the high street.
Adapting to take on the threat from increasing internet sales	Recent research has highlighted the importance of <b>recognising the threat from increasing internet retailing</b> as an important trend that will continue over the short term. Some centres are adapting better than others for example, the incorporation of Click & Collect (delivery and returns) points into centres. Other more general strategies include ensuring adequate parking and accessibility to improve the general accessibility of the centre. The Grimsey Review recommends that <b>town centres focus on their role as a community hub</b> , where retail is just one element, creating a diverse offer which will help local centres to compete more effectively with online retailers. The DTCP recommends adapting retail capacity models in order to account for the erosion of the physical retail space requirement in the face of competition from online retail. LPAs in many secondary town centres will need to <b>actively plan for this future loss of retail space requirement</b> , particularly from the larger retailers.
Encouraging a mix of uses	A recent trend has been the growing presence and proportion of food and beverage (F&B) units within shopping centres and high streets. A BCSC report <sup>4</sup> suggests that there are various benefits that may result from this, and recommends that <b>shopping centre development include a mix of retail, F&amp;B and leisure which are generally mutually supportive</b> . However, there are also warnings that this is not the whole solution to filling current vacancies left by retail decline. The BCSC recommends that F&B units in retail centres should be targeted appropriately according to the likely consumer profile. <b>Conversion from shops to residential uses</b> is also becoming one way for LPAs to make better use of underused retail space and prevent unwanted vacancy. Increased residential populations living in or near to the town centre will also improve footfall and potentially spend in these areas. However, with high levels of pressure due to national housing shortages, there is a danger that the influx of residential development into town centres could undermine the retail and leisure functions of the centre.

3.31 Although there are positive signs that the UK is finally beginning to emerge from the economic downturn, it is clear that our town centres and high streets post-recession will be very different to the 'boom' years of the last decade. Over the short to medium term at least the economy is forecast to experience a sustained period of lower growth in consumer spending, reduced bank lending, limited access to credit and cuts in public sector expenditure. The impact of Brexit on the economy is also unclear. This presents significant challenges for all those involved in town centre management, development and investment.

<sup>3</sup> Peter Brett (2013): Investing in the High Street: Town Centre Investment Management & its role in delivering change

<sup>4</sup> BCSC (2014), Food and Beverage: A solution for shopping centres?

- 3.32 The growth of online shopping is also impacting on the vitality and viability of many of Britain's centres and high streets. This is placing pressures on rental growth and market demand in many centres; particularly the smaller secondary centres and market towns outside the 'top 100' shopping locations. This has been further compounded by rising vacancy levels and the loss of key retailers. As a result, the share of non-food retail sales conducted through town centre shops has declined; from 64% in 2002 to just over 40% by 2013.
- 3.33 In our opinion, a far more uncertain future awaits the next wave of new retail investment and development. The evidence suggests that high quality schemes in the strongest prime shopping locations will continue to prosper. In contrast, the weaker secondary centres and shopping locations with a more limited offer, smaller catchments and negligible market demand will struggle to attract market interest and investment. For West Suffolk, demand for investment is likely to be drawn to Bury St Edmunds given the centre's strong retail and leisure offer, and its attraction as a visitor destination. In contrast, Newmarket will lag behind without targeted investment in the town centre. A potential consequence could be the loss of existing anchor retailers, particularly comparison goods retailers.
- 3.34 Notwithstanding the threat of online shopping, industry experts still predict that the demand from major retailers for new space will continue as it remains the primary mechanism for retailers to 'reach' their customers and grow their businesses. Over the short to medium term any increased demand for space from retailers will have to be met by the current retail stock (i.e. existing shopping centres, the high street and out-of-centre facilities), as there is limited new retail floorspace in the pipeline in town centres. With increased demand and the lack of supply over the short to medium term, research for Revo (formerly the *British Council of Shopping Centres* - BCSC) predicts that this will effectively 'push up' rental levels for the larger modern desirable units until a significant amount of new development reaches completion. As a result, over the medium term, retailers will be competing for limited available space. Therefore those centres that are able to accommodate and deliver new developments over the next 5-10 years should be in a good position to attract operator interest. However, this will depend on the new retail floorspace being in the right location (i.e. preferably prime shopping locations) and having the right size, format and specification to meet the needs of modern retailers.
- 3.35 Research by Revo has also identified an increased emphasis on asset management, as owners and developers invest in the expansion or refurbishment of existing shopping centres to increase their investment value and turnover. In the current economic climate this investment in existing assets is less risky and financially onerous than new build projects. However, as the supply of suitable units "dry up" in prime locations, so retailers will also look at alternative options for delivering growth, such as through new out-of-centre openings, increasing sales through the internet, and/or expanding internationally.
- 3.36 Finally, although the NPPF reinforces the longstanding policy objective of promoting development and investment in town centres first, the market appetite for new and extended shopping facilities in out-of-centre locations shows no signs of slowing. The lack of available, suitable and viable sites in town centres to meet the demands of modern retailers and commercial leisure operators for larger format units will inevitably result

in an increase in new out-of-centre applications and/or applications to widen 'bulky conditions' conditions on existing retail parks.

- 3.37 In this context, it is clear that the 'top 50-100' prime centres and shopping locations in Britain should continue to flourish once the economy recovers. The greatest challenge facing local planning authorities will be how to revitalise the fortunes of struggling small and medium sized centres and market towns that do not have the critical mass of retail, leisure and other uses to compete for more limited investment and development; including the centres in Forest Heath District.



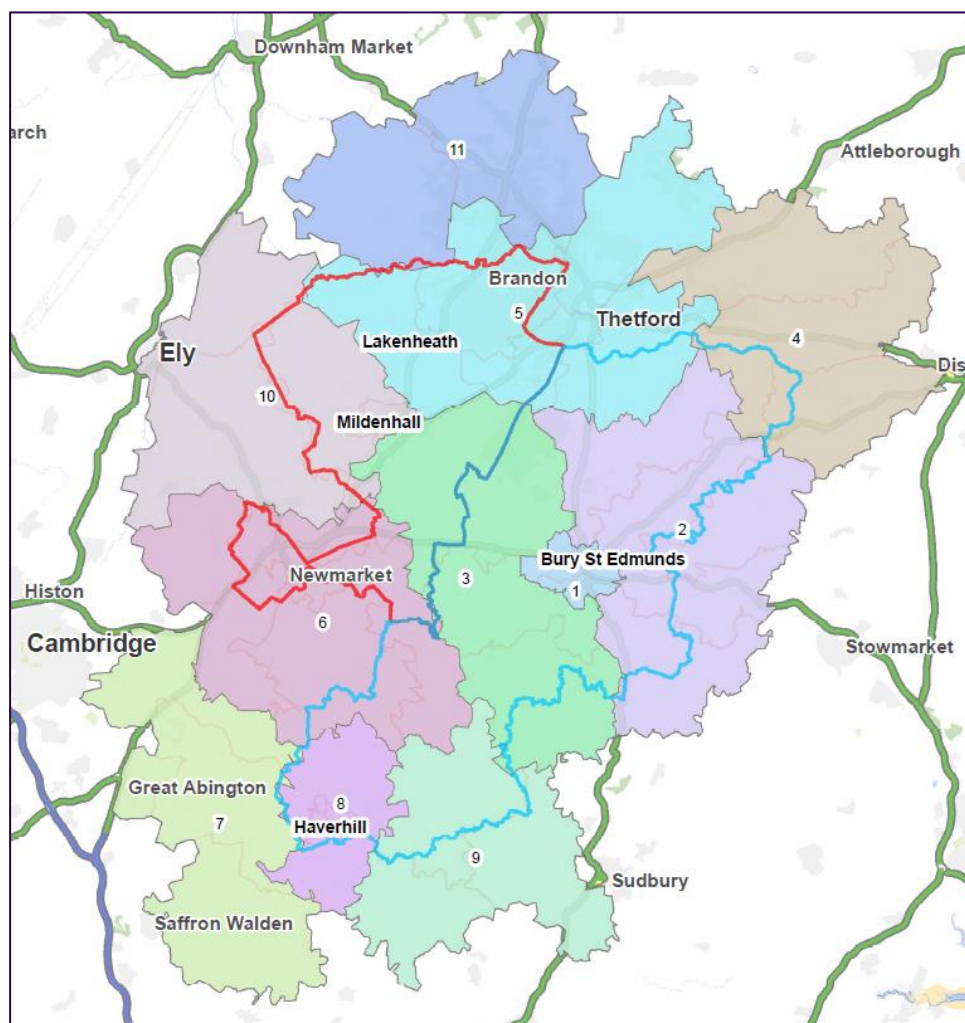
## 4 CATCHMENT AREA & SHOPPING PATTERNS

- 4.1 This section first defines the catchment/study area that provides the basis for the quantitative and qualitative needs assessment. It then describes the household telephone interview survey and summarises the key headlines of the survey-derived market share analysis for convenience and comparison goods retailing.

### STUDY AREA AND ZONES

- 4.2 The definition of an appropriate study (catchment) area is an important starting point for any retail and town centre assessment. In this case the Study Area has been defined using postcode geography and covers the West Suffolk Council area in full, as well as some outlying areas including the parts of East Cambridgeshire, Babergh and Mid Suffolk, Braintree, Breckland, Mid Suffolk, and Kings Lynn and West Norfolk (see Figure below and Appendix 1).

**Figure 4.1 Study Area and Zones**



- 4.3 The Study Area has been sub-divided into eleven zones based on postcode geography, and taking into account the location of the main centres and shopping facilities across West Suffolk. These zones provide the

sampling framework for the household telephone interview survey (see Table 4.1). This zone-by-zone approach also enables more detailed analysis of shopping patterns and expenditure flows both within and outside the Study Area for the purpose of the retail capacity assessment, in accordance with good practice.

- 4.4 Forest Heath District administrative boundary comprises parts of Zones 3, 5, 6, and 10. These combined zones are used to provide more detailed analysis of market shares achieved by stores in the Borough and to take account of catchments for competing centres outside of the Borough.

**Table 4.1 Study Area – Zones, Postcode Sectors, Catchments and Population**

Zones	Broad Geographic/Catchment Areas	2016 Population
1	Bury St Edmunds	42,795
2	Rural East	36,217
3	Rural Central	15,080
4	Rural North East	17,934
5	Brandon and Thetford	50,428
6	Newmarket	43,294
7	Saffron Walden	25,610
8	Haverhill	33,460
9	Clare	16,768
10	Mildenhall	50,684
11	Mundford	9,567
Total Study Area		314,837
Forest Heath Catchment Area (Zones 3, 5, 6, 10)		118,369

## HOUSEHOLD SURVEY

- 4.5 NEMS Market Research was commissioned to carry out a household telephone interview survey (HTIS) across the defined Study Area and zones in June 2016. The questionnaire was designed by Carter Jonas (CJ) in collaboration with West Suffolk Council. The full 'weighted' survey results are set out in **Appendix 11**.
- 4.6 In total, some 1,100 interviews were conducted across eleven zones, which involved structured interviews by telephone with the person responsible for the main household shop. A number of measures were put in place by NEMS to ensure each sample was representative of the profile of the person responsible for shopping in the household. Responses across the Study Area were weighted by the population in each zone to ensure that the results of respondents in more sparsely or heavily populated areas were not under or over represented in terms of the market share assessment. This is a standard approach that helps to ensure the survey results provide a robust and realistic picture of shopping and leisure patterns.
- 4.7 The survey results help to identify broad patterns and preferences for different types of convenience and comparison goods shopping purchases, as well as leisure use across the study area. The key findings are

used to inform the baseline market share analysis<sup>5</sup> and turnover estimates that underpin the quantitative retail capacity assessment, as well as the qualitative needs assessment.

### **Convenience Goods – Market Share Analysis**

- 4.8 Convenience goods<sup>6</sup> retailing is generally defined as comprising everyday essential items (including food, drinks, newspapers/magazines and confectionery), as well as an element of non-durable housing goods (such as washing up liquid, kitchen roll, bin bags, etc.).
- 4.9 The survey-derived market share (%) analysis for all convenience goods shopping is set out in Table 1 of Appendix 4. It should be noted that for this stage of the analysis the market shares for both convenience and comparison goods retailing include expenditure on Special Forms of Trading<sup>7</sup> (SFT - including internet sales), but exclude 'null' responses (such as '*don't knows*', etc.) is in accordance with good practice.
- 4.10 The overall market shares in Table 1 have been derived from the analysis of the responses as to where people normally shop for their main ('bulk') and 'top up' grocery purchases. The market shares for these different types of food shopping are set out in detail in Tables 2-3 of **Appendix 2**.
- 4.11 In order to avoid the market share analysis of food shopping patterns being 'skewed' by larger superstores and foodstores in the study area, the survey also asked respondents where else they normally shop (if anywhere) for their 'main' and 'top up' purchases in addition to the first store identified. The market shares are set out in Table 4 for 'top up food purchases' and Table 5 for 'other top up food purchases' (Appendix 2).
- 4.12 The responses for 'primary' and 'secondary' food shopping purchase have then been merged through the application of a weighting based on judgements as to the proportion of household expenditure normally accounted for by each type of convenience goods shopping. Assumptions are informed by Question 6 of the household survey which identifies the proportion of expenditure spent on main food shopping. In this case we have applied a weighting of 65% for main 'bulk' shopping; 10% for secondary main 'bulk' shopping; 15% for primary 'top-up' shopping; and 10% for secondary 'top-up' shopping.
- 4.13 The key findings of the market share analysis are briefly described below.
- 4.14 In terms of the market share of Special Forms of Trading (SFT), and principally internet shopping, Table 1 (Appendix 4) shows that the share of all food shopping across the study area (i.e. Zones 1-11) is 4.6% or 3.2% based on the District catchment area zones (Zones 3, 5, 6, & 10). SFT's share varies across the Study Area from a low of 2.0% in Zone 7 (Saffron Walden) to 8.2% and 9.2% in Zone 4 (North East) and Zone 2 (Rural

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<sup>5</sup> It is common practice in retail assessments to deduct special forms of trading (i.e. purchases over the internet, mail order shopping and market stalls) from average expenditure per capita figures at the outset according to national forecasts derived from Experian Business Strategies. Internet shopping and special forms of trading have therefore been filtered out from the survey results before undertaking the market share assessment.

<sup>6</sup> For the purpose of this retail assessment 'convenience goods' and 'food' shopping have the same meaning.

<sup>7</sup> A more detailed explanation of SFT is set out in Section 3.

East), respectively. Higher SFT market shares in rural areas correlates to a greater reliance on online grocery shopping where there is less access to foodstore provision compared to more urban areas.

- 4.15 Experian's latest *Retail Planning Briefing Note 13* (RPBN13; October 2015) shows that the national average market share for non-store (SFT) convenience goods retail sales is 10% (see Section 3). This is considerably higher than the market share for the Study Area (4.6%) and Forest Heath District catchment zones (3.2%). A number of factors may influence this lower than average market share such as good access to foodstores and the extent/ quality of internet infrastructure. This highlights the potential for SFT market penetration to increase in the future as online grocery shopping becomes more popular and convenient. If this was to occur, then it would potentially reduce the expenditure available to support the need ('capacity') for new ('physical') retail floorspace over the forecast period to 2036 (see Section 10).
- 4.16 Turning to the market share analysis for the main centres and stores in the District, Table 1 shows that they are achieving an overall market share ('retention level') of 23.3% within the study area (Zones 1-11), increasing to 52.6% when based on the District catchment zones (Zones 3, 5, 6, and 10). This is considered to be relatively low retention rate, given that shoppers typically choose to carry out food shopping locally. However, it should be noted that the District catchment area includes parts of St Edmundsbury, which may skew the retention rate.
- 4.17 Looking at individual zones within the District Catchment the convenience goods retention level increases to 78.8% for Zone 6, which includes Newmarket. However, convenience goods retention remains relatively subdued for other zones; including Zone 10 (59.4%), which includes Mildenhall and rural settlements to the west. Convenience expenditure retention is particularly low for Zone 5 (21.3%), which includes Brandon. For the latter, the low retention for the District is skewed by Thetford, also located in Zone 5, which accounts for 72.2% of convenience expenditure. It is also noted that Brandon attracts a higher proportion of expenditure from Zone 11 (39.7%), which is likely to due to the rural nature of the area (Zone 11). With limited retail offer in Zone 11 residents need to travel to centres outwith such as Brandon.
- 4.18 Of the total retention of 52.6% across the District catchment area, survey shows that expenditure for each of the zones is supported by key foodstores serving the local population. They include the following:

**Table 4.2: Convenience goods market shares for key foodstores in Forest Heath District**

Store/ location	Study Area	District Catchment Area	Constituent Zone
Waitrose, Newmarket	3.8%	9.9%	Zone 6 – 26.0%
Tesco Extra, Newmarket	8.1%	11.5%	Zone 6 – 38.4%
Sainsbury's, Mildenhall	5.5%	7.6%	Zone 10 – 32.1%
Aldi, Brandon	2.2%	2.4%	Zone 11 – 11.8%
Tesco Metro, Brandon	1.0%	1.0%	Zone 5 – 4.7%

Source: Table 1, Appendix 2

- 4.19 Expenditure retained by stores in the District is largely confined to three stores; namely Waitrose and Tesco in Newmarket, and Sainsbury's in Mildenhall:

- The out of centre **Tesco at Fordham Road**, Newmarket attracts the biggest market share of all the foodstores in the District accounting for 8.1% of the total study area expenditure. Within Zone 6 (Newmarket), the store accounts for 38.4% for convenience expenditure. It also attracts 16.3% of total convenience expenditure from Zone 10, which reflects a lack of main food provision serving residents in this zone.
- **Waitrose in Newmarket Town Centre** is also relatively popular, accounting for 4.1% of study area convenience expenditure or just over one-fifth (26%) of expenditure within Zone 6.
- **Sainsbury's in Mildenhall** accounts for 5.5% of total study area expenditure, while attracting almost a third of expenditure from Zone 10 (Mildenhall).

4.20 To a lesser extent, the Aldi store in Brandon attracts 2.2% of study area expenditure, but accounts for a greatest proportion (29.6%) of retained expenditure in Zone 11 (Mundford) and 11.8% from Zone 5 (Brandon and Thetford). By comparison, the Tesco Metro store in Brandon accounts for just 0.8% of study area expenditure or 4.7% for Zone 11.

4.21 Of the District's main centres, the survey results show that Newmarket (5.6%) and Mildenhall (5.7%) are achieving the highest study area market share of all the centres. This is mainly accounted for by the aforementioned market shares for the Waitrose (Newmarket) and Sainsbury's (Mildenhall). Brandon is achieving the next highest study area market share of 3.9%. Convenience market shares for Lakenheath and Red Lodge are minimal, with each centre retaining just 0.2% of total study area expenditure. The District's other smaller settlements account for an even smaller proportion (0.1%) of total study area expenditure. Typically, smaller centres have much lower market shares for food shopping; reflecting the relatively limited convenience goods floorspace and offer in centres of their size, role and function.

4.22 In terms of the total 47.4% District catchment area 'leakage' to online sales and other competing stores outside of Forest Heath District, the survey results show that out of centre foodstores in Bury St Edmunds are achieving a combined market share of 5.3%, while stores in Saffron Walden attract the greatest proportion of leakage at 8.6%, followed by stores in Ely (7%), and Haverhill (6.9%). This reflects the strength of foodstore offer in competing centres, which is perhaps perceived as easier to access than main foodstores in Newmarket and Mildenhall. This highlights the potential to improve foodstore offer in the District, particularly to the north of the District, which may help to claw back lost expenditure. However, this is subject to forecast need, the availability of a suitable site, and market demand.

### ***Comparison Goods – Market Share Analysis***

4.23 Comparison goods<sup>8</sup> are generally defined as items not obtained on a frequent basis and include clothing, footwear, household and recreational goods (also see Glossary of Terms). The household survey comprised questions on the main groupings of non-food expenditure, as defined by Experian in the latest Retail Planner

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<sup>8</sup> Please note that comparison goods and non-food shopping have the same meanings.

Briefing Note, including: 'clothing and footwear'; recording media; electrical goods; books; furniture and carpets; DIY and garden products; medical goods; etc.

- 4.24 Table 1 (**Appendix 3**) shows the market shares (%) for all comparison goods shopping purchases made both within and outside the Study Area. These total market shares have been informed by the shopping patterns for the different types of comparison goods expenditure set out in Tables 2-12. The market share analysis (%) takes account of the distribution and weight of spend (£) by households on the different comparison goods categories. This ensures that the resultant shares are not 'skewed' by any particular comparison goods expenditure category. This is a standard approach for retail assessments.
- 4.25 As for the analysis of convenience goods, the market shares include expenditure on Special Forms of Trading (SFT) but exclude all 'null' responses. The key findings of the market share analysis are briefly described below.
- 4.26 Table 1 (Appendix 3) shows that SFT's share of all non-food shopping across the total study area (i.e. Zones 1-11) is 20.2% or 19.1% based on the District catchment area (Zones 3, 5, 6, and 10) with market share varying from 15.4% in Zone 5 (Thetford) to 28% in Zone 2 (Rural East). In comparison, Experian's latest *Retail Planning Briefing Note 13* (RPBN13 - October 2015) shows that the national average market share for non-store (SFT) comparison goods retail sales is 16.5% (see Section 3). While SFT for the study area is above the national average, there is still potential for SFT to increase its market share penetration in the future, with Experian forecasting average SFT market share to increase to 20% by 2021. If the SFT market share for the study was to increase by the same rate (proportionally), then it would potentially reduce the expenditure available to support the need ('capacity') for new ('physical') retail floorspace over the forecast period to 2036 (see Section 10).
- 4.27 Turning to the market shares for the main centres and out-of-centre stores and shopping facilities in the District, Table 1 (Appendix 4) shows that they are achieving an overall 'retention level' of 10% within the total study area (Zones 1-11). Retention increases to 21.4% when based on total expenditure for the District's catchment area and 41.7% for Zone 6 (Newmarket).
- 4.28 Looking at expenditure retention for the District's main centres, the following key market share results are identified:
- **Newmarket Town Centre** attract the greatest proportion of comparison goods expenditure, accounting for 5.2% of study area expenditure and 11.4% from the District catchment area. Within Zone 6 (Newmarket), the town centre's retention level increases to 29.4%.
  - **Mildenhall** accounts for 1.3% of total study area expenditure, increasing to 2.7% when based on the District catchment area. Within Zone 10 (Mildenhall), the town's market share increases to 8.1%.
  - **Brandon** retains just 0.6% of total study area comparison expenditure, with market share increasing to 1.1% for the District catchment area. This is expected given the limited comparison goods offer available in the centre. The town's shops and stores primarily draw comparison goods expenditure from Zone 5 (Brandon and Thetford – 3.7%) and Zone 11 (Mundford – 3.9%).



- **Lakenheath** and **Red Lodge** attract very little comparison expenditure, accounting for less than 1% of expenditure from the District catchment area. This reflects their more local role and function in the retail hierarchy, meeting the day-to-days needs of their residential catchment populations.
- **Out of centre** retail provision in the District is mainly dominated by Studlands Retail Park, along with other freestanding retail warehouses and shops in Newmarket. Together these account for 2.9% of the total study area expenditure, increasing to 6.1% for the District are only. The market share of out of centre facilities is highest in Zone 6 (12.2% of study area expenditure) and Zone 10 (7.7%).

4.29 Overall, the survey-derived market shares highlight the relatively low expenditure retention levels for the Borough. The main centres and stores in the District are retaining some 21.4% of available comparison goods expenditure in the broadly defined District area, which is equivalent to a 'leakage' of 78.6%. This expenditure is mainly going to larger higher order competing centres outside the District, principally Bury St Edmunds and Cambridge, which have both benefited from new retail investment over the years. In particular, the opening of the Arc shopping centre in Bury St Edmunds has increased the centre's market share to its current level of 26.2% of total study area expenditure. Cambridge accounts for 11.1% of total study area expenditure. However, within Zone 6, the constituent zone for Newmarket, Cambridge City Centre attracts 21.7% of all comparison goods expenditure compared to 29.4% for Newmarket. To a lesser extent, stores in Thetford (including out of centre stores) compete with centres in Forest Heath attracting a study area market share of 6%, increasing to 10.6% for the District catchment area.

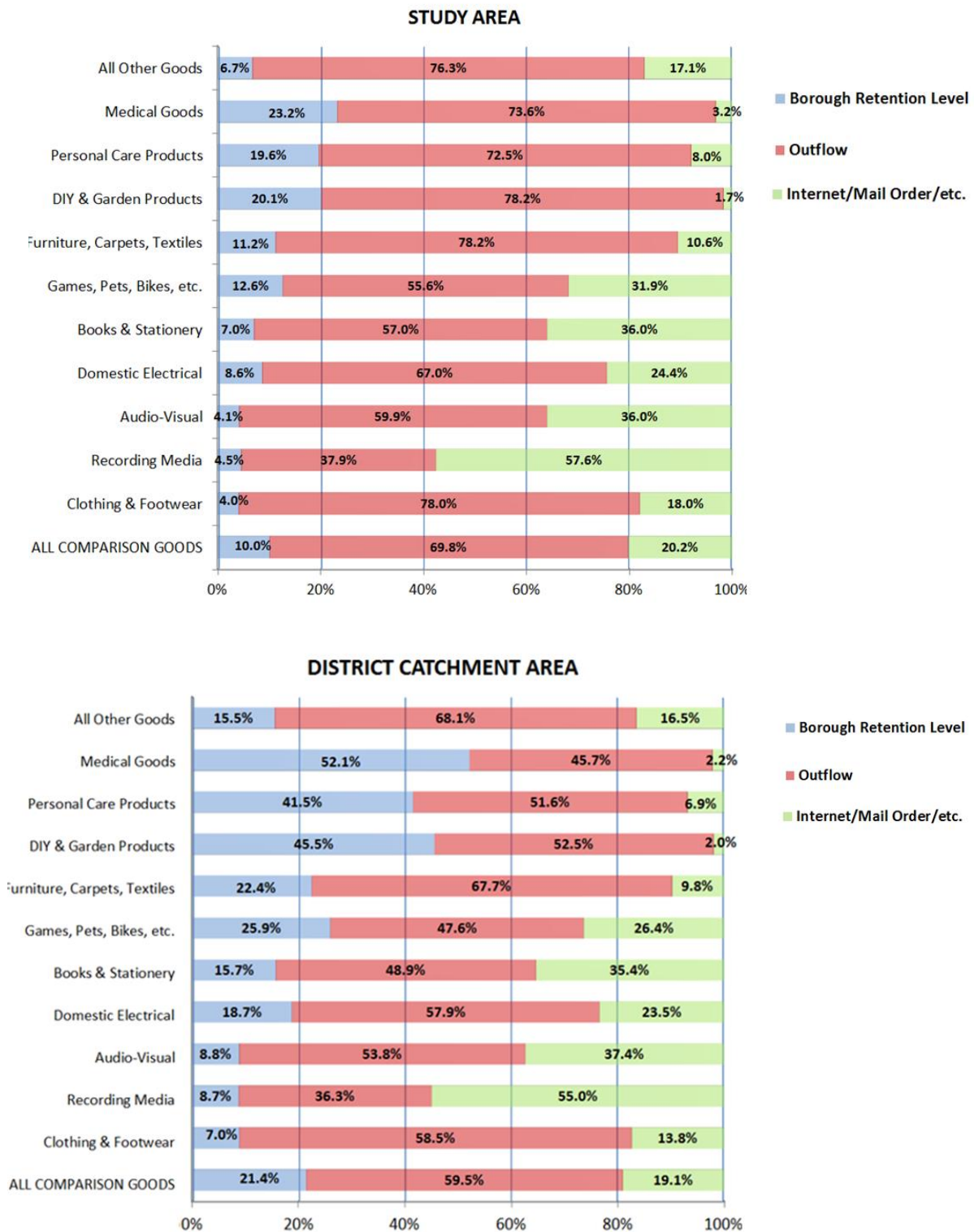
4.30 The figures below shows the market shares for Forest Heath's main centres and stores, other centres and SFT/internet shopping for residents in the study area (Zones 1-9) and District catchment area for different categories of comparison goods expenditure, based on the survey-derived results set out in Tables 2-12 (Appendix 3).

4.31 The figures show the relatively strong competition from other centres and shopping facilities located both within and outside the defined study area and District Catchment area for different types of comparison goods expenditure. For example, 78% of expenditure on clothing and footwear purchases in the study area is going to centres outside of Forest Heath District; principally Bury St Edmunds Town Centre (40%) and Cambridge City Centre (18%). Both these higher order centres also attract the greatest proportion of expenditure for clothing and footwear from the District catchment area. This reflects the scale, range and quality of fashion offer in Bury St Edmunds compared to Newmarket, while Cambridge is a major draw due to its role as a the principal shopping destination for the region.

4.32 Finally, the figures also confirm the high market share of SFT, and principally internet shopping, on certain categories of comparison good expenditure; specifically recording media (57.6%); audio visual (36%), books and stationery (36%); and toys, games, bikes, pet products, etc. (31.9%).

In contrast, SFT's market share of other non-food categories is more limited, including DIY (1.7%); medical goods (3.2%); personal care products (8%); furniture and carpets (10.6%); and clothing and footwear (18%). However, this does not necessarily mean that these specific sectors will be 'immune' from the growth in internet shopping over the medium to long term.

**Figure 4.2 Expenditure retention for comparison goods for the study area and district catchment area**





## 5 TOWN CENTRE HEALTH CHECKS: METHODOOLOGY

- 5.1 Health checks are recognised as important planning ‘tools’ for appraising and monitoring the changes in the overall vitality and viability of town centres, identifying ‘gaps’ in provision and the qualitative needs for new retail and leisure uses, and informing both plan-making and decision-taking at the local level.
- 5.2 Sections 6-9 set out the policy-compliant health check updates for the District’s main centres including Newmarket, Mildenhall, and Brandon. An audit of town centre uses, focusing on retail provision, is also provided for the District’s smaller service centres, namely Lakenheath and Red Lodge.
- 5.3 This section provides a brief explanatory note on the methodology and approach used to assess the overall vitality and viability of the main centres. The health checks have been informed by the PPG (paragraph 005), which identifies a number of Key Performance Indicators (KPIs) that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. Some of the KPIs include:
- the scale and diversity of uses (e.g. retail and services offer);
  - retailer representation and demand;
  - commercial property indicators (such as Prime Zone A Rents);
  - changes in vacancy levels;
  - accessibility and parking provision;
  - the quality of the town centre environment;
  - pedestrian footfall; and
  - customers’ views and behaviour.
- 5.4 In this case the most reliable KPIs have been gathered (where possible) for the centres to help inform the assessment of their overall strengths and weaknesses in retail terms, the opportunities for new sustainable development and growth, and any potential current and future threats to their overall vitality and viability.
- 5.5 The health check assessments of the town centres have been informed by analysis of *Town Centre Audits* produced by the Council, and the Experian *Goad Category Report* for Newmarket (2011 and 2015). This has been further supplemented by site visits and audits of the District’s retail provision carried out by CJ in July 2016.
- 5.6 It should be noted that where the Council’s *Town Centre Audits* are referred to, we have necessarily classified the shops and businesses audited using the Experian Goad categories (i.e. convenience, comparison and service uses, and vacant units). It should be noted that ‘services’ as defined by Experian Goad can be sub-divided into the following three sub-categories.
- **Retail services** - including hairdressers, beauty salons, travel agents, launderettes, opticians, etc.;
  - **Leisure services** - which comprise cafes and restaurants (Class A3), betting shops (sui generis), fast food/ takeaway outlets (Class A5); and

- **Financial and professional services** - covering all Class A2 uses (such as banks, estate agents, etc).

- 5.7 In addition we have also referred to other datasets and research to help assess the relative vitality and viability of the District's main town centres, as referenced throughout the report. The applicability and robustness of the different data is discussed separately for the individual town centres in the respective sections of this report.
- 5.8 As described above, the health checks provide an effective 'gap' analysis tool to help identify retail types and categories that are under or over represented in centres. This is based on benchmarking against Goad UK averages for all circa 1,950 centres and shopping locations covered by Experian. However it must be noted that the Goad national average is deduced from aggregate town centre data collected by Experian Goad across the UK, and has no regard to the size, type, and function of locations. Therefore in assessing the health of town centre, the national average figure should be applied with caution, and account should necessarily be taken of local circumstances and the characteristics of the centre.
- 5.9 It should be noted that commercial property indicators normally include Prime Zone A Rents and Yields assessment. However given the scale of the centres, particularly the smaller centres, comparable evidence on yield data is not available due to limited transactions taking place. Therefore, an assessment of Prime Zone A rents and yields has not been undertaken for Brandon, Lakenheath, and Red Lodge.
- 5.10 Finally, an in-centre shopper survey has been carried out by NEMS to establish the public perception of the individual centres. This involved conducting face-to-face interview at different times during the week across the District's three main centres; Newmarket, Mildenhall, and Brandon. The data collected helps to inform the qualitative need for new town centre uses. The full in-centre survey results are provided in **Appendix 12**.

## 6 NEWMARKET TOWN CENTRE: HEALTH CHECK

- 6.1 This section sets out the key findings of the health check assessment for Newmarket town centre.
- 6.2 Newmarket is located within the Cambridge sub-region, approximately 19 km from Mildenhall, 27 km from Brandon and 24 km from Lakenheath (all located to the north east). Cambridge lies about 22 km to the west, and Bury St Edmunds is circa 25 km to the east. Newmarket has an estimated population of 16,615 according to the 2011 Census. It is the District's largest settlement and is defined as a market town, at the top of Forest Heath's settlement hierarchy, serving the retail and leisure needs of the District.
- 6.3 The main town centre uses are mostly concentrated along the High Street and within the Guineas Shopping Centre (the 'Guineas'), with both locations comprising a number of multiple retailers. The centre also hosts a bi-weekly market, on Tuesday and Saturdays, selling a variety of goods (including flowers, shoes, fruit and vegetables, meat, eggs, fish, ladies fashions and pet food).
- 6.4 Newmarket is recognised as being the international home of horse racing, which acts as a major economic driver for the local area. Newmarket hosts the headquarters for various horse racing organisations, such as the British Horse Racing Education and Standards Trust (BHEST), the Jockey Club, and other similar establishments for breeders and trainers. As a result the town also accommodates a number of related specialist businesses that cater for the equestrian sport. These include specialist bloodstock services, horse sales (e.g. Tattersall's Bloodstock Auction House), equipment retailers (such as saddlers and other specialist suppliers), horse transportation businesses, and veterinary health and rehabilitation organisations and so on. The equestrian heritage of Newmarket is also supported by the National Horse Racing Museum, which is due to become the National Heritage Centre for Horseracing & Sporting Art in autumn 2016.

### Retail Composition & Diversity of Uses

- 6.5 The main town centre uses are mostly concentrated along the High Street and within the Guineas:
- The **High Street** provides the main 'spine route' of retailing in Newmarket, with a mix of independent clothing retailers and multiple retailers, including Café Nero, Starbucks, Bon Marche, M&Co, Boots, TK Maxx, WH Smith and New Look.
  - **The Guineas** opened in the 1970's and is set back from the High Street, connecting to it via Wellington Street and Market Street. It is anchored by Marks and Spencer, and includes other multiple retailers such as Pandora, Holland and Barrett, Argos, Boots Opticians, Lloyds Pharmacy, Claire's, Subway, Thomas Cook, Clarks, Specsavers, Superdrug, Poundland, Car Phone Warehouse, Card Factory, Costa Coffee, and O2.
- 6.6 Other more secondary shopping streets include Wellington Street, mainly hosting smaller independent retailers, and Sun Lane, to the south of Wellington Street, which is characterised by a concentration of smaller independent retailers and service business.
- 6.7 In terms of supermarket provision, the centre is anchored by Waitrose, located north of the Guineas Shopping Centre, which supports the majority of Newmarket town centre's convenience market share. The town centre

is also served by Iceland, located on Exeter Road. As described above the town centre hosts a bi-weekly market, on Tuesday and Saturdays, on the Market Square.

6.8 Newmarket is ranked as 301<sup>st</sup> in Javelin's 2014-2015 Venuescore<sup>9</sup>, placing it in the Middle Market Position Classification<sup>10</sup>. This is a significant improvement since 2007 where the centre was ranked 374<sup>th</sup>. This could be due to a combination of the centre improving its retail offer (such as the opening of Prezzo) and other competing centres falling down the rankings.

6.9 The composition of the centre's retail and service uses is shown in the table below.

**Table 6.1: Retail and Service Composition: number and type of units at ground floor level**

	2011		2015		UK Average 2015
	No. Outlets	%	No. Outlets	%	%
Convenience	13	5.26	17	6.46%	8.51%
Comparison	87	35.22	82	31.18%	31.97%
Services	126	51.01	148	56.28%	47.62%
Vacant	21	8.50	16	6.08%	11.35%
<b>Total</b>	<b>247</b>		<b>263</b>		

Note: This information is based on GOAD Category Reports for 2011 and 2015. The national average has been taken from Experian as measured in October 2015.

### ***Convenience Shopping***

6.10 Table 6.1 shows that the number of convenience goods outlets in the town centre has risen from 13 to 17 between 2011 and 2015. The provision at 2015 represents 6.46% of total outlets in the town centre, which is below the national average of 8.57%. However the total estimated convenience goods floorspace has increased from 5,341 sqm to 5,648 sqm, and formed 10.67% of Newmarket's total floorspace in 2015. This is below the 2015 national average of 15.12%. It is noted that Newmarket has a two major out of centre food stores (Asda and Tesco Extra) which create competition with the Town Centre.

6.11 According to Experian Goad town centre survey data from 2015 Newmarket supported: three bakers and confectioneries, two butchers, two CTNs (Confectionary, Tobacco, and News), three convenience stores, a frozen store, a delicatessen, a health store, an off licence, two shoe repair services, and one supermarket (Waitrose). There were no fishmongers or greengrocers. However our visit to the centre in July 2016 highlighted some changes to this composition. For example a fishmonger (Fish Burwell) now trades from the Guineas Shopping Centre.

<sup>9</sup> Venuescore is Javelin Group's annual ranking of the UK's top 3,000+ retail venues based on provision of multiple retailers including anchor stores, fashion operators, and non-fashion multiples, where each operator is given a weighted score to reflect its overall impact on the shopping patterns.

<sup>10</sup> The criteria hierarchy is as follows: Upscale (e.g. London West End), Upper Middle (e.g. Manchester), Middle (e.g. Newcastle Upon Tyne, Reading), Lower Middle (e.g. Sunderland), and Lower (e.g. Scunthorpe).

- 6.12 The Waitrose store accounts for the town centre's main food provision with a total net sales area of 4,150 sqm gross. It is located in the northern part of the centre adjacent to Fordham Road on Fred Archer Way. Its in-store offer includes a bakery, fishmongers, deli and meat counter, fresh salad bar and cafe. We estimate that approximately 80% of the store's sales area is currently devoted to convenience goods, with the remainder used for the sale of a limited non-food offer including CDs, DVDs, cards and stationary. The store is served by some 430 free car parking spaces, which are also available free of charge to town centre users for up to two hours. Other supermarket offers in the town centre includes a Marks & Spencer Foodhall (372 sqm net) in the Guineas Shopping Centre and Iceland (488 sqm net) on Crown Walk. There are also a few specialist convenience retailers: 2 sweet shops (Artistry in Cocoa, and Mr Simms Olde Sweet Shop), Lithuanian Delicatessen (Labas Lithuanian Food Shop), Ali's Market, health foods store (Holland & Barrett), and wine retailers (Majestic Wines and Corney and Barrow Wine Merchants).
- 6.13 Overall we consider that Newmarket is adequately served in terms of convenience provision. This provision is further supplemented by the twice-weekly market on Market Square held on Tuesdays and Saturday which has a number of stalls selling fresh fruit and vegetables and other fresh produce.
- 6.14 The survey evidence confirms that the food and convenience market share of the town centre (including Waitrose) is broadly the same as for the out of centre foodstores (principally Asda and Tesco Extra). It should be noted that there is also an extant planning consent for an out-of-centre Morrisons foodstore at Exing Road (Planning Ref: F/2011/0712/FUL). This store, if developed out, would further increase the out-of-centre offer and market share. This indicates that there is a need to improve the food and convenience provision in the town centre, possibly through improvements to the existing Waitrose store and the market. This is considered in more detail throughout this study.

### ***Comparison Shopping***

- 6.15 According to the Goad Category Report (October 2015) Newmarket had 82 comparison outlets, forming 31.18% of the total units. This is broadly consistent with the 2015 national average of 32.21%, but is slightly lower than the number of units recorded in 2011 (87). The comparison floorspace provision has fallen from 18,060 sqm to 16,936 sqm between 2011 and 2015. This represents 31.99% of the total floorspace in the town centre, which is slightly below the 2015 national average of 35.96%.
- 6.16 Across the comparison sub-categories, the centre has representation broadly consistent with national averages; albeit the number of charity shops is slightly higher than should be expected (4.18% vs 2.70%). Overall we consider that Newmarket has a good range of comparison goods outlets, meeting the needs of its local catchment. We note however that the Household Survey shows that 13.5% of respondents in Newmarket's immediate catchment area (Zone 6) indicated that having more / better comparison retailers (i.e. non-food shops) would improve the town centre's appeal (HTIS 2016).

### Service Provision

- 6.17 Service provision makes up 56.28% of all the units in the town centre with 148 units. This is significantly above the 2015 national average of 47.62%, and also represents a substantial increase from 2011 where there were 126 units (51.01%). Based on our examination of other market towns and smaller centres, we find that the higher concentration of services retailers is quite common, and should not be a cause for concern. These uses provide an important role in town centres and add to the diverse mix of uses; particularly where retail is no longer the primary reason for attracting town centre users. Notwithstanding this, it is important that the Council regularly monitors the provision and growth in the number and quality of the town's service provision.
- 6.18 The following briefly describes the main mix and variety of services in the town centre:
- There were 46 **retail services** in 2015. This represents an increase of three outlets since 2011. Current provision represents 17.5% of total units, which is significantly above the Goad national average of 14.3%. This subcategory is dominated by the health and beauty outlets; more than half (28) of all the units are predominantly hairdressers, nail bars and beauty salons. There are also six opticians, a post office, and three travel agents.
  - There were 30 **financial service** outlets in the town centre in 2015. This includes nine banks and building societies, six financial services (e.g. mortgage lenders) and ten estate agents (dominating this category). This represents an increase of five outlets since 2011. Current provision represents 11.41% of total units, which is above the 2015 national average of 10.74%.
  - **Leisure services** accounted for 72 outlets in 2015, compared with 58 in 2011. Current provision represents 27.38% of total units, which is above the 2015 national average of 22.58%. The mix of leisure uses includes 23 cafes and restaurants, 13 takeaways, 11 betting shops and 7 pubs. The leisure services are well represented, although there are limited multiple brands in the food and beverage category (including Caffé Nero, Costa Coffee, Greggs Café, Starbucks, Prezzo and Pizza Express). Hence the provision is mostly made up of low to mid-range independent operators.
- 6.19 In summary the number and quality of places to eat and drink for visitors to the centre is limited, and the centre could therefore benefit from attracting higher end restaurants. This would help to draw more visitors to the town centre, including those associated with the horse racing industry.
- 6.20 Furthermore, there is no cinema in the town centre. A new cinema alongside food and beverage uses would significantly improve the attraction, vitality and viability of the town's daytime and evening economy. It would also help to widen the customer profile, attracting more family visits and a younger age profile. This is assessed in more detail in Chapter 11 of this report.

### Street Market

- 6.21 As described above, Newmarket hosts a bi-weekly market (on Tuesday and Saturdays, 9am to 3pm) in the Market Square. There are approximately ten stalls trading at the market selling a variety of goods (including flowers, shoes, fruit and vegetables, meat, eggs, fish, ladies fashions and pet products). The number of stalls in the market has declined over the years, and the quality of the product sold is largely value-led and aimed at budget shoppers. In terms of environmental assessment, the geographical location means that the market often suffers from exposure to wind, which makes the experience less pleasant.

- 6.22 We understand that Forest Heath District Council has aspirations to improve the market and possibly relocate it to a more prominent position in the town centre. In our judgement there is significant potential to provide a more diverse range of food and non-food goods and introduce more niche food traders, which may appeal to visitors and residents. The improvement to the market should be achieved as part of a wider strategy for attracting new customers and increasing the Newmarket's profile.

## Vacancies

- 6.23 The proportion and scale of vacant street level property in a centre and the length of time properties have been vacant represents one of the more important indicators to help inform an assessment of a centre's overall vitality and viability. High vacancy levels in a centre, or a concentration of vacancies in certain areas/ streets, could point to underlying weaknesses in terms of retailer demand and/ or the fact that the vacant units are not 'fit-for-purpose'. However, vacancies can arise in even the strongest centres and this indicator must be used with care.
- 6.24 As the table below shows, the number of vacant outlets in Newmarket has fallen from 21 in 2011 to 16 in 2015. The current vacancy level is 6.08%, which is significantly below the national average of 11.35%. CJ's town centre visit in July 2016 identified only 7 vacant units. This fall in vacancies would appear to indicate that the performance of the centre is improving, with good demand for retail floorspace.

**Table 6.2: Vacant units – Newmarket Town Centre**

	2011 (Goad)		2015 (Goad)		2016 (CJ Audit)
	No. units	%	No. units	% of Total Units	No. units
Number of Units	21	8.50%	16	6.08%	7
Floor Space	2,620	5.24%	2,926	5.53%	Not known

- 6.25 In terms of vacant floorspace, this was estimated by Goad to be 2,620 sqm in 2011, which was equivalent to 6.8% of the town's total floorspace and was below the national average of 11.5%. In 2015 vacant floorspace increased slightly to 2,926 sqm, but the vacancy level was lower at 5.53%. Given that our recent site survey in June 2016 recorded a reduction in vacant units, this will also result in a fall in the vacant floorspace.
- 6.26 Based on the CJ audit in July 2016, there were no significant concentrations of vacant units on specific streets to indicate that particular areas of the centre are failing or are necessarily unattractive as shopping locations. We also note that some units that are now vacant were previously occupied by operators that have gone into administration, such as Blockbusters and Phones4U. The majority of the vacant units are small and may not meet the requirements of modern retailers for larger floorspace. Additionally, the Guineas currently has only one vacancy (the unit previously occupied by The 3 phone shop), which compares with seven in 2011. This is a further positive sign of increased investment and business confidence in the town centre.

## ***Multiple and Independent Retail Representation***

- 6.27 A multiple retailer is defined by the Goad Category Report as being part of a network of nine or more outlets. It is recognised that a good presence and mix of multiples in a town centre can help to greatly improve its



overall attraction and performance. Multiples are a strong draw for customers and they help to generate frequent shopping. However, safeguarding a healthy balance of multiple and independent representation is important in ensuring diversity in quality of offer.

- 6.28 The Experian Goad Report 2011 identified that there were 96 multiple retailers in Newmarket in 2011. This was equivalent of 31.9% of total units, which was above the national average at the time of 29.9%. The 2015 Goad Category Report identified a slight increase in the number of multiples, to 98.
- 6.29 Experian Goad identified 12 Major Retailers<sup>11</sup> in 2015, including Marks & Spencer, New Look, Carphone Warehouse, Clarks, O2, Superdrug, Vodafone, Argos, Boots, TK Maxx, WH Smith, and Waitrose. Other major multiple retailers in Newmarket include Majestic Wines, Pizza Express, Specsavers, Holland and Barrett, Savers, Iceland, M&Co, Bon Marche, Claire's, Toni & Guy, Poundland, Starbucks, Lloyds Pharmacy, Greggs and HSBC. However it is noted that since 2011 the centre has lost:
- Dorothy Perkins (the unit is now occupied by Roman Originals (fashion retailer);
  - Clintons (the unit is now occupied by Lawson's Cards); and
  - Phones4U (the operator went into administration, and the unit is now vacant).
- 6.30 The centre also has a large number of independent retailers, the majority of which are occupied by cafés/restaurants/take away operators and by retailers in the health and beauty industry (hairdressers, barbers, beauty salons, nail bars).
- 6.31 Overall there appears to be a complementary mix of multiple and independent retailers serving the centre. However, we note that the centre could benefit from more anchor stores and key high street retailers. This perhaps could be accommodated as part of any potential improvements to the Guineas (see below).

## Retailer Demand & Requirements

- 6.32 The *2011 Retail and Town Centres Study* for Forest Heath provided retail demand figures for previous years according to *CoStar Town Focus Report* (September 2011). It is noted that the requirements have fallen from 37 operators in 2007, to 16 in 2009, to 14 in 2010. According to the *Requirement List* (data of June 2016) and *CoStar Town Focus Report* (June 2016), in June 2016 there were 15 operators with requirements for representation in Newmarket. These are set out in the table below:

**Table 6.3 Operators with requirements for representation in Newmarket**

Operator	Use Class	Size of Unit (Max)	
		Sqm	Sq ft
MacDonald (Fast Food Restaurant)	A3/A5	334	3,600
Pizza Hut Delivery (Pizza Delivery Business)	A5	93	1,000
Mind (charity shop)	A1	139	1,500
Vehicle Retail (Unnamed)	Sui Generis	2323	25,000

<sup>11</sup> Major Retailers include 30 key national multiples that are most likely to improve the customer appeal of a centre.



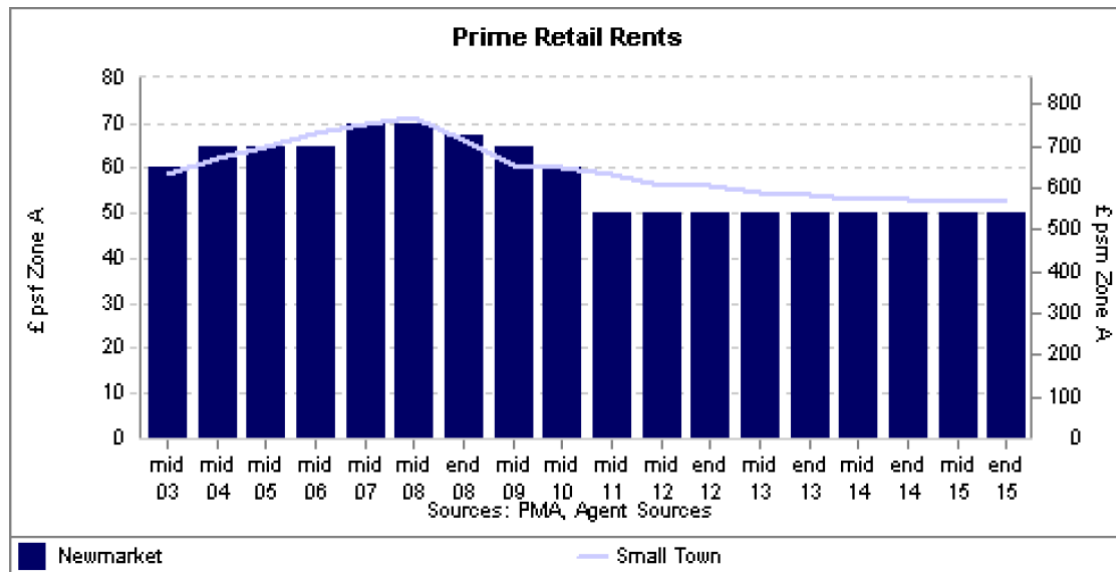
Operator	Use Class	Size of Unit (Max)	
		Sqm	Sq ft
Aldi (Discounter Supermarket)	A1	1858	20,000
Joe's Kitchen (Restaurant)	A3	372	4,000
Pavers (Shoe Store)	A1	372	4,000
Poundworld (Single Price Variety Store)	A1	1115	12,000
Marstons (Pub)	A4	836	9,000
Farmfoods (Frozen food Specialist)	A1	1115	12,000
Peacocks (Clothing retailer)	A1	1022	11,000
Frankie & Benny's (Restaurant)	A3	743	8,000
Al's Beef (Restaurant)	A3	186	2,000
Travelodge (Hotel)	All	9290	100,000
Snap Fitness (Health & Fitness Club)	N/A	743	8,000
<b>TOTAL</b>		<b>20,541</b>	<b>221,100</b>

6.33 Together the 15 operators are seeking up to 20,541 sqm gross floorspace. This includes requirements from Aldi, Farmfoods and Peacocks, along with a number of restaurants, Travelodge and a health and fitness operator. The 2011 *Retail and Town Centres Study* identified a much lower floorspace requirement of 1,330 sqm gross. This would appear to indicate that the centre is a desirable location. Retailers seeking representation in the town centre, especially those that are more likely to raise Newmarket's profile and competitive position should be encouraged. However this will depend on the availability and suitability of existing outlets, or the provision of new floorspace/units through new development and investment.

### Prime Zone A Rents

- 6.34 The level of rent that businesses are prepared to pay for retail space, and yields achieved in investment transactions in a centre, provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location. Information on Zone A (ZA) rents have been obtained from PROMIS; this is a standard data source for commercial rents sourced from property agents for key centres across the UK.
- 6.35 At end of 2015 Newmarket's estimated prime rents stood at £50 per sqft (psf) Zone A, which was the same level recorded in 2011. Current rents are some 7.1% below the pre-recession peak of around £70 psf Zone A which suggest the town is yet to fully recover from the impact of the economic downturn. It is noted, however, that on average prime rents across the PROMIS 200 Towns remain 28.6% below the pre-recession peak, and hence it would appear that Newmarket is performing well in that regard.
- 6.36 The PROMIS Retail Report also compares Newmarket to other towns of similar size and notes that between 2008 and 2015 prime rents fell on average by 4.2% and 3.2%. The average prime rent figure for towns of similar size at 2015 is £53 psf (versus £50 psf for Newmarket). This would suggest that Newmarket could be achieving slightly higher prime rents, but in general its performance is comparable to other towns of similar size. The graph below demonstrated the changes in Prime Zone A Rents over the years:

Figure 6.1: Newmarket Prime Zone A Rents



Source: PROMIS

6.37 The table below compares Prime Zone A rents achieved in Newmarket at the end of 2015 with other centres in the region. This provides a benchmark from which to observe Newmarket's performance. However, it should be noted that many of these centres are considerably larger than Newmarket, both in scale and shopping role. Therefore, Zone A rents will be higher to reflect increased retailer demand and stronger property values for these locations.

Table 6.4: Prime Zone A Rents in nearby centres

Town	Prime Zone A Rents AT 2015	Comments
Newmarket	£50 psf	Unchanged since 2011, with rents remaining 7.1% below the pre-recession peak of £70 psf ZA
Cambridge	£280 psf	Mostly unchanged since 2012, with rents remaining 3.4% below the pre-recession peak of £290 psf.
Bury St Edmunds	£100 psf	No change since 2013, with rents remaining 13% below the pre-recession peak of £115 psf ZA.
Kings Lynn	£45 psf	Slight reduction since 2009, with rents remaining 47.1% below the pre-recession peak of £85 psf ZA
Ipswich	£120 psf ZA	No change since mid -2015, with rents remaining 20% below the pre-recession peak of £150 psf ZA

6.38 Although in comparison to Cambridge and Bury St Edmunds, Newmarket has a lower prime rent figure, these centres are larger and have a much wider function as a result, having a stronger appeal to operators: PROMIS categorises Cambridge as a Regional Centre and Bury St Edmunds as a Sub Regional Resilient Town.

### Accessibility & Pedestrian Flows

6.39 Newmarket is well served by the existing road network, with A11 and A14 being in close proximity. The town is hence linked to Cambridge to the south west, which is located 22 km away via the A14, and to London via A11 linking to M11. North east Newmarket is linked with Mildenhall (16 km), and Thetford (32 km) via A11, and to Bury St Edmunds (19 km) on the east via A14.

- 6.40 Newmarket is also served by a railway station, located in the southern part of the town, approximately 10 minutes' walk from the High Street. Hourly trains connect Newmarket to Cambridge to the west in 22 minutes, and Ipswich in 1 hour to the south east. Hourly trains also run to Bury St Edmunds taking approximately 20 minutes.
- 6.41 Newmarket benefits from good bus services to a range of local and long distance locations, including London and Ipswich. Buses connect local facilities including the town centre, Newmarket Hospital, Studlands Retail Park, Studlands Park Centre, the Tesco on Fordham Road, to a number of residential areas.
- 6.42 The town centre also has a good number of chargeable car parks, with a maximum fee set at £2.50 for a whole day of parking. These are set out on the table below.

**Table 6.5: Car Parking Provisions, Newmarket**

Location	No. of spaces	Type
All Saints Church	162	Long stay car park
Grosvenor Yard	76	Short Stay
Guineas multi-storey	400	Short and Long Stay
Market Square	58	Short Stay
Rous Road	197	Short Stay
St Mary's/Church Lane/Turner Hall	40	Long Stay

- 6.43 At the time of the visit there was evidence of illegal on-street parking, such as parking on double yellow lines. This can cause significant traffic congestion, and can act as a hazard. This suggests a mix of poor enforcement control, a potential under-provision of car parking spaces across the town and/or poor signage.
- 6.44 The town centre has a good pedestrian flow along the High Street, especially along the section between TKMaxx and New Look. However at peak times the High Street appears congested, with heavy car traffic impacting upon easy pedestrian movement through the centre. The Guineas also attracts a high level of footfall, given its prominent offer and pedestrianised environment. However the pedestrian links between The Guineas and the High Street could be improved. For example, there is no pedestrian crossing between the eastern side of the High Street and the Market Street which inhibits the pedestrian flow.

## Customer Views and Perceptions

### *Household Survey*

- 6.45 The household telephone survey asked specific questions on respondents' views and perceptions of Newmarket town centre as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements residents would like to see that might encourage them to visit Newmarket more often for shopping and other purposes.
- 6.46 The survey has shown that 41.3% of those living within Forest Heath's Catchment Area (Zones 3, 5, 6, 10) never visit Newmarket town centre (with Bury St Edmunds and Cambridge being the main competitors). Of

those that do visit, 31.2% visit once weekly, and 20.8% visit more often than that. The surrounding zone for Newmarket Town Centre is Zone 6. Within that zone 91.3% of respondents visit the centre. Of those 44.1% visit the centre weekly and 32.1% more often than that.

- 6.47 The survey results also show the main reason for visiting Newmarket town centre. The top seven reasons are set out in the table below.

**Table 6.6 Reasons for Visiting Newmarket town centre**

Response	Forest Heath Catchment Area	Zone 6
For food shopping	36.2%	52.24%
For non-food shopping	31.9%	17.51%
For work	9.4%	4.68%
For a day out / window shop / walk about	8.1%	6.12%
To visit financial services such as banks and other financial institutions	6.8%	10.68%
To visit cafes / restaurants	1.3%	1.10%
To meet friends	1.2%	1.57%

Source: HTIS 2016

- 6.48 The survey results showed that respondents 'like' the following features of Newmarket town centre. The most frequently raised themes are shown in the table below.

**Table 6.7 Features respondents 'like' most about Newmarket**

Response	Forest Heath Catchment Area	Zone 6
Nothing / very little	34.1%	39.57%
Close to home	22.2%	31.64%
Attractive environment / nice place	16.0%	13.17%
Compact	9.0%	4.37%
Easy to park	6.7%	4.20%
Easy to get to by car	3.6%	1.71%
High quality shops	3.5%	0.79%
Familiar / know where everything is	2.2%	5.19%

Source: HTIS 2016

- 6.49 It is noted that the top three responses are the same for both the Forest Heath catchment area and for the surrounding zone for Newmarket Town Centre (Zone 6). For Zone 6 we also note that the 4<sup>th</sup> popular answer was "Familiar / know where everything is" with 5.19%. This is not shown in the table above, as the table show responses for the whole catchment area and not response levels for individual zones.
- 6.50 Respondents were also asked what, if anything, they would improve in Newmarket town centre that would encourage them to visit more. The table below provides a summary of the most frequently raised suggested improvements for the town centre from respondents in Zone 6.

**Table 6.8 Key Improvements for Newmarket Town Centre**

Response	Forest Heath Catchment Area	Zone 6
Nothing	45.0%	28.37%
More national multiple shops / High Street shops	14.0%	17.47%
More independent shops	10.2%	17.59%
(Don't know)	9.7%	2.43%
More / better parking	8.6%	5.42%
More / better comparison retailers (i.e. non-food shops)	7.3%	13.15%
Free car parking	4.9%	11.55%
Better public transport	2.3%	0.72%
Street markets - better range and quality of offer	2.1%	6.73%

Source: HTIS 2016

- 6.51 As the tables show, a high proportion of respondents are happy with the town centre as it is regardless of the area surveyed. Where improvements are suggested these are focused on providing more or better comparison retail offer and better/free parking. It is also noted that 6.73% of respondents from Zone 6 would like to see improvements to the local market.

### ***In Centre Survey***

- 6.52 An in-centre survey was carried out in Newmarket, which comprised 148 face-to-face visitor surveys. The surveys captured responses from visitors to the centre across a range of days and times. The survey found that approximately a quarter of respondents visit the centre every day of the week with the remaining responses varying from 4-6 days a week (14.2%), 2-3 days a week (19.6%) and once a week (13.5%). Just 27% visit the centre once every two weeks or less. Only 2.7% of respondents stated it was their first time visiting Newmarket. Whilst the majority (41.2%) of respondents travelled to the centre by car, 35.8% accessed the centre on foot. This reflects that the centre is well-used by local residents.
- 6.53 Respondents were more likely to be visiting the centre for shopping (30.4%), particularly for comparison goods shopping. Just under a quarter (24.3%) of respondents stated they were visiting the centre for services, which is likely to include the post office, banks and hair dressers. Approximately 9.5% were in the centre for work reasons and 7.4% respectively were in the centre to meet someone or for leisure. The survey found that respondents visiting Newmarket also regularly visit Bury St Edmunds and Cambridge town centres. Respondents primarily visited other centres for comparison goods shopping (45.7%) followed by food shopping (22.3%). The choice of shops, particularly better non-food shopping were highlighted as factors respondents liked most about other centres they visit.
- 6.54 Of the 12.8% who said that they were in the centre to buy food goods at the shops, the majority of these respondents (35%) had visited, or intended to visit Marks and Spencer Food Hall, 20% visited Waitrose and 15% visited Iceland. In terms of linked trips, a significantly greater proportion (80%) of those who were in the centre for food shopping did not intend to carry out any other activities. However a small proportion of respondents intended to visit a café or restaurant (10%).
- 6.55 The survey results showed that respondents liked the following features of Newmarket:

**Table 6.9: Features respondents liked about Newmarket Centre**

Response	Study Area %
Near/convenient	51.4%
Character/atmosphere	25.0%
Parking is cheap	5.4%
The horses	4.1%
Historic buildings/tourist attractions	2.7%
Lack of congestion on road	1.4%
Not too crowded	1.4%
Range of places to eat	1.4%
Range of pubs/bars	1.4%
Range of services	1.4%

Source: In-centre Survey, June 2016

Note: Some survey questions had multiple responses therefore percentages do not add up to 100

- 6.56 The feature respondents liked most about Newmarket was its near/convenient location which highlights the centre's popularity with the town's residents and those living in the surrounding villages. The character and atmosphere was also highlighted by respondents as a positive feature of the centre which reflects the findings of the health check; this identifies the town centre as having a number of attractive buildings with the town centre being well maintained overall.
- 6.57 Newmarket has a good selection of car parks which offer cheap parking with a maximum fee capped at £2.50 for whole day of parking and this is highlighted as a positive feature of the town centre by 5.4% of respondents. Respondents also referred to horse racing as something they liked about Newmarket. The equestrian heritage is a key feature of the town and this is clearly recognised by respondents.
- 6.58 Respondents were then asked what they disliked about the centre, and the results are set out in the table below. Responses were more likely to state 'nothing' (34.5%) and 8.8% stated 'no opinion'. However, those who did criticise the centre highlighted 'too many bookmakers' (13.5%) and 'too many coffee shops/cafes' (9.5%) as the key issues. Although the over provision of book makers suggests a low quality offer and is generally regarded as a negative aspect of a town centre, cafes are a popular leisure use therefore it was unexpected that this would be a factor that respondents would dislike.

**Table 6.10: Features respondents disliked about Newmarket Centre**

Response	Study Area %
(Nothing in particular)	34.5%
Too many bookmakers	13.5%
Too many coffee shops/cafes	9.5%
(No opinion)	8.8%
Feels unsafe/presence of threatening individuals/groups	6.8%
Parking is expensive	5.4%
General lack of multiple shops	4.7%
Clothing shops absent	4.1%
Difficulties in parking	4.1%
Too many charity/cheap shops	3.4%

Source: In-centre Survey, June 2016

- 6.59 Respondents identified the general lack of multiple shops, clothes shops in general and an over provision of charity shops. This suggests that the quality and range of shops in the town centre could be improved. Parking issues were identified in relation to the cost of parking and difficulties in parking.
- 6.60 The top 10 features identified for improvement are set out below. Respondents identified a need to provide a better choice of shops in general. Improvements to parking, better market stalls and a wider choice of bars and pubs were also identified by respondents.

**Table 6.11: Key Improvements for Newmarket Centre**

Response	Study Area %
Better choice of shops in general	34.5%
(None mentioned)	27.7%
(Don't know)	10.8%
Cheaper parking	5.4%
New clothes shops	2.7%
Primark shop	2.7%
New shoes shop	2.0%
New Wilkinsons shop	2.0%
Better market stalls	1.4%
More choice of bars/pubs	1.4%

Source: In-centre Survey, June 2016

- 6.61 Respondents also identified a number of shops that would encourage them to visit the centre more often, including Primark and Wilkinsons. A further 2.7% of respondents stated that new clothes shops would help to improve the town centre.
- 6.62 Questions were asked as to what improvements to the Guineas would encourage them to visit more often. Of those that did identify some improvements, 19.6% called for more choice in menswear shops and approximately 15.5% of respondents stated that better quality womenswear shops would encourage them to visit more.
- 6.63 Questions were also put to respondents regarding the street market. The responses showed that just over half of those interviewed (51.4%) did not visit the market, and only 2.1% indicated that it was the main purpose of their visit. The majority (33.1%) of those who were familiar with the street market highlighted the convenience of the market's location as being a factor they like. Approximately 6.8% identified the food stalls and 5.4% said the days that the market operates is a positive factor. Respondents were also asked what improvements would encourage them to visit the market more often. A significant proportion of respondents (43.2%) identified a larger market and 16.2% stated that a wider variety of stalls would also improve the market.
- 6.64 On the whole, Newmarket is recognised by those visiting the centre for its unique character and history. The centre is also convenient for its local catchment population. However it is evident that there is potential to widen Newmarket's non-food offer to attract more visitors from the wider area and to retain local residents. There is also potential to improve the size and quality of the street market.

## Environmental Quality

- 6.65 The entrance into Newmarket town centre is marked with a clock tower, built to commemorate Queen Victoria's Golden Jubilee of 1887. This is an attractive feature, which acts as a landmark. The High Street also benefits from well-maintained street paving, and the hanging baskets and other green space also add to the centre's overall attraction. The centre benefits from good legibility, with 'finger' signposts and town maps present through the centre, albeit the relationship between the High Street and The Guineas could be improved. The linear High Street, where the majority of the town centre uses congregate, is a busy A road (the A1304) and effectively bisects Newmarket's retail area. As highlighted above, at peak times the High Street becomes congested with heavy traffic and as a result the overall environment deteriorates.
- 6.66 The centre has recently benefitted from public realm improvement works. In September 2014 the Bill Tutte Memorial on Rutland Hill was completed, comprising a statue and hard landscaping. This acts as a miniature public square, a landmark and a meeting point given its prominent location next to TK Maxx.
- 6.67 The Legends of the Turf initiative has also been set up to honour the equestrian heritage of Newmarket: every year a brass horseshoe plaque is embedded into the High Street pavement to commemorate a trainer, jockey and horse. These will eventually form a trail.
- 6.68 Palace Street was also undergoing improvements in July 2016 which includes raising highway to the same level as curbs, relaying tegula blocks in the same colour and using lifted blocks to pave the remaining tarmac area. These works are to facilitate the opening of the new National Heritage Centre for Horseracing and Sporting Art.
- 6.69 Newmarket hosts a number of attractive buildings in varying styles of architecture, and is protected almost entirely with Conservation Area designations. In general, the majority of fascias are well maintained helping to provide an attractive shopping environment. However poorer quality, less attractive, buildings are also present. These include the unit occupied by TK Maxx in the north-eastern part of the High Street, which is dominated by a solid brick façade which detracts from the sense of place.
- 6.70 The Guineas provides the main pedestrianised area and shopping focus for Newmarket. However the building dates back to 1970s and is looking "tired" and dated if compared to more modern shopping centres. Additionally the shopping centre lacks full integration and linkages with the High Street.

## Out of Centre Provision

- 6.71 The only out of centre retail park is Studlands Retail Park, which is located over 2 km north of the town centre on Fordham Road (A142). It predominantly hosts "bulky goods" retailers: Homebase, Pets at Home, Halfords (which including Argos within) and Carpet Right. Additionally the retail park accommodates Asda supermarket, and a Burger King



**Table 6.12: Composition of Studlands Retail Park**

Operator	Floorspace (sqm)
Homebase	3,379
Pets at Home	604
Halfords (which includes Argos within)	826
Carpet Right	930
Asda	1,017
Burger King	unknown

- 6.72 South of the retail park is a 24-hour Tesco Extra store (Fordham Road). The store opened in October 2015, replacing the original smaller store (which originally opened in 1988, and was primarily catering for the convenience needs) located on the adjacent site. The old store has now been demolished to make way for additional car parking. The new store is significantly larger with a net sales area of 5,674 sqm, including 3,103 sqm of convenience floorspace and 2,571 sqm of comparison goods floorspace. As well as having the convenience offer, the store also features a clothing department, opticians, phone shop, and a community room for local organisations to use free of charge. When visiting the store CJ found that the tills and the car park were very busy, indicating that this is a popular store.
- 6.73 As highlighted previously, an application to provide a new out of centre Morrisons foodstore was approved in December 2013 (Planning Ref F/2011/0712/FUL) on the former gas works site on Exning Road. The permitted store has a gross internal area of 4,653 sqm. The permission restricts the net retail sales area of the retail store, including any mezzanine floorspace, to up to 2,275 sqm of which no more than 455 sqm will be dedicated to comparison goods. If delivered, this scheme would significantly enhance the out-of-centre food and convenience retail offer for Newmarket's shopping catchment.

### **New Investment & Potential Development**

- 6.74 The permission to reconfigure and extend The Guineas was renewed in 2011, but has since expired without being implemented. We understand the centre is in the Council's ownership. Given the need to improve the spatial relationship between the Guineas Shopping Centre and the High Street, and the need to attract more prominent key high street retailers into the town centre, any improvement to the shopping centre should be encouraged.
- 6.75 The *National Heritage Centre for Horseracing and Sporting Art* opened in 2016 in Newmarket. This is a major tourist attraction and will hopefully help to promote the town centre's wider offer to visitors to the popular racecourses.
- 6.76 The Premier Inn Hotel also opened in July 2014 in the centre, as part of a wider retail-led development on Fordham Road adjacent to the Waitrose store. The retail/restaurant units are currently being marketed, but we understand that the main difficulty in securing occupiers is the units' non-prominent location (low footfall).

## Summary and Key Recommendations

6.77 The health check assessment show that Newmarket is performing well against a number of key performance indicators, and it has shown improvements since 2011. Overall, the town centre mainly caters for its local shopping and rural catchment populations. It has a relatively good range of shops typically found in a centre of its size and position in the retail hierarchy. However, there is clearly scope for improvements to raise Newmarket's retail offer and competitive position. Looking forward, its future vitality and viability could be vulnerable to new development and investment in out-of-centre locations, where this impacts on potential investment and market demand in the town centre.

6.78 In summary, some of the key findings of the health check are as follows:

- The centre has an adequate food and convenience provision, including a Waitrose supermarket and Marks and Spencer store. The centre is also supported by independent convenience stores.
- There is a relatively good mix of multiple and independent specialist retailers. It has a good number of comparison retailers, more or less consistent with the national average. However the centre could benefit from attracting more anchor stores and key high street retailers. This could potentially be accommodated as part of improvements to the Guineas, which appears 'tired' and dated by modern standards, and does not provide the larger shop units required by the majority of national multiples. Also, the High Street does not provide many units of appropriate shape and size to host multiple chains.
- The retail, leisure and financial services sectors are well represented in the town centre. The centre could, however, benefit from better quality (higher end) restaurants and cafés, especially to appeal to and better serve visitors generated by the horse racing industry. Although many thousands of people visit the popular meetings at the two large racecourses just outside the town centre every year and many pass by on the A11 and A14 each day, relatively few people visit the town centre for its shops and facilities, apart from the pubs and nightclubs. The key would be to capitalise on drawing the visitor expenditure into the town centre.
- The number of vacant outlets in Newmarket has decreased since 2011 and vacancy levels are below the national average. There is no significant concentration of vacant units through the town, although there is an under-provision of larger format shop units that are required by modern retailers.
- The centre appears to be a desirable location for retailers, given the number of operators seeking representation there and the fact that it is performing well in terms of Prime Zone A Rents. The centre has also recently experienced investment (e.g Premier Inn and The *National Heritage Centre for Horseracing and Sporting Art*), which is a positive sign of investor confidence in the town. However there are 'gaps' in the town's retail offer, and retailers that are likely to raise Newmarket's profile should be encouraged to locate in the town centre first.
- The centre has good accessibility and pedestrian flows. However the physical relationship between the Guineas and the High Street could be improved. Additionally poor parking enforcement in the centre results in congestion and detracts from the overall environment.
- Newmarket has a welcoming environment, with many public realm improvement initiatives taking place in recent years, many attractive buildings and well maintained streets. Overall the centre is a pleasant place to visit, but it needs to be more widely marketed and promoted to visitors to the racecourses and wider attractions/facilities.
- The centre's twice weekly street market has diminished over recent years. In our judgement improvements to the market would benefit and strengthen the town's overall attraction and performance.

This could include a more diverse range of food and non-food goods and introducing more niche food traders, which may appeal to visitors and residents.

- There is no cinema in the town centre. A new cinema alongside food and beverage uses would significantly improve the attraction, vitality and viability of the town's daytime and evening economy. It would also help to widen the customer profile, attracting more family visits and a younger age profile.

6.79 In summary, the five main recommendations arising from the health check are to:

- Reconfigure the Guineas Shopping Centre to cater for modern retailers' demands, and allow for better integration with the High Street.
- Prevent illegal parking through stronger enforcement, as this will help to tackle congestion in the centre and promote pedestrian flow.
- Build on the success of the horse racing industry to attract visitors and investment into the centre, especially by improving its eating out offer.
- Invest in the market, to attract more customers and to raise Newmarket's profile as part of a wider improvement strategy.
- Identify opportunities to provide a new cinema in the town centre, within or on the edge of the Primary Shopping Area, supplemented by new high quality food and beverage uses.

## 7 MILDENHALL TOWN CENTRE: HEALTH CHECK

- 7.1 Mildenhall is a small town in Forest Heath with a 2011 population recoded by the Census of 13,388, making it the second largest in the District. It is a historic market town which sits at the top of the settlement hierarchy below Newmarket, serving the retail and leisure needs of the local catchment area. It is located 16 km north-east of Newmarket and 8 km south of Lakenheath. The main retail area (town centre) is located in the south west of the town, falling within a conservation area. Mildenhall is home to the USAF military base, located in the north-west, and the town centre is regularly visited by personnel and their dependants.

### Retail Composition & Diversity

- 7.2 The High Street, St Andrew's Street and Market Place are the main areas for the retail offer and main town centre uses. The Market Place also acts at the focal point of the centre and hosts weekly markets on Fridays. The Precinct, which is a managed 1970s shopping centre, also acts as a main retail area, and is surrounded by these streets.
- 7.3 The composition of the centre's retail and services make-up is shown in the table below. The position at 2016 has been informed by the Council's Audit of the centre in May 2016.

**Table 7.1: Retail and Service Composition: number and type of units at ground floor level**

Category	2011		2016		UK Average 2016
	Outlet	%	Outlet	%	%
Convenience	6	6.45%	5	4.7%	8.62%
Comparison	29	31.18%	26	24.53%	31.97%
Services	46	49.46%	70	66.04%	47.93%
Vacant	12	12.90%	5	4.72%	11.17%
Total	93		106		

Source: 2011 audits conducted by FHDC and Strategic Perspectives, taken from the Retail and Town Centres Study 2011. 2016 audits conducted by FHDC. National Average figure is as at June 2016. Please note that figures may not sum to 100% due to rounding. The categorisation of occupiers is based on the same definitions as used by Experian Goad to inform the preparation of Category Reports.

### Convenience

- 7.4 The centre is served by five convenience outlets, representing 4.7% of total outlets; this is below the Experian Goad national average of 8.62%. There would appear to be a reduction in the total number of convenience outlets by one 2011, more detailed analysis shows that in 2011 Barleycorn Delicatessen was classified as a convenience outlet, but now functions more of a café/restaurant. Therefore numerically this position has not changed.
- 7.5 The Sainsbury's store on Recreation Way and Co-op on King Street anchors the centre's main food offer. The store opened in March 2011, and has a gross external area of 4,084 sqm and a net sales area of 2,071 sqm. The store's wider offer includes a bakery, fish and deli counters, and clothing.

- 7.6 The Co-op within The Precincts also has an in-store Post Office which adds to the popularity and the performance of the store through linked trips. It has a total estimated sales area of 553 m<sup>2</sup> net, of which around 5% is set aside for non-food products. It predominantly meets the day-to-day 'top-up' shopping needs of the local catchment population.
- 7.7 The centre's convenience store offer is also supplemented by Jerk Spice Groceries, McColl's newsagent and the Cherry Tree butcher. Since 2011 the centre has lost The Old Sweet Shoppe, but gained a butcher and a grocer. The centre does not have any independent fishmongers, a baker or an off-licence.
- 7.8 Mildenhall's convenience day-to-day offer is also supplemented by the weekly market (discussed in more detail below).
- 7.9 Overall the town performs well in terms of its convenience provisions, serving the day-to-day top-up and main food shopping needs of its immediate catchment population. The household survey confirms that 43% of visits to Mildenhall from its immediate catchment area (Zone 10) are mainly for food shopping purposes.

### **Comparison**

- 7.10 Mildenhall has 26 comparison outlets; this is equivalent to 24.53% of total outlets, which is below the Experian Goad national average of 31.97%. The total number of outlets has fallen by three since 2011. However, it is noted that the 2011 Retail Study used a different classification method: for example opticians were within the comparison goods category in 2011, but in 2015 these are classified within retail services. Therefore the number of comparisons retailers has only fallen by one based on our review.
- 7.11 The comparison offer is made up of five furniture and home improvement stores; five gifts and crafts retailers; two variety shops (The Original Factory Shop and Wilko); two pharmacies (both Lloyds); two florists; two clothing retailers (both catering for children); two electric cigarette retailers; two charity shops; two vehicle repair parts shops; a pet shop; and a phone/communication shop. Overall this provision seems adequate for the size and role of the centre in the retail hierarchy, catering mainly for the basic comparison needs of the local population.

### **Services**

- 7.12 The centre has 70 units in the service category, compared to 46 in 2011. This represents 66.04% of all the units, which is significantly above the national average of 47.93%. Based on our examination of other market town and smaller centre, this level of representation is quite common and should not be a cause for concern. Notwithstanding this, the Council will need to regularly monitor the number and quality of services to ensure that they do not dominate the centre's overall offer and diversity.
- 7.13 The main service provision in the centre is summarised as follows:
- **Financial and Business Services** account for 17 units. This includes two banks (Lloyds TSB and Barclays) and a building society (Ipswich Building Society), ten estate agents, two mortgage brokers,

an accountant and a solicitor. This represents 16.04% of the total outlets, which is above the Experian Goad national average of 10.64%.

- There are 32 **leisure services** comprising 11 restaurants (one of which is within The Bell Hotel), six cafes, eight takeaways, two hotels, two betting shops, a bar/pub, the Mildenhall Museum and a ceramic studio. This represents 30.19% of the total outlets, which is significantly above the Experian Goad national average of 23.35%. There is a relatively good choice of places to eat and drink, offering a variety of cuisines (including Chinese, Italian, Indian, Turkish and Thai). We understand that the demand is partially driven by the United States Air Force personnel from the nearby airbases that visit the centre.
- The **retail services** sector is made up of 21 outlets, including ten beauty salons (hairdressers, barbers, nail bars, etc), two opticians (Scrivens Optical Hearing Centre, and Boots Opticians), a travel agent (Thomas Cook), a tattoo parlour, a vet, a kennel, a chiropodist, a funeral director, a physiologist, and an IT repair service. This represents 19.81% of the total outlets, which is above the national average of 13.94%.

7.14 Overall Mildenhall has a good provision of service businesses which add to its overall attraction and diversity.

### **Other Uses**

7.15 The centre is also served by other community related uses. These are the Kings Project community support facility, two dental surgeries, two doctors surgeries, West Suffolk College Adult Learning Centre, a swimming pool; churches; a fire station, radio broadcaster and the football club. However, we understand that the swimming pool is proposed to be relocated to the Mildenhall Hub development, which would also include a school, town council offices, police, and a library. **Street Market**

7.16 A weekly market is held in the Market Place every Friday. The stalls vary from week to week, but there is always a good selection of fresh groceries, often sourced from the local area, fishmongers, a strap and battery stall, cakes and cheeses. The market also often hosts a hardware store, pillows stall, key cutting, and a sweet stall. In our judgment the market appears to be attractive and popular, positively contributing to the overall town's appeal and character.

### **Vacancies**

7.17 There are five vacant units in the centre, albeit the former Age UK is already under offer for re-occupation. This equates to 4.72% of the total number of units, and is below the national average of 11.15%. It is also noted that in 2011 there were 12 vacant units, so the current situation represents a significant improvement.

**Table 7.2: Vacancy units - Mildenhall**

	2011		2016	
	Number	%	Number	% of Total Units
Number of Units	12	12.90%	5	4.72%

## Multiple and Independent Retail Representation

- 7.18 In our judgement Mildenhall has a relatively good mix of multiple and independent retailers, especially for a market town of this size. There are 25 multiple retailers, some of which are popular high street brands – including Sainsbury's, Wilko, Lloyds Bank, Barclays Bank, The Original Factory Shop, KFC, Co-op, Ladbroke's, Millets, Thomas Cook, and Costa. The rest of the occupiers are independent. Given the size of Mildenhall and the competition from larger higher order centres in the retail hierarchy, we consider that it would struggle to attract a large number of prominent multiple representatives. Hence to sustain its attractiveness, vitality and viability, it should look to build on its independent offer, improving the quality of provision and building its niche retail and service offer to help differentiate it from larger competing centres.

## Retailer Demand

- 7.19 According to the *CoStar Town Focus Report* in June 2016 there were just two operators with requirements for representation in Mildenhall. These are set out in the table below:

**Table 7.3: Operators with requirements for representation in Mildenhall**

Operator	Use Class	Size of Unit (Max)	
		Sqm	Sqft
Aldi Foodstore Ltd	A1	1440	15,500
Marston's plc	A4	836	9,000

- 7.20 We note that Marston's usually locate their pubs on out of centre retail parks. However, accommodating its needs in the town centre should be prioritised, as it would clearly help to improve food and beverage choice, given that the centre is currently only served by one high profile establishment: namely the Riverside House Hotel, bars and restaurant. Securing Aldi would also improve the convenience offer, increasing Mildenhall's attraction as a food shopping destination for its local catchment population.
- 7.21 Meeting the needs of these two operators will clearly depend on the identification and provision of suitable sites in or on the edge of the town centre that are well connected to the primary shopping area. We provide a high level review and assessment of potential sites later in this study.

## Prime Zone A Rents

- 7.22 The level of rent that businesses are prepared to pay for retail space and yields achieved in investment transactions in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location.
- 7.23 Carter Jonas' commercial property agents estimate that Prime Zone A Rents in Mildenhall are current around £15 per sqft. Although this is significantly below the rent quoted for Newmarket (i.e. £50 per sqft), this is as expected given that Mildenhall is a much smaller centre and does not have the same appeal to retailers as Newmarket due to its more limited offer and catchment population. Notwithstanding this we consider that the Prime Zone A Rent level is acceptable for Mildenhall given its role and function.

## Accessibility & Pedestrian Flows

- 7.24 The centre is located within close proximity to the main road network and is connected to Newmarket via the A11, and to Brandon via the A1065. The centre also has two free public car parks located in the south-east of the centre: Carters Yard and Recreation Way provide 153 spaces. The Sainsbury's car park also forms the main parking facility for those visiting the centre.
- 7.25 Mildenhall is served by seven different regular bus services, linking it to the settlements of Newmarket, Red Lodge, Bury St Edmunds and West Row.
- 7.26 The Market Place is the focal point of the centre, especially on market days when it becomes pedestrianised. However during the remainder of the week this area is severed by one-way traffic flows that travel through to Kings Street, restricting pedestrian movement.

## Customer Views and Perceptions

### Household Survey

- 7.27 The household telephone interview survey asked specific questions on respondents' views and perceptions of Mildenhall town centre as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements residents would like to see that might encourage them to visit Mildenhall more often for shopping and other purposes.
- 7.28 The survey has shown that 63.5% of those living within Forest Heaths Catchment Area (Zones 3,5,6,10) never visit Mildenhall Town centre. Of those that do visit, 21.5% visit once a week and 34.9% visit more often than that. The surrounding zone for Mildenhall town centre is Zone 5. Within that zone 82.31% of respondents visit the centre. Of those 22.08% visit the centre weekly, and 38.45% more often than that.
- 7.29 The survey results also show the main reasons for visiting Mildenhall town centre. The top six reasons are set out in the table below.

**Table 7.4 Reasons for Visiting Mildenhall town centre**

Response	Forest Heath Catchment Area	Zone 5
For food shopping	35.7%	26.36%
For non-food shopping	14.9%	15.10%
To visit cafes / restaurants	7.8%	29.51%
For work	7.1%	8.44%
To meet family	6.7%	3.58%
(Don't know)	4.8%	0.00%

Source: HTIS 2016

- 7.30 It is noted that the top four reasons for visiting Mildenhall, in both the wider and the immediate catchments, are more or less consistent. However, in Zone 5 4.99 % of those that visit the centre do so "For a day out / window shop / walk about", and 4.22% "To visit a medical service (hospital, doctors, dentists, opticians)", and 4.22% "To visit a park".



- 7.31 The survey results showed that respondents liked the following features of Mildenhall town centre. The most frequently raised themes are shown in the table below.

**Table 7.5 Features respondents 'like' most about Mildenhall**

Response	Forest Heath Catchment Area	Zone 5
Close to home	41.9%	9.99%
Nothing / very little	18.4%	29.04%
Attractive environment / nice place	6.6%	4.22%
Familiar / know where everything is	5.7%	0.00%
Traditional	5.4%	0.00%
Compact	5.0%	7.16%
Good pubs, cafés or restaurants	4.9%	29.51%
The street markets	4.3%	0.00%

Source: HTIS 2016

- 7.32 It is noted that those living in the immediate catchment of Mildenhall have slightly different top features, to those living in the wider Forest Heath catchment area: 10.87% like "Good range of non-food shops"; 4.99% like "Easy to park"; 4.99% like "Nice parks / green areas".
- 7.33 Respondents were also asked what, if anything, they would improve in Mildenhall town centre that would encourage them to visit more. The table below provides a summary of the most frequently raised suggested improvements for the town centre.

**Table 7.6 Key Improvements for Mildenhall Town Centre**

Response	Forest Heath Catchment Area	Zone 5
Nothing	60.3%	87.14%
(Don't know)	15.8%	7.78%
More national multiple shops / High Street shops	11.3%	0.71%
More independent shops	4.9%	0.00%
More / better comparison retailers (i.e. non-food shops)	3.5%	1.54%
More / better parking	3.2%	0.71%
More / better food shops	2.5%	0.71%
Less takeaways	2.3%	0.00%
TK Maxx store	1.4%	0.00%

Source: HTIS 2016

- 7.34 As the table shows, a high proportion of respondents are happy with the town centre as it is regardless of the area surveyed. Where improvements are suggested these are focused on providing more or better comparison retail offer, more/better parking, fewer takeaways and more/better food shops.

### ***In Centre Survey***

- 7.35 An in-centre survey was carried out in Mildenhall, which comprised 75 face-to-face visitor surveys. The surveys captured responses from visitors to the centre across a range of days and times. The survey found that approximately a quarter of respondents visit the centre 4-6 days a week (25.3%), 22.7% visit 2-3 days a week and 17.3% visit 7 days a week. Approximately 5.3% of respondents stated that it was their first visit to Mildenhall on the day of the survey. The majority of respondents visited Mildenhall by car (52%), whilst 28% accessed the centre on foot and 10.7% by bus.

- 7.36 Respondents were most likely visiting the centre for shopping reasons (54.7%), particularly for convenience goods shopping (40%). Unlike Newmarket, only 6.7% of respondents stated they were visiting the centre for services, which is likely to include the post office, banks and hair dressers. Approximately 5.3% were in the centre for work and 6.7% were in the centre to meet someone.
- 7.37 The survey found that respondents visiting Mildenhall also regularly visit Bury St Edmunds (20.0%), Newmarket (13.3%), Cambridge (9.3%) and Robert Boby Way Retail Park in Bury St Edmunds (16.0%). Respondents primarily visited other centres for comparison goods shopping (61.4%) which is a higher proportion than in the Newmarket survey (45%), followed by food shopping (17.5%). The choice of shops (68.4%), particularly better non-food shopping, was highlighted as a factor respondents liked most about other centres they visit.
- 7.38 Of the 30.7% who said that they were in the centre to buy food goods at the shops, approximately half of these respondents, had visited, or intended to visit Sainsbury's, 20% visited Co-op on King Street and 13.3% visited the market. In terms of linked trips, a significantly greater proportion (83.4%) of those who were in the centre for food shopping intended to carry out other activities which is a significant contrast to the 80% of respondents in Newmarket who did not intend to make a linked trip. Of this proportion, 66.7% intended to visit other non-food shops and 13.3% intended to visit other food shops.
- 7.39 The survey results showed that respondents liked the following features of Mildenhall

**Table 7.7: Features respondents liked about Mildenhall Centre**

Response	Study Area %
Near/convenient	24.0%
Character/atmosphere	13.3%
Parking is cheap	6.7%
The river	5.3%
Good public transport links	4.0%
Selection/choice of independent/specialist shops	2.7%
Nice busy feel	2.7%
The weekly street markets	1.3%
Not too crowded	1.3%
Presence of large supermarket	1.3%

Source: In-centre Survey, June 2016

Note: Some survey questions had multiple responses therefore percentages do not add up to 100

- 7.40 The feature respondents liked most about Mildenhall was its near/convenient location. This is a similar response to Newmarket and highlights the centre's popularity with the town's residents and those living in the surrounding villages. The character and atmosphere, including the river, was also highlighted by respondents as a positive feature of the centre which reflects the findings of the health check. Mildenhall's two free public car parks and good public transport links (including regular bus services) were also identified.
- 7.41 Respondents also referred to the choice of independent and specialist shops and the weekly street market in the town centre as a positive feature of Mildenhall. The health check recognises that Mildenhall is a small

centre and that the dominance of independent retailers contributes to the town centre's attractiveness; therefore the in-centre survey results are in line with these findings.

- 7.42 Respondents were then asked what they disliked about the centre, and the results are set out in the table below. Responses were more likely to state 'nothing' (29.3%) and 28.0% stated 'no opinion'. However, those who did criticise the centre (other than the 8% who claimed they dislike everything about the town centre) highlighted parking issues including difficulties in parking, road congestion and the location of parking which suggests that accessibility in and around the centre needs to be improved.
- 7.43 Respondents identified a high number of closed shops and an over provision of estate agents as factors they dislike about Mildenhall town centre. The 2016 audit revealed that only five units are currently vacant in the centre which is not in line with the survey results however there are ten estate agents which does suggest that there is an over provision of this use. The centre is dominated by independent retailers therefore it is unexpected that a small proportion of respondents dislike the centre because of a lack of independents.

**Table 7.8: Features respondents disliked about Mildenhall Centre**

Response	Study Area %
(Nothing in particular)	29.3%
(No opinion)	28.0%
I dislike everything about the town centre	8.0%
Location of parking	6.7%
Difficulties in parking	4.0%
Road congestion	4.0%
Too many closed shops	2.7%
Too many estate agents	2.7%
General lack of choice of multiple shops	1.3%
General lack of independent/specialist shops	1.3%

Source: In-centre Survey, June 2016

- 7.44 The top 10 features identified for improvements to the centre are set out below. Respondents identified a need to provide a better choice and quality of shops in general. Improvements to parking, better leisure uses and a wider choice of bars and pubs were also identified by respondents. The need to fill empty shops was also identified.

**Table 7.9: Key Improvements for Mildenhall Centre**

Response	Study Area %
(Don't know)	32.0%
(None mentioned)	20.0%
Better choice of shops in general	21.3%
Less traffic/congestion	8.0%
Better quality of leisure uses	6.7%
Better quality of shops	4.0%
Better choice of leisure destinations in general	4.0%
More parking	4.0%
Fill the empty shops	4.0%
More choice of bars/pubs	1.3%

Source: In-centre Survey, June 2016

- 7.45 Respondents also identified a number of shops that would encourage them to visit the centre more often; including Aldi, Iceland and Topshop. It has been identified that Aldi could have a requirement for the town centre, therefore identifying a site to accommodate their potential needs should be a priority for the local planning authority. Although not a specific shop, 8.0% of respondents stated that new clothes shops would help to improve the town centre.
- 7.46 Questions were put to respondents regarding what improvements to the shopping precinct would encourage them to visit more often. Disregarding the “non responses” some 13.3% identified that more choice of shops in general would encourage them to visit the precinct more often and approximately 12.0% indicated that more choice in womenswear stores would encourage them to visit more.

### **Environmental Quality**

- 7.47 Mildenhall is an attractive place with a number of attractive buildings protected with listed building and conservation area designations. The overall shopping environment is mixed. Market Place provides an important ‘meeting place’ at the heart of the town and provides an attractive traffic-free shopping street on market days (i.e. every Friday), but the levels of traffic associated with the one-way system generally detract from the centre’s overall shopping environment on non-Market days.
- 7.48 The Precinct is of low architectural quality and is not in keeping with the overall historic and traditional character of Mildenhall. Its layout is dated, and does not promote a sense of a safe environment. The centre would benefit from the redevelopment of this area to provide more modern floorspace, capable of accommodating niche and high profile retailers. Ensuring that the resultant development is of high architectural value and good design would in our view be key in re-enforcing Mildenhall’s character.
- 7.49 As far as we are aware, apart from the new Sainsbury’s on Recreation Way, Mildenhall has not benefited from significant investment since 2006 in its shopping environment.

### **Summary**

- 7.50 We consider Mildenhall town centre to be performing adequately against the health check key performance indicator (KPI) criteria. However the centre could benefit from a number of improvements to ensure it is vital and viable.
- 7.51 The following provides a summary of the key findings:
- The market is an attractive element of the town, generating footfall and interest. However its profile and offer could be raised by increasing the number of retailers and securing more stalls selling a higher quality and more diverse range of goods.
  - The centre has an extensive retail, leisure and financial services provision, and is serving its local resident catchment well.
  - There are a reasonable number of multiple retailers present in the town and there is limited potential to increase its offer due to its more limited catchment and competition from larger neighbouring centres.

- However the centre could increase its attraction, vitality and viability by attracting more niche, higher quality independent retailers.
- The centre has low vacancy rates, which have halved since 2011 demonstrating an improvement in demand for space in the town centre.
- The majority of the town has an attractive physical environment. However the redevelopment of the Precinct would be highly beneficial to the centre, both in improving the quality and sense of place and in attracting quality retailers. This would also address the lack of recent investment. However issues with land assembly and the cost of development may inhibit delivery of this key investment potential.
- Free parking within the town centre should be maintained as it is popular and helps to attract visitors to the centre.

## 8 BRANDON TOWN CENTRE: HEALTH CHECK

- 8.1 Brandon is a small town in the north east of Forest Heath District, with a population of 9,145 (Census 2011), making it the third largest in the district. It is a small market town which serves the retail and leisure needs of the local catchment area. It is located 32 km north east of Newmarket, 16 km north of Mildenhall, and 10 km to the north east of Lakenheath. The town is bounded to the south east and north by Thetford Forest Park, the UK's largest man made lowland forest with 18,730 hectares to explore, which is a popular tourist destination.

### Retail Composition & Diversity

- 8.2 Brandon is a linear High Street, with the town centre uses located on both sides and stretching for about 200 meters. At the south end the centre benefits from a pedestrianised town square, Market Hill, which hosts a market every Thursday and Saturday.

**Table 8.1: Retail and Service Composition: number and type of units at ground floor level.**

Category	2011		2016		UK Average 2016
	Outlet	%	Outlet	%	%
Convenience	7	9.21%	8	10.03%	8.62%
Comparison	17	22.37%	14	17.72%	31.97%
Services	27	35.77%	56	70.89%	47.93%
Vacant	6	7.89%	2	2.53%	11.15%
<b>Total</b>	<b>76</b>		<b>79</b>		

Source: Figures are taken from audits conducted by Forest Heath District Council in 2011 and February 2016.

Notes: Figures may not sum to 100% due to rounding. The categorisation of occupiers is based on the same definitions as used by Experian Goad to inform the preparation of Category Reports in 2015. National Average figure is as at June 2016.

### Convenience

- 8.3 Brandon has eight food and convenience retailers, which is equivalent to 10.03% of the town's total units. This is above the national average of 8.62%. The centre has two supermarkets: Aldi and Spar. Aldi is a 'deep discounter' and helps to anchor the town's overall food offer. It is located towards the northern end of the town centre and has an estimated sales area of 950 sqm net, of which approximately 5% is set aside for comparison goods retailing. The Spar is much smaller and accommodates a post office.
- 8.4 The town also has an independent baker (David Rhyam Bakery), a butcher (Meat Market), a greengrocer (Marks Greengrocers) and a shoe repair business (A&J Shoe Repairs). There are also two specialist convenience retailers: a sweet shop (The Sweet Shop), and Russian/Polish delicatessen shop (Deniz Intercontinental Food).
- 8.5 Overall we consider the convenience provision to be more than adequate to cater for the local catchment. The survey results confirm that convenience shopping is Brandon's top attraction - 65% of those living in Brandon's immediate catchment (zone 11) visit Brandon principally for food shopping.

### **Comparison**

- 8.6 The centre hosts 14 comparison units, which is 17.72% of the total composition and is significantly below the national average of 31.97%. The offer has decreased since 2011, from 17 units. The current offer includes: four carpet/furniture/hardware /appliances stores, two pharmacies/ health and beauty retailer (Boots and Alliance Pharmacy), two charity shops, two crafts/gifts stores, a bridal store (Cinderellas), a florist, and a pound store (Pound Zone). It would appear that the comparison offer is mostly aimed at the budget shopper. Therefore, subject to demand there could be an aspiration to improve the overall quality of the offer to meet the needs of the wider community.

### **Services**

- 8.7 There are 56 service based units in Brandon, which represents 70.89% of the town's total units and is significantly above the national average of 47.93%. From our experience the domination of services outlets in a small market town is quite common, and is one of the standard characters that define the role and function of smaller centres. The main service provision is as follows:
- There are 20 **retail service** businesses, which is seven more than that in 2011. This represents 25.32% of total units in the town and is significantly above the national average of 13.94%. This includes ten hairdressers/barbers/beauty salons, a veterinarian, a dry cleaner, an optician, a tattoo shop and two photography studios.
  - There are 23 **leisure services**, which is equivalent to 29.11% of the total units in the town and is higher than the national average of 23.35%. This category includes three cafes, seven restaurants, six fast food/ takeaway, a pub (The Flint Knappers Public House), a bowling centre (Mr G's Bowling Centre), two betting shops and three hotels.
  - The financial and business services category accounts for 12 units. This represents 15.19% of the total outlets in the town, which is higher than the national average of 10.64%. There are five estate agents, a bank (Barclays Bank), an accountant and a solicitor.
- 8.8 In summary, Brandon has a strong provision of service outlets.

### **Other Uses**

- 8.9 The centre also benefits from various community uses, including four surgeries (two dental surgeries, a doctor and a Community Healthcare which includes services of nurses, physiotherapists, occupational therapists and healthcare assistants). There is also a Citizens Advice Bureau, a town hall, and a number of other offices/ business that do not fall within GOAD categories. The Brandon Centre has a library, free of charge meeting rooms for community uses, a childcare centre, and a pre-school. Taken together these community services are important to the town's overall vitality and viability, as they help to generate frequent trips and footfall across the centre.

### **Street Market**

- 8.10 Brandon hosts a twice-weekly market on every Thursday and Saturday at the Market Hill. This consists of about four or five stalls – we understand these include a fruit and vegetable stall, a pound stall, a clothing stall,

and a plant stall. Although in the recent past the market used to comprise around 24 stalls (including stalls selling sweet and cakes, fishmongers, shoes, pots and pans and pet products), the number of stalls has decreased significantly recently, albeit it remains relatively popular with the local community. Our advice would be to strengthen the market by changing management techniques, increase branding and marketing and increase the number of stalls to generate more interest, subject to demand.

### Multiple and Independent Retail Representation

- 8.11 Brandon is dominated by independent retailers, with 11 multiples retailers which include Boots Pharmacy, Alliance Pharmacy, Spar, Post Office, Aldi, Barclays Bank, Betfred and Ladbroke's. We consider this to be a good balance given the role and function of the centre.

### Vacancies

- 8.12 There are only two vacant units in the centre, which is a significant improvement since 2011 when there were six. The two vacant units are adjacent to each other (27 and 29 High Street) and appear to have been vacant for a long time. Both of the units have a very run-down frontage, and this could be one of the reasons for failing to secure re-occupation.

**Table 8.2 Vacant units - Brandon**

	2011		2016	
	Number	%	Number	% of Total Units
Number of Units	6	7.79%	2	2.50%

### Retailer Demand

- 8.13 According to The Requirement List there are two operators who are seeking representation in Brandon (as at June 2016). As the table below shows, Savers is the main retailer with a published requirement. Savers is a popular discount high-street retailer, which we consider would complement Brandon's existing retail offer. The requirement from Premier Inn could be explained by the visitor demand created by Thetford Forest Park. Any additional investment in Brandon town centre would clearly benefit the centre, and therefore opportunities to accommodate the identified demand should be assessed as a priority.

**Table 8.3 Operators with requirements for representation in Brandon**

Operator	Use Class	Size of Unit (Max)	
		Sqm	Sqft
Savers (discount health and beauty retailer)	A1	325	3,500
Premier Inn (budget hotel)	A3	4645	50,000

### Accessibility & Pedestrian Flows

- 8.14 Brandon has a railway station, which is approximately a 10 minute walk from the Market Hill. The centre also has two car parks, both located north of the Market Hill, providing an easy access to the centre by car. The majority of footfall takes place between the Market Hill and the Aldi Store, albeit on the day of CJ's visit the centre was not particularly busy.



## Customer Views and Perceptions

### Household Survey

- 8.15 The household telephone interview survey asked specific questions on respondents' views and perceptions of Brandon town centre as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements residents would like to see that might encourage them to visit Brandon more often for shopping and other purposes.
- 8.16 The survey results shows that 84.5% of those living within the District catchment area (Zones 3, 5, 6, 10) never visit Brandon town centre. Of those that do visit, 30.71% visit once a week, and 20.11% visit more often than that. Brandon is located in Zone 5, which is assumed to be its immediate catchment. The survey results also show the main reasons for visiting Brandon town centre. The main reasons are set out in the table below.

**Table 8.4 Reasons for visiting Brandon town centre**

Response	Forest Heath Catchment Area	Zone 5
For food shopping	44.2%	50.87%
For non-food shopping	15.6%	10.01%
To visit cafes / restaurants	13.8%	18.25%
For work	8.2%	4.17%
(Don't know)	4.4%	3.53%

Source: HTIS 2016

- 8.17 As the table shows the main reasons for visiting Brandon, in both the wider District area and the immediate catchment, zone are consistent; principally for food shopping.
- 8.18 The survey results showed indicated that respondents liked the following features of Brandon town centre.

**Table 8.5 Features respondents 'like' most about Brandon**

Response	Forest Heath Catchment Area	Zone 5
Close to home	37.5%	45.15%
Nothing / very little	32.0%	30.62%
Close to work	7.5%	4.91%
Good facilities in general	3.2%	4.23%
Attractive environment / nice place	3.0%	2.26%
Compact	2.9%	3.82%
Easy to park	2.9%	3.82%

Source: HTIS 2016

- 8.19 Respondents were also asked what, if anything, they would improve in Brandon that would encourage them to visit more. The table below provides a summary of the most frequently raised improvements.

**Table 8.5 Brandon Town Centre: Key Suggested Improvements**

Response	Forest Heath Catchment Area	Zone 5
Nothing	67.2%	69.57%
(Don't know)	19.2%	5.85%
More independent shops	3.2%	2.96%
More / better comparison retailers (i.e. non-food shops)	2.6%	5.57%
More national multiple shops / High Street shops	2.3%	2.25%
Better access by road	1.3%	0.60%
Street markets - physical improvements	1.2%	3.64%
Less traffic congestion	1.1%	3.26%

Source: HTIS 2016

- 8.20 As the tables show, a high proportion of respondents did not mention any improvements to the town that would make them want to visit more often. Where improvements are suggested, these are focused on enhancing the retail offer; including more or better comparison retail offer, 'high street' shops, and independents. For those living more locally to the centre, the need to address traffic issues was a priority - particularly traffic congestion - with many suggesting the need to improve access by road and the development of a bypass.

### ***In Centre Survey***

- 8.21 Some 49 face-to-face visitor surveys were conducted in Brandon Town Centre. The surveys captured responses from visitors to the centre across a range of days and times. The survey found that the majority of respondents visit the centre 4-6 days a week or 2-3 days a week (32.7% respectively). Approximately 20.4% visit 7 days a week. Only 14.2% of respondents visit less than once a week.
- 8.22 The majority of respondents visited Brandon by car (46.9%), although a high proportion (34.7%) walked to the centre. This reflects Brandon's important role as a local shopping centre for residents.
- 8.23 Approximately 32.7% of respondents said they intended to stay in the centre for less than 30 minutes and another 32.7% of respondents said they intended to be in the centre for no more than one hour. These are low dwell times and reflects the fact that people are visiting for mainly food purchases and service needs.
- 8.24 Respondents were most likely to be visiting the centre for shopping (57.1%); particularly for convenience goods shopping at both the shops and market (44.9%). A high proportion of respondents stated that they were visiting the centre for services (16.3%), work (8.2%) and to meet someone (8.2%). Only one respondent was in the centre to use leisure facilities.
- 8.25 The survey found that respondents visiting Brandon also regularly visit Bury St Edmunds (46.9%) and Thetford (22.4%). Unlike in Mildenhall, where 13.3% visit Newmarket, no respondents stated that they visit Newmarket town centre. Respondents primarily visited other centres for comparison goods shopping (77.3%). This is a higher proportion than in the Newmarket (45%) and Mildenhall surveys (61.4%), and reflects Brandon's more limited non-food offer. The choice of shops (56.8%) and quality of shops (20.5%) was highlighted as a factor respondents liked most about other centres they visit.

- 8.26 Of the 36.7% who stated that they were in the centre to buy food goods, 27.3% of these had visited, or intended to visit Aldi and 9.1% visited Tesco Metro. Approximately 59.1% claimed they did know where they intended to carry out their food shop on the day of the interview.
- 8.27 In terms of linked trips, 31.8% claimed they did not intend to link their trip to another shop or service, 9.1% said they intended to visit another food shop, 13.6% intended to visit another non-food shop, 9.1% intended to visit a café/restaurant, 4.5% intended to visit a service and 31.8% did not know.
- 8.28 The survey results showed that respondents liked the following features of Brandon:

**Table 8.6: Features respondents liked about Brandon Centre**

Response	Study Area %
Near/convenient	20.4%
(No opinion)	14.3%
(Nothing in particular)	14.3 %
Character/atmosphere	12.2%
Not too crowded	6.1%
Parking is cheap	4.1%
Nice street furniture/floral displays	4.1%
Range of pubs/bars	4.1%
Pedestrianised streets	2.0%
Ease of access to all (with pushchairs, wheelchairs etc.)	2.0%

Source: In-centre Survey, June 2016

Note: Some survey questions had multiple responses therefore percentages do not add up to 100

- 8.29 The feature respondents liked most about Brandon was the fact that it is near/convenient to where they live and/or work. This is similar to Newmarket and Mildenhall, and reflects the fact that the town is predominantly meeting the needs of its local catchment population. The character and atmosphere, including the street furniture, floral displays and pedestrianised streets was also highlighted as a positive feature of the centre. Respondents also referred to the provision of cheap parking and the lack of over-crowding within the centre. No reference was made by respondents to the retail offer within the centre.
- 8.30 Respondents were also asked what they “disliked” about the centre, and the results are set out in the table below. Although 26.5% of respondents said ‘nothing in particular’ and 4.1% said ‘no opinion’, those who did answer the question highlighted:
- too many takeaway shops - which supports the findings of the health check that identified six fast food/takeaway occupiers within the town centre.
  - issues related to accessibility - including the level crossing gates, difficulties with pushchairs/wheelchairs and difficulties with parking, including the location of spaces. It is important that any issues which prevent easy accessibility throughout the centre are dealt with to help encourage pedestrian movement throughout the centre.
  - dirty shopping streets - which supports the findings of the health check which suggested that public realm improvements would benefit the town centre.

- 8.31 Respondents also identified a lack of multiple shops. The town centre audit identified that Brandon is dominated by independent retailers and there are 11 multiple retailers, which mainly consist of convenience and service uses. The size and role of Brandon suggests that there is less of a role for comparison multiples.

**Table 8.7: Features respondents disliked about Brandon Centre**

Response	Study Area %
Road congestion	28.6%
(Nothing in particular)	26.5%
Too many takeaway shops	6.1%
Dirty shopping streets	6.1%
General lack of multiple shops	6.1%
Difficulties with pushchairs, wheelchairs etc.	4.1%
Level crossing gates breaking	4.1%
(no opinion)	4.1%
Difficulties in parking	2.0%
Location of parking	2.0%

Source: In-centre Survey, June 2016

- 8.32 The top 10 improvements to the centre identified by respondents are set out below. These include the need for a better choice and quality of shops; improvements to parking (including additional provision); less congestion; and more accessible parking. Better market stalls were also identified as a potential improvement. The market is currently much smaller than it has been in the past and we believe there is potential to improve the scale and quality of the overall offer, subject to more proactive management and marketing.

**Table 8.8: Key Improvements for Brandon Centre**

Response	Study Area %
(Don't know)	36.7%
Better choice of shops in general	18.4%
Better quality shops	12.2%
Improve appearance/environment of centre	8.2%
Less traffic congestion	6.1%
New clothes shops	6.1%
More parking	4.1%
(None mentioned)	4.1%
More accessible car parking	4.1%
Better market stalls	2.0%

Source: In-centre Survey, June 2016

## Environmental Quality

- 8.33 Brandon has a relatively attractive and pleasant environment, with its shopping streets lying within a Conservation Area. The majority of shopping frontages are well maintained, albeit there are some frontages in a very poor state. It is also noted that some buildings are of low architectural quality. The area around Market Hill acts as a focal point of the centre, especially on market days. The removal of the car park at Market Hill in 2014 has significantly improved its sense of place. However it would appear that the town lacks character, and could benefit from public realm improvements to establish a better sense of identity.

### ***Out of Centre Provision***

8.34 Brandon has one out-of-centre foodstore. The Tesco on London Road opened in 2000 and has a sales area of 1,024 sqm (net). The store has a range of convenience goods and a small element of comparison goods which we estimate makes up 10% of floorspace. On the day of CJ's visit the store appeared to be busy, with the majority of checkouts open and the car park being busy. There is also an out-of-centre Original Factory Shop located on London Road.

### **Summary**

8.35 In summary, Brandon appears to be performing well given its role and function in the District's centre and retail hierarchy. It predominantly meets the food shopping, service and wider needs of immediate local catchment population. Some of the key findings of the health check are as follows:

- Brandon has a relatively good provision and mix of food and convenience stores, with Aldi anchoring the centre. This offer should be maintained and enhanced where possible.
- An above average number of services are present in the centre, which is consistent with its role and function.
- There is a low vacancy rate, and there are some retailers seeking representation in the centre (albeit both are of the budget category). This would suggest Brandon is a desirable location from some operators.
- It would appear that the town lacks character, and does not have a good sense of identity. The centre could therefore benefit from public realm improvements and better marketing.
- It appears that currently there is a missed opportunity to capitalise on the visitors generated by Thetford Forest Park. There is reflected in part by the recorded demand from Premier Inn for representation in Brandon, and meeting this need in the town centre over the short term should be a priority.
- The town's comparison provision is mainly value-led and hence there could be scope for improving the quality and range of the centres offer, subject to market demand.
- The market has experienced a decline in recent years, and efforts should be made to bring it into prosperity again through more proactive management and marketing.

## 9 SMALLER CENTRES: RETAIL AUDIT

- 9.1 The District is also served by two smaller service centres, Lakenheath and Red Lodge. This section provides an overview of their relative health and performance, and their retail, service and wider town centre uses.

### LAKENHEATH

- 9.2 Lakenheath is an historic village located approximately 20 km to the north east of Newmarket and some 8 km to the north of Mildenhall. It is accessed via the B1112, which runs directly through the centre. The town has a population of 4,369 according to the 2011 Census. It is identified as a 'Key Service Centre' by the Core Strategy, along with Red Lodge.
- 9.3 Lakenheath's main retail and service offer is spread "thinly" along the linear High Street. There is some off-street car parking located off Wings Road in the heart of the centre, although the majority of visitors generally take advantage of the on-street parking facilities. The retail frontage is punctuated by residential properties, meaning that there is no apparent natural focus or "heart" to the centre.

**Table 9.1: Retail and Service Composition: number and type of units at ground floor level.**

Category	2011		2016		UK Average (2016)
	Outlet	%	Outlet	%	%
Convenience	2	11.11%	2	8%	8.62%
Comparison	4	22.22%	2	8%	31.97%
Services	11	61.11%	21	84%	47.93%
Vacant	1	5.56%	0		11.17%
Total	18		25		

Note: Figures are taken from audits conducted by Forest Heath District Council in 2011 and February 2016, albeit the areas surveyed may not be the same. Notes: Figures may not sum to 100% due to rounding. The categorisation of occupiers is based on the same definitions as used by Experian Goad to inform the preparation of Category Reports in 2015. National Average figure is as at June 2016.

### Convenience

- 9.4 The 2016 audit identified two convenience goods retailers in Lakenheath, which is the same number as in 2011. The main stores are a small Co-op supermarket (232 sqm net) and a small CTN<sup>12</sup> store (Lakenheath News). The Co-op on the High Street sells a relatively limited range of food and convenience items, and mainly serves the day-to-day 'top up' shopping needs of the local catchment population and passing trade.
- 9.5 The former Matthew's nursery site has an extant planning permission for a new Tesco supermarket, with a gross internal area of 2,039 sqm and a net (retail planning) sales area of 1,374 sqm. Of this net sales area some 1,223 sqm will be for food and convenience goods sales and 151 sqm for comparison goods. If

<sup>12</sup> Confectionary, tobacco and newspapers

delivered, this scheme would significantly enhance the convenience offer at Lakenheath. However, we understand that Tesco does not plan to implement the permission and the site is now on the market.

### ***Comparison***

- 9.6 There are two comparison outlets in Lakenheath, representing only 8% of the total number of units in the centre. This is significantly below the 2016 national average of 31.97%. This is made up of a pharmacy and an ink cartridges/compatibles store. We consider this level of provision to be appropriate given the size of the centre.

### ***Services***

- 9.7 The centre's offer is dominated by service providers. There are eight restaurants/cafes/takeaways, four hairdressers/beauty salons, a bank, a tattoo parlour, a pub, a hotel, a funeral directors, an optician, a post office, and two estate agents/property management companies. Together the services outlets form 84% of the centre, which is significantly above the 2016 national average of 47.93%. The centre also has a library, a church and a doctor's surgery, which add to its overall viability. Overall, we consider that the centre has a reasonably good services provision, catering well for its immediate population and the RAF base nearby.

### ***Vacancies***

- 9.8 There are no vacancies in the centre, compared to one vacant unit recorded in 2011.

### ***Multiple & Independent Representation***

- 9.9 The only multiples in Lakenheath are the Co-op and Lloyds TSB. All the other food and non-food retailers and service business are smaller independents. This is to be expected given Lakenheath's role and function in the District's shopping hierarchy.

### ***Environmental Quality***

- 9.10 Lakenheath is protected by Conservation Area status, and has a traditional village character. It remains a safe and pleasant environment in which to shop. Shop fronts are generally well maintained and street paving is of a good standard. The fact that the shops and services are "thinly" spread along the linear high street, interspersed with residential properties, does mean that the centre lacks a natural shopping focus or "heart".

### ***New Investment & Potential Development***

- 9.11 In 2014 planning permission was granted for 288 homes in Lakenheath. The resultant increase in population will put pressure on existing town centre provision, but may also encourage new investment into the centre. It is also noted that Policy CS1 of the core strategy seeks to allocate land in Lakenheath for at least 600 dwellings between 2016 and 2031. As described above, the former Matthew's Nursery site also benefits from extant planning permission for a new Tesco supermarket. This store would cater well for the proposed population growth, although we understand that Tesco are unlikely to develop out the permission as the site is up for sale.

### **Summary**

- 9.12 In summary, Lakenheath appears to perform well for its role and function in the District's centre and retail hierarchy. It predominantly serves the basic needs of its immediate local population. There are no vacancies in the centre, and centre benefits from a pleasant environment. However the centre could be under pressure from the proposed population increase, and this will increase if the Tesco permission is not implemented.

### **RED LODGE LOCAL CENTRE**

- 9.13 Red Lodge is an expanded settlement with a population of 4,124 (West Suffolk data 2015), and is identified as a '*Key Service Centre*' by the Core Strategy. The settlement is mostly residential, and does not have a core shopping area.
- 9.14 There are currently two convenience stores serving the centre, one of which includes a post office.
- 9.15 The Red Lodge Masterplan planned growth of new homes served by a mix of retail, commercial and community uses within a village centre. Outline permission was originally granted for up to 3,000 sqm of retail floorspace, and the scheme has now been built out. The mix of approved uses is as follows:
- Convenience store (Nisa);
  - two coffee shops/café and a hot food takeaway;
  - a pharmacy (Day Lewis Pharmacy); and
  - estate agent/lettings (Lodge Lettings).
- 9.16 The centre serves the basic day-to-day needs of the new resident population and the current provision would appear to be adequate.



## 10 QUANTITATIVE RETAIL NEED ASSESSMENT

- 10.1 This section sets out the results of the quantitative retail need (capacity) assessment for new retail (comparison and convenience goods) floorspace in Forest Heath District covering the plan period from 2016 (the 'base year') to 2031 (the 'design year'), broken down into five year periods. Forecast capacity projections to 2036 are also provided. This assessment updates and supersedes the findings of the Council's previous evidence-based studies.

### THE CREATE MODEL: KEY ASSUMPTIONS & FORECASTS

- 10.2 The **CREATE<sup>e</sup>** model has been specifically designed and developed by Carter Jonas over a number of years to assess the capacity for, and impact of new retail (convenience and comparison goods) development and investment. The (Excel-based) model adopts a transparent 'step-by-step' approach in which all the key assumptions and forecasts can be easily tested, in accordance with good practice advice. The model draws on the market share analysis derived from the household telephone interview to help inform the assessment of the current turnover and trading performance of existing centres, shops and stores at the base year.
- 10.3 In simple terms the quantitative capacity for new retail floorspace is broadly derived from the forecast growth in population and expenditure, after making an allowance for new commitments, and the increased 'productivity' (or 'efficiency') of all existing and new floorspace. In certain cases capacity can also occur where there is a clearly identified 'imbalance' (or 'over-trading') between the turnover of existing facilities at the base year (2016), and the total available expenditure in the defined study/catchment area.
- 10.4 The assumptions and forecasts underpinning the CREATE<sup>e</sup> model are based on robust evidence, research and best practice (also see Section 3):
- The 2016 population figures have been sourced from Experian<sup>13</sup> and are based on the latest ONS Sub-National Population Projections.
  - The population projections to 2031 and estimates to 2036 are based on Experian's '*demographic component model*', which takes into account age, gender, birth rates, ageing, net migration and death rates. Experian's population forecasts are sourced from ONS's 2012-based Sub National Population Projections (released in May 2014).
  - The average retail (convenience and comparison goods) expenditure per capita levels by zone at the base year have also been sourced from Experian's MMG3 GIS (please note all expenditure and turnover figures are expressed in 2013 prices).
  - The annual growth forecasts for (convenience and comparison goods) expenditure per capita have been informed by Experian's October 2015 *Retail Planner Briefing Note 13* (see Section 3, Table 3.1).
  - The survey-derived market shares for 'non-store' retail sales (otherwise referred to as *Special Forms of Trading*) have been deducted from the expenditure per capita figures at the outset for the purpose of the retail capacity assessment. The forecast growth in SFT up to 2031 and 2036 is in line with the

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<sup>13</sup>Derived from our in-house Experian MMG3 Geographic Information System (GIS).

national forecasts set out in Experian's latest Briefing Note, based on data published by the Office for National Statistics (ONS) (see Section 3, Table 3.2)

- An allowance for the increased 'productivity' of existing and committed retail (convenience and comparison goods) floorspace over the forecast period has also been informed by Experian's latest Briefing Note (see Section 3, Table 3.4). In addition we have also tested a higher productivity rate to take account of potential changes in the market.

- 10.5 At the outset the Council should be aware that long-term forecasts should necessarily be treated with caution, as they will be influenced by changes in economic, demographic and market trends. As a result we advise that greater weight should be placed on the short term forecasts carried out over a five year period (see NPPG, para 003). Notwithstanding this, Forest Heath District Council will need to take account of the forecast capacity for new retail floorspace over the plan period, as the NPPF (para 23) states that local planning authorities should meet the need for retail and town centre uses in full.
- 10.6 The capacity forecasts are therefore intended as a guide to enable Forest Heath District Council to assess the broad strategic options for the spatial distribution of new retail-led development over the plan period, and make informed policy choices about where any forecast need should be met in accordance with the advice set out in the NPPF. It follows that the allocation of sites to meet any identified need over the next five years and over the lifetime of the development plan will depend on a range of key considerations, including the suitability, viability and availability of sites in or on the edge of existing centres, and the potential to expand existing centres to accommodate the forecast needs.
- 10.7 The capacity tabulations for convenience goods and comparison goods are set out in **Appendix 8** and in **Appendix 9** respectively. The key steps in the retail capacity assessment, and the main assumptions and forecasts underpinning the CREAT<sup>e</sup> Model are described in more detail below.

## POPULATION AND EXPENDITURE FORECASTS

### *Population Projections*

- 10.8 Table 1 (**Appendix 4**) sets out the base year population for the defined study area and eight study zones.
- 10.9 Experian's population figures show that there are 341,837 persons resident in the wider study area in 2016. Of this total, some 118,369 (34.6%) reside in the District's catchment area, which comprises Zones 3, 5, 6, and 10.
- 10.10 According to Experian's projections the population in District catchment area is projected to increase by +13.5% between 2016 and 2031 (to 134,336 people). In comparison, the study area as a whole is projected to increase by 12.2% to 383,583 over the same period.

### *Expenditure Per Capita and Special Forms of Trading (SFT)*

- 10.11 Average expenditure per capita estimates for convenience goods are set out in Table 2 (**Appendix 4**) and Table 4 for comparison goods (**Appendix 4**) in 2016 for each of the eleven study zones. An allowance is made

for Special Forms of Trading (SFT)<sup>14</sup>. As described above, the 2016 average expenditure per capita figures have been derived from our in-house Experian MMG3 GIS.

10.12 Our assessment of a robust and appropriate allowance for SFT at the local level has been informed by the results of the household survey. The survey-derived shares have necessarily been adjusted downwards to reflect the fact that a proportion of online sales are still sourced from traditional stores rather than from dedicated ('dotcom') warehouses<sup>15</sup>.

10.13 The adjusted market share analysis shows that SFT's current share of available expenditure in the total study area is 14.4% for comparison goods, which is slightly above the national average figure of 12.4% identified by Experian. For convenience goods the locally adjusted SFT market share is 1.2%, which is less than half of the 2016 national average of 3.0%.

10.14 Our forecasts of the potential growth in SFT's market share up to 2036 for both convenience and comparison goods retailing are in line with the year-on-year forecasts published by Experian, and indicate SFT's market share for:

- **comparison goods** will increase to 16.6% in 2031, which is above the Experian national average figure of 14.6%; and
- **convenience goods** of 2.2% in 2031 is less than half of Experian's figure of 5.8%.

10.15 Clearly if the growth in SFT is higher in Forest Heath District than the national projections, then this will effectively reduce the total available expenditure to support existing and new floorspace over the forecast period.

### ***Average Expenditure Growth Forecasts***

10.16 The growth in average expenditure per capita levels up to 2031 and 2036 has been informed by the forecasts set out in Experian's latest Briefing Note (see Section 3). Experian forecast more limited year-on-year growth in convenience and comparison goods expenditure than previous (pre-recession) forecasts and their historic 'ultra' long (1974-2014) and 'medium' term (1997-2007) trends.

### ***Total Available Expenditure***

10.17 The total available convenience and comparisons goods retail expenditure in the Study Area (Table 3 and Table 5; **Appendix 4**) is derived by multiplying the population (Table 1) and average expenditure per capita (Table 2 and 4) levels together.

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<sup>14</sup> SFT comprises non-store sales via the internet, mail order, stalls and markets, door-to-door and telephone sales.

<sup>15</sup> Drawing on Experian's latest research we have assumed that some 25% of SFT comparison goods sales and 70% of convenience goods sales are sourced from traditional ('physical') retail space.

- 10.18 For the study area (Zones 1-11) there is a forecast +15.1% (+£93m) growth in total convenience goods expenditure, from £725.1m in 2016 to £818.1m by 2031; and a +61.9% (+£750.4m) growth in total comparison goods expenditure, from £1,037.2m to £1,787.6m.
- 10.19 Within the District catchment area (Zones 3, 5, 6, and 10) the tables show there is a +15.1% (+£56.1m) growth in convenience goods expenditure between 2016 and 2031; from £350.2m to £406.3m. Total available comparison goods expenditure is forecast to increase by +65.2% (+£375.8m) from £486.8m in 2016 to £862.6m by 2031.
- 10.20 The scale and growth in comparison goods expenditure significantly outstrips convenience goods spend up to 2031. This effectively means that there should be greater capacity potential for new comparison goods floorspace over the forecast period than for convenience goods retailing, although this will be dependent on the level of retail commitments in the pipeline.

## MARKET SHARE ANALYSIS

- 10.21 Section 4 described the headline results of the survey-derived (%) market share analysis, including SFT, based on the detailed tabulations set out in **Appendix 2** for convenience goods and **Appendix 3** for comparison goods. For the purpose of the retail capacity assessment (in accordance with good practice as described above<sup>16</sup>) the market share analysis (including SFT) has been adjusted for both convenience goods (Table 1, **Appendix 5**) and comparison goods (Table 1, **Appendix 6**) retailing to exclude SFT.
- 10.22 The next key stage in the capacity assessment involves allocating the baseline convenience and comparison expenditure (£ million) within the Study Area and zones to the identified centres, stores and floorspace based on the survey-derived market shares (%). This helps to establish the current 'baseline' (2016) trading performance for the main centres and stores across the District area based on expenditure drawn from the Study Area zone.
- 10.23 It should be noted that no allowance is made at this stage for any potential "inflow" (trade draw) of expenditure to centres and stores from outside the defined Study Area.
- 10.24 For both convenience and comparison goods the 'baseline' turnovers are projected forward to 2021 (Table 3, **Appendix 5 & 6**), 2026 (Table 4), 2031 (Table 5), and 2036 (Table 6), assuming no changes in market shares. This so-called 'constant market share approach' is standard practice, and is widely used and accepted for strategic retail assessments. However, the Council will be aware that it is a highly theoretical in that it does not, for example, take account of the potential impact of new retail investment and development (both within and outside the District) on existing shopping patterns and market shares over time.

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<sup>16</sup> This is in accordance with the standard approach for retail assessments, which make a deduction for SFT at the outset from the expenditure per capita figures.

## ‘INFLOW’ AND BASE YEAR TURNOVER ESTIMATES

10.25 In order to provide a complete picture of the current trading (turnover) performance of the main centres and stores in Forest Heath District we have necessarily made informed judgements with regard to the likely ‘inflow’ (trade draw) from outside the Study Area (see Table 7, Appendix 5 and 6). In the absence of detailed published turnover and trade draw information at the local level, our judgements have been informed by previous studies and retail assessments, as well as the survey and health check evidence. The ‘inflow’ assumptions also take account of:

- the scale, offer and location of all existing centres and stores in the District;
- the likely extent of their catchment areas;
- the competition from centres, stores and shopping facilities outside the District and the wider Study Area; and
- the likely retail expenditure derived from people who live outside the Study Area (including visitors and commuters) to main centres and stores in the District.

10.26 Although the assessment of ‘inflow’ is not a straightforward exercise, due to the complex nature of overlapping catchments and shopping patterns, it is reasonable to assume that the District’s main centres will draw a proportion of their comparison goods expenditure from outside the widely defined study area. In this case we estimate that 10% of Newmarket’s total turnover will be drawn from outside the study area, which reflects the relative scale of its retail offer and its role in the retail hierarchy. For the District’s other centres, we have assumed no comparison goods expenditure inflow on the basis that these centres have limited comparison offer and are unlikely to attract expenditure beyond their local catchment.

10.27 For convenience goods we have assumed a limited potential for ‘inflow’ of expenditure from outside the study area to Newmarket only, which we estimate at 5%. This reflects the level of choice and competition from foodstores outside the District, and the fact that foodstores generally have more localised catchments and households generally choose to shop at their most convenient and accessible stores.

10.28 Based on the (survey-derived) market analysis and the ‘inflow’ assumptions, Table 7 (Appendix 5 and 6) sets out the revised ‘current’ convenience and comparison goods turnover estimates for the main centres and stores in Forest Heath District.

## RETAIL COMMITMENTS

10.29 A quantitative assessment of committed retail development and forecast turnover is set out in **Appendix 7**. Based on our discussions with Forest Heath District Council, there are two major retail commitments in the pipeline at the time of preparing this report., as follows:

- Permission for a **Morrisons** foodstore on the former gas works site at land off Exning Road, Newmarket (application reference DC/13/0110/OUT). The permission allows for 2,275 sqm gross foodstore, which is equivalent to a sales area of 2,275 sqm net. Of this total, 1,820 sqm is for the sale of convenience goods, which will achieve a turnover of £23.3m in 2016 and 2036 (2013 prices). The corresponding turnover for comparison goods floorspace will be £3m in 2016, increasing to £4.4m in 2036, when

allowing for productivity growth. Assuming a higher productivity growth rate for comparison goods, the comparison turnover increases to £4.8 by 2036.

- Permission for a **Tesco** foodstore as part of a housing led scheme at Dumpling Bridge Lane in Lakenheath (DC/15/0530/VAF). The planned foodstore comprises a floor area of 2,039 sqm gross, which equates to a net sales area of 1,427 sqm (assuming 70% of gross). Based on the floorspace composition the estimated convenience turnover is £11.5m in 2016, reducing slightly to £11.4m to allow for forecast negative productivity growth in the short term period followed by no growth. The corresponding comparison goods turnover is estimated at £2.8m in 2016, increasing to £4.1m when allowing for productivity growth. Assuming a higher productivity growth rate for comparison goods, the comparison turnover increases to £4.6 by 2036.

10.30 A number of other smaller scale retail commitments were identified in Mildenhall (Conversion of former Tigers Head public house to two units), Lakenheath (extension to a retail unit at 1 Mill Road) and the development of two retail units in Red Lodge (unit 2 Bellflower Crescent and land east of Red Lodge). In addition, permission was granted for the installation of mezzanine floorspace (494 sqm gross) within the Pets at Home unit at Newmarket Retail Park.

## FOREST HEATH DISTRICT: CAPACITY FORECASTS

10.31 The 'global' capacity forecasts for new retail floorspace in Forest Heath District up to 2036 are set out in Table 11 for convenience goods (**Appendix 8**) and comparison goods (**Appendix 9**).

10.32 It has necessarily been assumed for the purpose of the capacity assessment that Forest Heath District's retail market is in 'equilibrium' at the base year. In other words we assume that the existing centres and stores in the District are broadly trading in line with appropriate 'benchmark' turnover levels at the base year. This is supported by the findings of the centre audits and site visits which did not show any strong indication of 'overtrading' in the main town centres and stores<sup>17</sup>. This approach also reflects the impact of the economic recession and the growth in internet sales, which has reduced trading levels across the UK. On this basis any residual expenditure available to support new retail floorspace within the Study Area over the development plan period will be derived from the difference between the forecast growth in 'current' (survey-derived) turnover levels; and the growth in 'benchmark' turnovers based on applying robust year-on-year 'productivity' ('efficiency') growth rates to all existing and new retail floorspace<sup>18</sup>.

### ***Convenience Goods Capacity***

10.33 Table 12 (**Appendix 8**) sets out and explains the key steps underpinning the convenience goods capacity assessment. The 'baseline' expenditure and floorspace capacity forecasts are summarised below:

<sup>17</sup> Overtrading normally manifests itself at the local level in terms of pedestrian and car park congestion, long queues at checkouts, congestion in aisles, etc.

<sup>18</sup> The 'productivity' growth rates are based on Experian's latest Retail Planner Briefing Note. However, it should be noted that individual centres, stores and shopping facilities will be capable of achieving higher and/or lower annual 'productivity' growth depending on a range of trading factors (including the size, quality and type of retail floorspace).

**Table 10.1 Forest Heath District – Convenience Goods Capacity**

	2021	2026	2031	2036
Residual Expenditure (£m):	-£23.3	-£13.0	-£4.5	£3.4
FLOORSPACE CAPACITY (sqm net):				
Superstore Format:	-1,911	-1,068	-367	277
Supermarket/Discounter Format:	-3,601	-2,012	-691	523

Source: Table 1, Appendix 8

- 10.34 In order to convert the residual expenditure into a net sales figure we have assumed that new 'superstore format' floorspace will be occupied by a 'top 6' grocer (i.e. Tesco, Sainsbury's, Asda, Morrisons, Waitrose and Marks & Spencer) and will achieve an average sales density of circa £12,250 per sqm in 2016 (2013 prices). However, after taking account of all identified committed convenience floorspace in the District (namely the planned Tesco and Morrisons), the forecasts show that there is no capacity to support new convenience floorspace over the plan period (to 2031). By 2036, floorspace emerges for 277 sqm net.
- 10.35 Alternatively, assuming the residual expenditure capacity is taken up by a supermarket (e.g. Co-Op, Budgens, etc.) and/or 'deep discount' retailer (e.g. Aldi, Lidl, Netto, etc.) trading at lower average sales levels of circa £6,500 per sqm in 2015, then there is forecast capacity for 523 sqm by 2036.
- 10.36 However, there is a question as to whether either or both of the two planned foodstores will be delivered, particularly in light of Brexit and major grocers abandoning superstore schemes. If both schemes do not come forward for development this would unlock forecast capacity for 1,772 sqm of superstore floorspace in 2026, increasing to 2,473 sqm by 2031.
- 10.37 To further help inform the Council's assessment of the potential scale and optimum location for new retail (convenience and comparison goods) floorspace in the District, we have also carried out a more refined (location-by-location) capacity assessment. However, it should be noted at the outset that any forecast capacity identified for a specific centre/area does not necessarily mean that all the retail floorspace can and/or should be provided within that centre per se. For example, there may be a lack of suitable and viable sites available in some centres, or there may be other policy, heritage, transport and physical constraints to development. Alternatively it may be more appropriate to locate the floorspace capacity in one centre over another to encourage more sustainable travel patterns and/or help to achieve specific policy, regeneration and/or investment objectives.
- 10.38 Against this background, Tables 1 to 7 disaggregate the District-wide 'global' capacity for the main centres and stores based on their relative trading performance and market shares at the base year, and the forecast growth in available expenditure and floorspace 'productivity' up to 2036. The results are summarised in Table 19 for 'superstore format' floorspace only and reproduced below.



**Table 10.2 Forest Heath District's Main Shopping Locations: Capacity for Superstore-Format Floorspace**

	2021	2026	2031	2036
Newmarket	-1,309	-836	-452	-99
Mildenhall	186	420	616	793
Brandon	129	248	355	455
Lakenheath	-930	-924	-918	-912
Red Lodge	9	16	23	28
Local and Village Centres	4	7	10	12
<b>TOTAL DISTRICT-WIDE CAPACITY (sqm net):</b>	<b>-1,911</b>	<b>-1,068</b>	<b>-367</b>	<b>277</b>

Source: Tables 1-6, Appendix 8

Note: figures may not add up due to decimal rounding

10.39 While the District-wide forecast identify no capacity for new convenience floorspace over the study period due to planned new foodstores (i.e. Morrisons in Newmarket, and Tesco in Lakenheath), the assessment identifies localised need for most of the District's centres, as follows:

- For **Newmarket**, after taking account of planned floorspace, there no capacity for new superstore floorspace over the plan period. This is due to the permitted out of centre Morrisons store at Exing Road; the forecast turnover of this store would be greater than the forecast residual expenditure for the centre, which results in negative capacity. However, should this scheme not come forward for development in the future, this would result in residual capacity for Newmarket for up to 887 sqm of superstore format floorspace in 2031. This could support a smaller foodstore or an extension to an existing town centre store (i.e. Waitrose).
- For **Mildenhall** there is forecast capacity for up to 616 sqm of superstore floorspace by 2031. This is likely to be due to the strong market shares for the town centre, supported by the existing Sainsbury's foodstore. The forecast capacity could support an extension to the store or a small foodstore. Alternatively, based on a lower sales density, there is capacity for 1,160 sqm of deep discount or local supermarket format floorspace. This could support a new deep discount foodstore (e.g. Lidl, Aldi, etc.)
- For **Brandon**, up to 355 sqm net of superstore floorspace is identified over the plan period (2031) or 669 sqm net of additional local supermarket or deep discount format floorspace. By 2031, forecast capacity for new convenience floorspace is limited for the District's other centres, including Red Lodge.
- No forecast capacity is identified for **Lakenheath** due to the planned Tesco store development and associated residential scheme at Dumpling Bridge Lane. However, there are uncertainties as to whether the Tesco store will come forward for development and we understand that the site is currently for sale. However, even on discounting the Tesco scheme from the capacity analysis, forecast capacity for Lakenheath is limited (23 sqm net) over the plan period (2031).

### **Comparison Goods Capacity**

10.40 Table 1 (Appendix 9a) sets out the detailed steps in the comparison goods capacity assessment and the results are summarised below.



**Table 10.3 Forest Heath District – Comparison Goods Capacity**

	2021	2026	2031	2036
Residual Expenditure (£m):	£1.1	£21.7	£48.0	£80.5
FLOORSPACE CAPACITY (sqm net):				
New Comparison Goods Floorspace:	187	3,239	6,506	9,885

Source: Table 1, Appendix 9a (Steps 5 &amp; 6)

10.41 The forecast residual expenditure capacity has been converted into a net retail sales area based on an assumed average sales density for all new non-food floorspace of circa £5,500 per sqm at 2016. This is broadly equivalent to an average sales density for retail units in prime shopping locations. However, average sales levels inevitably vary between different locations, different retail formats, and different operators<sup>19</sup>. Where this is the case it will have implications for assessing the capacity for, and impact of new retail floorspace. The local planning authority will therefore need to take this into account when assessing and determining applications for different operators and different types of retail floorspace in different locations (such as, for example, 'bulky goods' retail warehousing).

10.42 As the table above shows, there is District-wide capacity for 3,239 sqm of new comparison goods floorspace in 2026 and steadily increasing over the plan period to 6,506 sqm by 2031. This forecast 'global' capacity has then been allocated to the District's main shopping locations based on their relative trading performance and market shares at the base year.

**Table 10.4 Forest Heath District's Main Centres and Shopping Locations – Comparison Goods Capacity**

	2021	2026	2031	2036
Newmarket	778	3,260	5,910	8,652
Mildenhall	58	455	878	1,313
Brandon	88	240	411	589
Lakenheath	-548	-538	-528	-517
Red Lodge	-189	-177	-165	-152
TOTAL DISTRICT-WIDE CAPACITY:	187	3,239	6,506	9,885

Source: Table 1-6, Appendix 9a

Note: figures may not add up due to decimal rounding

10.43 As the table shows, forecast capacity for new comparison floorspace is focused on **Newmarket** with 778 sqm net identified in 2021, increasing to 5,910 sqm net by the end of the plan period (2031). Projected forecasts to 2036 indicate that capacity could increase further to 8,652 sqm net.

<sup>19</sup> This includes the type of goods sold by the retailer, the location and quality of the retail floorspace, and the size and affluence of the catchment population. For example, published trading figures show that 'bulky goods' retailers in the DIY, carpet and furniture sectors generally achieve lower average sales levels of between £1,500 and £4,000 per m<sup>2</sup>, whereas large format electrical goods retailers can achieve much higher average sales levels of £7,000 per m<sup>2</sup> and above.

10.44 For **Mildenhall**, up to 878 sqm net of new comparison floorspace is identified for the town centre by the end of the plan period (2031). Opportunities to promote new comparison floorspace should be encouraged for the centre, which would help to strengthen its relatively limited comparison goods retail offer.

10.45 Capacity is identified for **Brandon** for up to 411 sqm by 2031. Due to existing retail commitments, no capacity is identified for Lakenheath and Red Lodge. For **Lakenheath**, comparison goods floorspace associated with the planned Tesco store absorbs all residual capacity. However, even on discounting the Tesco store, there remains no forecast capacity for the centre over the plan period to 2031.

### IMPACT OF HIGHER FLOORSPACE ‘PRODUCTIVITY’ GROWTH ON CAPACITY

10.46 For the purpose of the comparison goods capacity assessment we have also tested the sensitivity of increasing Experian’s floorspace ‘productivity’ growth rate of 2% (annual average) for the study period (up to 2036), to +2.5% on the overall capacity forecasts.

10.47 We consider that this higher growth rate is a reasonable assumption in this case, as it reflects the fact that existing retailers are facing increased pressures on their turnover and profitability. This is due to the fact that a significant proportion of retailers’ sales and profits are being taken up by increasing costs (including, for example, rents, rates and wages). In our judgement existing retailers and floorspace will therefore need to achieve a higher ‘productivity’ growth over time to remain viable.

10.48 In this context we have first tested the impact of the higher ‘productivity’ growth rate on the capacity forecasts after allowing for all known commitments. The results are set out in Appendix 9b and summarised in the table below.

**Table 10.5 Comparison Goods Capacity – High ‘productivity’ growth and commitments**

	2021	2026	2031	2036
Newmarket	198	2,010	3,899	5,765
Mildenhall	-27	270	577	880
Brandon	51	161	283	404
Lakenheath	-550	-544	-537	-529
Red Lodge	-192	-183	-174	-166
<b>TOTAL DISTRICT-WIDE CAPACITY:</b>	<b>-520</b>	<b>1,714</b>	<b>4,048</b>	<b>6,354</b>

Source: Table 1-6, Appendix 9b

Note: figures may not add up due to decimal rounding

10.49 As the table shows the total District-wide capacity in 2031 is forecast to fall from 6,506 sqm net to 4,048 sqm after making an allowance for all known commitments. For Newmarket the total forecast capacity is reduced from 5,910 sqm net to 3,899 sqm net by 2031. Capacity also reduces for the District’s other centres.

10.50 In our judgement these capacity forecasts based on higher annual ‘productivity’ growth rates are preferred as they better reflect the need to maintain and enhance the vitality and viability of existing centres and retailers over the plan period in line with the town centres ‘first’ policy.

## SUMMARY

- 10.51 This section has assessed the capacity for new (convenience and comparison goods) retail floorspace in Forest Heath District's main centres and shopping locations. These forecasts have been informed by robust assumptions and forecasts.
- 10.52 As its starting point, the capacity assessment assumes that the District's (convenience and comparison goods) retail market is in 'equilibrium' at the base year and tests a 'constant market share approach' over the forecast period in accordance with good practice.
- 10.53 For convenience goods the forecasts show that there is limited District-wide capacity to support new convenience floorspace as a result of committed convenience development; namely planned major foodstores for Newmarket (Morrisons) and Lakenheath (Tesco). However, there is a question as to whether both foodstores will be delivered given that major grocers are moving away from large store schemes. If both schemes do not come forward for development this would unlock forecast capacity for 1,772 sqm of superstore floorspace in 2026, increasing to 2,473 sqm net by 2031. However, whilst there is no economic capacity for new convenience development at District level, there remains capacity at local level. Forecast capacity is greatest for Mildenhall with up to 616 sqm net identified up to 2031, followed by 563 sqm net for Newmarket and 355 sqm net for Brandon. Forecast capacity is more limited for the District's smaller centres.
- 10.54 To help inform the capacity for new comparison goods floorspace over the forecast period we have tested the sensitivity of the capacity forecasts based on two different scenarios:
- Scenario 1: assumes an average 2% 'productivity' growth rate over the study period, which takes account of year on year growth identified by Experian Business Strategies (Figure Table 4b, Retail Planner Briefing Note 13) and allowing for all known major commitments.
  - Scenario 2: assumes a 2.5% annual 'productivity' growth over the study period and allows for all known major commitments.
- 10.55 The table below sets out the differences between the District-wide capacity forecasts based on the different scenarios.

**Table 10.6 District-wide Comparison Goods Capacity Scenarios**

	2021	2026	2031	2036
Scenario 1: 2% 'productivity' and all commitments	187	3,239	6,506	9,885
Scenario 2: 2.5% 'productivity' and all commitments	-520	1,714	4,048	6,354

- 10.56 For comparison goods the District-wide capacity ranges from 4,048 sqm net to 6,506 sqm net at 2031. The majority of this capacity is focussed on Newmarket, and the table below summarises the results of the different capacity forecasts under Scenarios 1 and 2.

**Table 10.7 Newmarket Comparison Goods Capacity Scenarios**

	2021	2026	2031	2036
Scenario 1: 2% 'productivity' and all commitments	778	3,260	5,910	8,652
Scenario 2: 2.5% 'productivity' and all commitments	198	2,010	3,899	5,765

- 10.57 Based on current market trends and uncertainties with regard to the future growth of the retail sector, we advise the Council that the more cautious forecasts based on a higher 'productivity' growth rate of +2.5% per annum represents the more realistic capacity scenario in this case.
- 10.58 In summary, meeting the need for the forecast new retail floorspace in full over the next 5 years, and over the lifetime of the development plan, will clearly depend on the Council identifying suitable and viable sites and redevelopment opportunities in the District's main centres that are either available now, or will be available at some point in the next five, ten and fifteen year periods. If appropriate sites and redevelopment opportunities are not likely to come forward over the development plan period, then consideration should be given by the Council to sites on the edge of these centres that are well connected to the primary shopping areas and are capable of reinforcing the pedestrian retail circuit and generating linked trip expenditure to the benefit of each centre's overall vitality and viability. We consider the availability and suitability of potential sites identified at this stage in more detail in Section 12 of this study.
- 10.59 Finally, it is important to restate that capacity forecasts beyond five years should be treated with caution, as they are based on various layers of assumptions and forecasts with regard to the trading performance of existing centres and stores, the growth in population and retail spending, constant market shares, etc. For example, if the growth in Internet and multi-channel shopping is stronger than current forecasts suggest, then this could reduce the future demand and capacity for new 'physical' space over the long term. The Council should take into account these margins for error when assessing the need for new retail floorspace.

## 11 COMMERCIAL LEISURE NEED/ 'GAP' ASSESSMENT

- 11.1 The NPPF (paragraph 23) states that in drawing up Local Plans to ensure the vitality of town centres, local planning authorities should promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres. Against this background leisure uses can make a significant contribution to a town centre's vitality and viability. A good provision and choice of leisure facilities and uses can help to increase 'dwell times', footfall and turnover in centres, with significant benefits for both daytime and evening economies. However, forecasting the need for new commercial leisure uses is more complicated and problematic than for retailing, as the sector is highly complex and dynamic, and particularly sensitive to changes in economic, demographic, lifestyle and fashion trends. Consequently the methods and approaches developed to forecast the need for new commercial leisure floorspace and uses are more wide-ranging and less sophisticated than for retail capacity forecasts.
- 11.2 The NPPF recommends that need assessments for new leisure uses and floorspace should take account of both quantitative and qualitative considerations (paragraph 161). In this context our analysis focuses on the following key elements:
- a review of the key trends driving market demand in the sector over the last 10-15 years;
  - an audit of existing commercial leisure uses in the District to help identify any marked 'gaps' in provision;
  - a review of the results of the household survey to understand current commercial leisure participation rates and preferences across the District; and
  - a broad economic assessment of the need for new additional leisure facilities across the main centres based on different datasets and accepted approaches.
- 11.3 For the purpose of our assessment we have necessarily focussed on the main commercial leisure uses that are widely accepted as making a significant contribution to the overall vitality and viability of town centres; namely food and beverage uses (Class A3-A5), cinemas and health clubs and gyms, and to a lesser extent ten-pin bowling, casinos and bingo halls, and cultural venues.
- 11.4 Detailed tables on forecast commercial leisure capacity, including projections on expenditure and need are set out in Appendix 10.

### LEISURE EXPENDITURE GROWTH

- 11.5 Like the retail market, the commercial leisure sector has experienced significant growth in consumer and market demand since the mid-1990s; fuelled by a buoyant economy, growing disposable income and low unemployment levels. Although the leisure sector has not been immune to the impact of the recent economic downturn, leisure activities remain an important lifestyle choice for many consumers who are prioritising leisure over other areas of spending.

11.6 The table below shows the UK average expenditure per head on commercial leisure services<sup>20</sup> and the average for the defined Study Area based on Experian data. It shows that UK household spending on leisure services is dominated by the restaurant and café category (including pubs). This pattern is broadly repeated across all the zones.

**Table 11.1 Estimates of Spending on Leisure Services in 2014 (£ per head)**

	Accommodation	Cultural services	Gambling Activities	Hairdressing salons & personal grooming	Recreational & sporting services	Restaurants, cafes, etc.
Zone 1	£142	£283	£168	£87	£102	£1,009
Zone 2	£166	£302	£166	£112	£119	£1,148
Zone 3	£191	£317	£159	£123	£132	£1,241
Zone 4	£165	£295	£159	£115	£104	£1,166
Zone 5	£107	£257	£182	£72	£75	£854
Zone 6	£157	£290	£157	£99	£111	£1,091
Zone 7	£203	£345	£163	£127	£151	£1,286
Zone 8	£126	£281	£175	£81	£92	£941
Zone 9	£181	£331	£198	£125	£129	£1,268
Zone 10	£133	£280	£186	£90	£94	£1,007
Zone 11	£109	£272	£196	£94	£86	£979
Study Area Average	£160	£300	£170	£104	£113	£1,111
UK Average	£147	£286	£171	£96	£103	£1,048

Source: Experian, 2014 prices.

11.7 The table below shows the most recent leisure spend projections by Experian Business Strategies (EBS) as set out in Retail Planner Briefing Note 13 (October 2015). EBS forecasts shows a stronger growth forecast in the short term (2014-2017) before stabilising over the longer term (from 2018) to between +1.3% and 1.4% per annum. This forecast growth is higher than annual average historic growth rates for the period 1983-2013, which showed no growth.

<sup>20</sup> Excludes expenditure on education, insurance, social protection, and 'other leisure' as identified by Experian.

**Table 11.2 Actual & Forecast Growth in UK Leisure Spend (% per annum)**

	2013	2014	2015	2016	2017	2018-2022	2023-2035
Leisure Spend Growth (%)	0.2	1.4	2.7	1.6	1.6	1.3	1.4

Source: Experian Business Strategies, Retail Planner Briefing Note 13 (October 2015).

11.8 The base year expenditure per capita levels for leisure (Table 12.1) have been projected forward to 2036 using Experian's forecast annual growth rates (Table 11.2) and then applied to the projected population for each Study Zone to identify the total available expenditure on leisure and recreation goods and services. As for the retail assessment, we have assessed total available leisure expenditure based on the ONS's 2012-based Sub-National Population Projections.

11.9 Looking at the District catchment area, the table below shows that available commercial leisure expenditure is forecast to increase by 56.9% (+£178.5m) from £374.3m in 2016 to £587.2m in 2036. Growth in commercial leisure expenditure is greatest in Zone 10 with total expenditure forecast to increase by 64.3% over the study period (2016 to 2036), followed by Zone 7 (+56.8%). Forecast growth in the District catchment area zones is lowest in Zone 3 (which includes Red Lodge, but also areas to the east of Bury St Edmunds); increasing by 44.4% over the study period.

**Table 11.3 Total Available Commercial Leisure Expenditure: 2016 – 2036 (£m)**

	2016	2021	2026	2031	2036	Change: 2016-2036 (£ m)	Change: 2016-2036 (%)
Zone 1	£80.0	£87.7	£96.0	£105.0	£115.0	£35.1	43.9%
Zone 2	£76.1	£83.6	£91.9	£100.7	£110.3	£34.2	44.9%
Zone 3	£34.0	£37.5	£41.3	£45.1	£49.1	£15.1	44.4%
Zone 4	£37.5	£41.6	£45.9	£50.6	£55.5	£18.0	47.9%
Zone 5	£81.4	£91.7	£102.7	£114.5	£127.1	£45.7	56.1%
Zone 6	£86.1	£97.6	£109.3	£121.3	£134.1	£48.0	55.8%
Zone 7	£60.8	£69.1	£77.5	£86.3	£95.3	£34.5	56.8%
Zone 8	£59.2	£65.0	£71.4	£78.5	£86.3	£27.1	45.8%
Zone 9	£39.1	£43.2	£47.6	£52.1	£56.8	£17.7	45.4%
Zone 10	£94.7	£109.2	£124.1	£139.4	£155.5	£60.9	64.3%
Zone 11	£17.3	£19.2	£21.3	£23.6	£26.1	£8.8	50.6%
Study Area	£666.1	£745.2	£829.1	£917.2	£1,011.1	£345.0	51.8%
District Catchment Area	£296.2	£335.9	£377.3	£420.4	£465.8	£169.6	57.3%

Source: Table 5 (Appendix 10). All monetary figures are expressed in 2014 prices.

11.10 Based on the broad leisure expenditure profile, the majority of the growth in leisure expenditure is likely to be weighted towards eating and drinking out. This highlights the potential to improve the scale and quality of Class A3 uses in the District's two largest town centres, Newmarket and Mildenhall over the development plan period, subject to market demand. Overall, the Council should aim to strengthen the wider mix of leisure uses and attractions to Newmarket as a priority to help build the centre's visitor and tourism industry, meet local needs, and enhance the centre's competitiveness with comparable centres in the region.

- 11.11 In the context of this forecast growth in leisure spend, the following commentary identifies the potential 'gaps' in the commercial leisure offer of the District's main centres and the likely need for new uses and facilities over the forecast period.

## **CINEMA**

### ***Market Overview***

- 11.12 The significant growth in modern multi-screen cinemas over the last three decades has been fuelled by a number of factors; including the increase in Hollywood 'blockbusters' and new developments in cinema technology (such as digital 'surround-sound' and, most recently, 3-D screen technology). Most multiplexes that opened during the 1990s were located on large out-of-centre and edge-of-town sites, often as part of shopping centres, retail parks or mixed leisure schemes featuring bowling, nightclubs and restaurants (such as, Star City in Birmingham). Cinemas are important anchors for leisure and retail schemes, helping to generate footfall outside shopping hours, linked trips and spin-off expenditure to other shops and facilities, including cafés and restaurants. Multiplexes have also been particularly successful in attracting shoppers and visitors into 'dead' areas of shopping centres, such as upper levels or the ends of malls.
- 11.13 Although cinema audiences grew significantly during the 1990s, the UK cinema market has traditionally been dominated by a handful of operators namely Cineworld, Odeon/UCI; Vue (who operate the multiplexes in Westfield's Stratford and White City schemes); and Showcase (the UK arm of National Amusements of the USA). There was significant consolidation in the UK market in 2012 when Odeon acquired the BFI Southbank and a site from AMC, Vue acquired the Apollo cinema chain and Cineworld acquired Picturehouse. From its beginnings in 1995 Cineworld now operates over 100 cinemas in the UK (including Picturehouse) and accounts for more than one quarter (25.9%) of the cinema box office market. Its most recent openings include an 11-screen cinema in Telford, a 6 screen site in St Neots and a 9 screen cinema in Wembley (all opened in 2013/14).
- 11.14 According to research by Dodona (a specialist market research consultancy in the cinema industry) there are 750 cinemas in the UK with a total of 3,909 screens, of which approximately three-quarters are multiplexes. It should be noted that the number of cinemas has fluctuated, and has decreased between 2013 and 2014 by six, yet the number of screens has risen by 42 due to the increase in the number of multiplex screens and the loss of 'traditional' cinemas. The rest of the market is mainly represented by smaller multiplex operators and independents which tend to operate non-multiplex cinemas (i.e. less than five screens) and screens in mixed-use venues (such as arts centres).
- 11.15 The cinema industry has not been immune from the recession and there have been some closures since 2008, although the majority have been smaller art centre venues rather than the larger chains. Notwithstanding this, the industry generally appears to be in good health and the UK is the second largest consumer market for filmed entertainment in the world after the USA. The latest research shows that box office revenue in 2014 in the UK exceeded £1bn for the fourth year in succession, based on 157.2m admissions, which although lower



than in 2013 (165.5m admissions), maintained the flat trend that has been apparent since 2002. Overall the cinema sector has remained relatively resilient in the prevailing economic and consumer environment.

11.16 In recent years, cinema operators have also introduced changes to the cinema experience, including premium seating areas and better quality refreshments, such as alcohol and higher quality food. For example, Vue Cinemas introduced their 'Evolution' concept which provides a mix of seating types comprising bean bags and sofas, as well as regular seats. Cineworld has also introduced the 'Screening Room' concept, characterised by leather chairs and table service. The first 558m2 'Screening Room' cinema opened in June 2011; in the Brewery, Cheltenham.

11.17 Research by Dodona indicates there has been a growth in smaller (Digital) cinemas to serve smaller catchment areas. These Digital cinemas are more flexible and less "space-hungry" as they do not require the large sloping auditoriums needed to accommodate traditional projectors. There are therefore opportunities for the modern cinema offer to be provided in existing buildings. Examples include the HMV in Wimbledon which has a small Curzon cinema above the store.

### ***Existing Provision and Projected Demand***

11.18 There are no formal cinemas in Forest Heath District Council. In Newmarket 'Cinema at Newmarket' (CaN) is a not-for-profit volunteer run group, who run movie screening (with high quality DVD player and projector) on average twice a month. According to the household survey, only 0.5 % of the population in the Forest Heath District catchment area visit this facility. This is made up solely of residents in Zone 6, of which only 2.75% visit the facility.

11.19 It is also noted that Light cinema is due to open a 3-screen cinema in Thetford in autumn 2016, which is likely to attract cinema goers to the north of Forest Heath District.

11.20 As a result the majority of the population in the Forest Heath catchment area travel outside of the District to go to the cinema. The table below sets out the most popular locations according to the household survey.

**Table 11.4 Cinema Facilities in Forest Heath and Competing Centres**

Cinema	Screens	% Visits from District Catchment Area
Cineworld, Bury St Edmunds	8	57.2%
Light Cinema*, Cambridge	9	12.2%
Cineworld, Haverhill	5	8.2%
Abbeygate Cinema, Bury St Edmunds	3	7.6%
Vue, Cambridge	8	5.9%
Total Screens		

Source: HTIS 2016; \* Formerly Cineworld

11.21 The results of the household survey show that the majority of the population (72.8%) in the Study Area's visit the cinema at least once a year. In terms of frequency of visits, respondents mainly visited the cinema once a

month (19.1%) or every two months (26.3%), and to a lesser extent every six months (14.3%). Only 5.2% of respondents in the Study Area visit the cinema on a more frequent basis (e.g. once a fortnight).

11.22 Across the different zones that broadly comprise the District area (Zones 1 to 8) the survey results show that respondents are more likely to visit the nearest cinema venue to where they live, with Bury St Edmunds cinemas being the most convenient location for most of the zones.

11.23 There would appear to be potential to provide a new cinema to claw back trips and leisure expenditure from competing locations, although this will be subject to market demand and commercial viability. Newmarket is the preferred location for a new cinema, which would help consolidate its role as the District's principal shopping and leisure destination. It would also significantly enhance the town's evening time economy and encourage more visitors to the centre.

11.24 Based on this average screen density and the cinema catchment population for Forest Heath District, the table below shows the requirement for additional cinema screens based on a potential cinema catchment area for Newmarket (Zones 3, 5, 6, 10 and 11).

**Table 11.5 Potential Capacity for New Cinema Screens**

	2021	2026	2031	2036
Potential cinema catchment area (Zones 3, 5, 6, 10 and 11)	178,997	187,706	195,104	201,727
Cinema Screen Density (screens per 100,000 persons)	4.1	4.1	4.1	4.1
Cinema Screen Potential	7	8	8	8
Existing & Planned Screen Provision*	9	9	9	9
Net Screen Potential	-2	-1	-1	-1

Source: Screen density for East of England derived from British Film Institute Statistical Yearbook 2015

Notes: Screen density is used to measure screen provision in a given area. Existing cinema screens account for key cinema facilities only.

11.25 The results of our assessment indicate that based on population growth within the potential cinema catchment area for Newmarket, there is no quantitative capacity to support new cinema screens over the study period.

11.26 However, despite the absence of quantitative capacity, it should be noted that demand for new cinema screens is very much market led. Current trends showing that most major cinema operators are currently expanding their venue portfolios into regional towns, such as Newmarket where there is no cinema offer. There are many examples where operators have located to centres that sit within the catchment of larger centres (e.g. Addlestone in Runnymede Borough Council and Thetford).

11.27 The lack of a cinema in Newmarket town centre does provide the opportunity to promote a new facility as part of a potential town centre regeneration scheme, including new food and beverages uses. This would need to be subject to a feasibility study, to carry out more detailed testing of market demand and interest from operators. Attracting a cinema to the town centre would also help to reinvigorate the centre's evening time economy and draw back leisure expenditure that is lost to competing centres, such as Bury St Edmunds.

## EATING & DRINKING OUT

11.28 The food and beverage sector, including restaurants, cafes, bars and pubs (Class A3, A4 and A5), provide an increasingly important part of a town centre's wider offer and economy. They also complement other town centres uses, particularly shops, offices and cinemas, helping to lengthen 'dwell times' (the time people spend in centres) and increase expenditure as part of the same trip.

### Market Overview

11.29 Research shows that average household spending on leisure services in the UK is largely dominated by eating and drinking out. Even in the context of the current economic recession this sector has remained buoyant and the year-on-year forecasts for growth by Experian are strong:

**Table 11.6 Forecast year-on-year growth in leisure expenditure per capita**

Vol. Growth per head (%):	-----ACTUAL GROWTH-----					FORECASTS				
	2010	2011	2012	2013	2014	2015	2016	2017	2018-22	2023-35
Retail Spend	0.9	-0.6	1.4	2.3	2.7	3.2	2.1	2.0	2.0	2.4
Leisure Spend	0.2	1.9	-0.6	0.2	1.4	2.7	1.6	1.6	1.3	1.4

Source: Experian Retail Planner Briefing Note 13 (October 2015); Figures 1a and 1b.

11.30 The following provides a summary of some of the key trends driving changes in the food and beverage sector over recent years:

- **Pubs and Wine Bars** - pub operators have widened their food and non-alcoholic beverage offer, resulting in the growth of so-called "gastro-pubs" in competition with more established restaurants, and the rise in 'micro pubs'. Notwithstanding this the sector has also been characterised by increasing consolidation and closures. According to the Campaign for Real Ale (CAMRA) there have been 5,800 pub closures since 2008<sup>21</sup>. Recent research by CAMRA also suggests that on average around 29 pubs closed every week in the UK between June and December 2014<sup>22</sup>. The sale of pubs for conversion to alternative uses has also increased over recent years, particularly for convenience retailing (e.g. Tesco Express and Sainsbury's Local).
- **Restaurants** – this sector has also experienced mixed fortunes during the economic downturn. Some of the key trends driving change in this sector include an increase in 'eating at home', which has increased sales for take-aways and deliveries. At the same time customers are increasingly basing their decisions to eat out on 'value for money', but not at the expense of quality in terms of service, food and the overall experience. Recent successes include Jamie's Italian, Bill's and Cote, with branded restaurants increasing

<sup>21</sup> Source: Article published by CAMRA on 20th March 2013, [www.camra.org.uk](http://www.camra.org.uk)

<sup>22</sup> Source: Published results from the CGA-CAMRA Pub Tracker published in January 2015

their share in the market. There has also been a growth in 'all-you-can-eat' style restaurants which are aimed at offering value for money (examples include the Taybarns brand owned by Whitbread).

- **Cafés/Coffee Shops** – This sector has experienced strong growth over the last five years. The branded coffee chains dominate the market with some 6,495 outlets in 2014 and a £3.3bn turnover. Of these, the three leading multiple chains are Costa Coffee (1,821 outlets), Starbucks Coffee Company (824) and Caffè Nero (590), representing a combined 56% of the branded chain market by outlet numbers<sup>23</sup>. Costa Coffee has a recorded £878m turnover alone. Notwithstanding the rise of the multiples, there has also been growth in independent and specialist cafés and coffee houses, particularly those serving a more luxury or specialist offer (e.g. organic and Fairtrade). The strong independent coffee sector has fuelled many new start-up businesses in local centres. While many forecasters considered the café market to be saturated a few years ago, a recent study by management consultancy Allegra Strategies predicts that the total UK coffee shop market still has potential for strong growth, and there is forecast to be over 20,500 outlets by 2018, with a total turnover of £8.7 billion. There would therefore appear to be potential for further growth in the café market, driven mainly by branded coffee chain expansion and non-specialist operator growth. Meanwhile, the independent café and coffee shop market is growing from strength to strength, with approximately 6,500 coffee shops recorded in the UK in 2015.

### Existing Provision

11.31 Based on the most recent Council audit and a site visit to the District's three main town centres, the current provision of Class A3 (restaurants and cafés), A4 (Pubs, bars etc.) and A5 (hot food takeaways) uses is as follows:

**Table 11.7 Current Provision of Leisure Uses (%)**

Location	Class A3	Class A4	Class A5	Total A3-A5	
	%			No. of Units	% of Total
Newmarket	8.7%	4.6%	4.9%	48	18.2%
Mildenhall	16.0%	0.9%	7.5%	26	24.5%
Brandon	12.7%	1.7%	10.1%	17	21.5%
<b>2016 UK Average</b>	<b>8.7%</b>	<b>4.3%</b>	<b>5.7%</b>	-	<b>18.8%</b>

Source: Newmarket Experian Goad Category Report 2015; Mildenhall and Brandon 2016 audits conducted by FHDC; National Average figure is taken for 2016.

11.32 The table above shows that the main provision of Class A3-A5 uses are concentrated in Newmarket Town Centre and current provision (18.2%) is more or less consistent with the Experian Goad 2016 UK average (18.8%). Despite the higher proportion of Class A3-A5 uses in Newmarket, the centre has attracted few multiple brands over recent years (Caffè Nero, Costa Coffee, Greggs Café, Starbucks, Prezzo, Pizza Express), with provision being provided by mainly independent operators. The level of choice for visitors to the centre is

<sup>23</sup> Source: Allegra Strategies

therefore limited. By attracting more visitors into the centre, by capitalising on its horse racing heritage, the centre could benefit from more higher-end restaurants and cafes, both in terms of independents and branded operators. Newmarket also hosts 12 bars/pubs, which at 4.6% is slightly above the national average. The takeaway provision is slightly below the national average, but this category includes some multiple brands such as Subway, Domino Pizza and USA Fried Chicken. There is a good variety of cuisines available for takeaway (fish and chips, Chinese, kebabs, Indian, pizza, etc)

11.33 Mildenhall has 26 eating and drinking out units, forming 24.6% of all units. This is above the national average of 18.8%. There are 17 restaurants and cafes the majority of which are independent, with only one being a multiple (Costa). There is a good variety of cuisine including Italian, Japanese, Indian, Turkish, Thai and Chinese. There is only one bar (Stagecoach Bar & Grill), but there are eight takeaways which is above the national average at 7.5.

11.34 Brandon has 10 cafes and restaurants all of which are independent, one pub and six takeaways – all of these are independent. This provision is above the national average, albeit the town could potentially benefit from an additional A4 use as it is currently significantly below the national average of 4.3% at 1.7%.

11.35 The household survey also helps to identify where people living in the Study Area currently choose to eat and drink, and whether there are potential 'gaps' in the District's offer. The household survey shows that 25% of those living in the Forest Heath Catchment area eat out between once a week to once a month. The table below shows that the main settlements in the District retain 32.8% of the population, with 29.6% of respondents choosing Bury St Edmunds eating out, followed by Cambridge 12.3%, Thetford 9.6% and Ely 5.3%. Therefore opportunity exists to draw back the local population.

**Table 11.8: Preferences on eating locations**

Location	Forest Heath Catchment Area (Zones 3, 5, 6, and 10)
Bury St Edmunds	29.6%
Newmarket	18.5%
Cambridge	12.3%
Mildenhall	10.5%
Thetford	9.6%
Ely	5.3%
Brandon	3.2%
Norwich	2.3%

Source: HTIS 2016

11.36 However, when looking at the main settlements and their immediate catchments the following observations can be made in relation to eating out:

- Restaurants and cafes in Newmarket attract 47.9% of its population (Zone 6), 43% is lost to Bury St Edmunds and Cambridge.
- Mildenhall retains 29% of its population (Zone 10), 49% is lost to Bury St Edmunds, Cambridge and Ely.

- Brandon retains only 4.5% of its population (Zone 11), with 74% lost to Bury St Edmunds, Downham Market, Thetford, Norwich and Mundford.

11.37 With regards to late night entertainment facilities, the table below demonstrates where the population in the Forest Heath Catchment chooses to go.

**Table 11.9: Late Night Entertainment Locations**

Location	Forest Heath Catchment Area (Zones 3, 5, 6, and 10)
Bury St Edmunds	21.6%
Newmarket	19.6%
Thetford	13.9%
Cambridge	7.8%
Mildenhall	9.0%
Norwich	4.5%
Brandon	2.3%

11.38 The household survey shows that of the 73.2% of those living in the Forest Heath District catchment area that visit bars, clubs and pubs, over a quarter (25.8%) visit facilities once a month, with a similar proportion (25.7%) visiting once a week. The three main centres in the district only attract 30.8% of the population. It is noted that Newmarket is however the 2<sup>nd</sup> most popular location for such activities, after Bury St Edmunds. As well as hosting 12 bars and pubs, Newmarket also has 2 night clubs: Innocence Nightclub and Heaven Gentlemans Club (which operate from the same venue). There is potentially scope to increase the quality of pubs, bars and nightclubs in Newmarket so that it can better compete with Bury St Edmunds and Cambridge as it is located in-between the two settlements.

11.39 Opportunities therefore exist to strengthen the restaurant/café offer in Newmarket and Mildenhall, and to a lesser extent in Brandon. In summary the qualitative 'gap' analysis shows that some of the District's centres have the potential to increase their provision of quality cafés, restaurants, bars and pubs. Furthermore, evidence from other centres in the UK shows that improving a town centre's food and beverage offer can significantly increase the attraction of daytime and evening economies, as well as encouraging higher footfall, dwell times and increased expenditure in centres by different types of customers.

## Forecast Demand for Eating and Drinking

11.40 In order to assess the potential capacity for new eating and drinking establishments we have adopted a standard and robust approach. The assessment focuses on demand for food and drink floorspace within the District's town centres: Newmarket, Mildenhall and Brandon. The approach is based on the assumption that between 15% and 20% of the forecast capacity for new comparison goods floorspace (as identified in Section 10) could support a mix of new leisure services including cafés, restaurants, takeaways, pubs and wine bars. This assumption is supported by research that specifically identified that the hospitality industry, in its widest sense, "...forms an important and sizeable proportion of premises averaging 24% of ground floor stock"<sup>24</sup>.

<sup>24</sup> The Streetscape of major UK cities', Savills (Winter 2004, pg.3).

Furthermore Experian GOAD's centre reports show that on average cafe's, restaurants, bars, pubs and takeaways account for over 14% of floorspace and 18% of outlets in the 2,500 shopping areas that they cover.

- 11.41 Based on 15% to 20% of the baseline comparison goods capacity forecasts based on the higher productivity growth forecast (set out in Section 10) we therefore estimate that there is a potential quantitative need for between 367 sqm gross to 490 sqm gross in 2026. By the end of the plan period (2031), forecast provision increases to between 867 sqm gross and 1,157 sqm gross.

**Table 11.10 Eating & Drinking Out - Projected Gross Floorspace (sqm)**

	2021	2026	2031	2036
Projected Comparison Floorspace (gross sqm)	No capacity	2,448	5,783	9,077
15% of Comparison Floorspace to A3/A4/A5 Uses	-	367	867	1,362
20% of Comparison Floorspace to A3/A4/A5 Uses	-	490	1,157	1,815

Source: Projected comparison floorspace sourced from Table 1 Appendix 9b.

- 11.42 This forecast need for new food and beverage uses should be directed to Newmarket Town Centre first to help increase competition and choice, and to help stimulate the centre's daytime/evening economies in accordance with national and local policies. New A3 provision in particular could help to encourage linked trips between Newmarket's racing venues and the town centre and encourage longer dwell time of shoppers visiting the centre. Furthermore, there could be potential to include new A3 uses as part of a cinema scheme for Newmarket. As highlighted earlier in this section, the potential for a new cinema in Newmarket could provide significant benefits to the centre's evening economy.
- 11.43 For Mildenhall, improved eating and drinking provision could help to attract new visitors to the centre and encourage longer dwell times for visiting using other services. There may also be potential to improve eating out provision in Brandon, but this will be subject to market demand.
- 11.44 Meeting any forecast need for new cafés, restaurants and bars is highly dependent on the level of market demand and confidence in the centres as trading locations. In simple terms the more successful, vital and viable a centre is, the more likely it will be that café and restaurant operators will want to locate there. While new investment in Newmarket Town Centre should be a priority given the centre's prominence as a shopping destination and horse racing hub, the quality of the eating and drinking offer should also be improved in Mildenhall at an appropriate scale to meet local demand, but subject to market demand.

## HEALTH & FITNESS NEED

- 11.45 The health and fitness market has generally performed well during the economic downturn. The latest statistics from the *Leisure Database Company* (LDC is a market research specialist for the leisure industry) show that over the twelve month period to March 2016, the industry has grown its total market value by 5.3% to £4.4 billion, and its member base by 5.3%. According to LDC there were an estimated 6,435 private health clubs

and public fitness centres facilities in the UK in 2016, which represented a small +1.9% net increase from the 6,312 facilities the previous year<sup>38</sup>. The main operators in the market currently include:

- Esporta, Greens & David Lloyd Leisure – at the premium end of the market with a focus on health, racquet and tennis clubs;
- Virgin Active & Nuffield Health (previously Cannons) – dominate the mid-range family-oriented health and fitness market;
- LA Fitness, Fitness First and Bannatyne's Health Clubs – operate smaller in-centre clubs at the more value end of the market; and
- Within London smaller 'boutique' gyms are popular, such as Soho Gyms, which have facilities across the City

11.46 However, the most significant growth in the sector in recent years has been fuelled by value and budget operators. The new wave of ("no frills") fitness clubs is growing steadily and led by Pure Gym, which opened 60 clubs across the UK in 2015. Other popular low cost brands include EasyGym, Fitness 4 Less, Fitspace, TruGym and SimplyGym. The low cost business model is based on 24-hour opening, discounted monthly subscriptions (of between £10 and £20 on average) and 'pay as you go' membership. According to LDC, the low cost gym sector now accounts for 12% of total private clubs and 32% of private sector membership.

11.47 Overall, the proportion of the population in 2016 with a gym membership was estimated at 14.6%, up from 13.7% in 2015. According to LDC, the average number of members per club in the UK is estimated to be 1,426, which takes into account the average for independent venues (726 per club) and leisure chains (2,198 per club). For the larger fitness chains (e.g. David Lloyds, Virgin, LA Fitness, etc.) the average club membership increases to 2,897, while budget chains are even higher at 3,452 members<sup>25</sup>.

11.48 The rapid growth of this sector has also been characterised by a marked shift in the location of clubs from out-of-centre locations to town centres, often as part of wider mixed use developments. This is helping to create a wider range of attractions and activity in town centres, particularly in the evenings and at weekends. More flexible planning policies will therefore need to be introduced which help to encourage an element of such uses within existing buildings or as part of mixed use schemes.

11.49 The table below summarises the current representation of the main national, regional and independent privately-owned health and fitness operators across Forest Heath and its centres, as well as Council-owned leisure centres.

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<sup>25</sup> Sourced from the 2014 State of the UK Fitness Industry, the Leisure Database Company.



**Table 11.11 Leisure Centres, Fitness Clubs & Gyms in Forest Heath**

Facility	Location	Private Sector	Public Sector (or Trust)
Newmarket Leisure Centre	Newmarket		✓
Fitness Journey	Newmarket	✓	
The Edge	Newmarket	✓	
CrossFit	Newmarket	✓	
Bedford Lodge Hotel & Spa	Newmarket	✓	
Dome Sports Centre	Mildenhall		✓
Mildenhall Swimming Pool	Mildenhall		✓
Inspire Fitness	Mildenhall	✓	
Brandon Sports Centre	Brandon		✓
Fitness Study/ Country Club, Center Parcs Elvedon	Elvedon	✓	

Source: Various.

11.50 The health and fitness offer is concentrated around key centres in the District, particularly around transport nodes and shopping centres. Out of the nine gym and fitness venues identified, four are Council-run leisure facilities. Newmarket has the widest range of facilities with four venues, followed by Mildenhall with three venues. It is noted that the District is not represented by any of the UK's main gym providers such as Pure Gym, LA Fitness, and Virgin Active. As such there may be market demand for a key operator within the District, particularly in Newmarket.

11.51 West Suffolk Council recently reviewed current sports facility provision (Sports Facilities and Playing Pitch Audit), which focused on Council run facilities. For Forest Heath, the report highlighted that while the district benefited from a good range of facilities, some are described as “ageing” and in “poor quality”; particularly the Mildenhall Dome and Mildenhall Swimming Pool, and Brandon Leisure Centre. The report's assessment of current and future demand highlights an under supply of sport facilities, with a particular need to enhance swimming pool provision. The Council identifies the potential to extend the District's main swimming pool facility at Mildenhall (Mildenhall Swimming Pool) by relocating the existing swimming pool to the proposed Mildenhall Hub where there is scope to create a larger facility. This could form part of a new multi-sports facility, which the report recommends should include:

- 6 lane x 25m pool
- 4 badminton court sports hall
- 71 Station fitness suite
- Multi-purpose studio space (ideally 2)
- Squash courts

11.52 The report also recommends that consideration is given to Brandon Leisure Centre to take account of future demographic changes in the area including the potential extension of RAF Lakenheath, the closure of RAF Mildenhall and major planned housing development/ allocations in the area.

- 11.53 In terms of fitness/ health activity participation rates, the survey results show that approximately a third (20.9%) of all study respondents visit a gym or health club, with a marginally smaller participation rate (19.5%) from District catchment area. Of those that do partake in this activity, the majority (72%) of respondents from the District catchment area visit facilities in Forest Heath; including Newmarket (45%). Newmarket Leisure Centre is by the far the most popular gym and fitness venue in the District, which is visited by almost a quarter (28.5%) of all respondents in the District catchment area. The market share for this particular venue increases to 40.3% for respondents from Zone 6 (Newmarket). Within Mildenhall, the Dome Leisure Centre is the most popular fitness venue accounting for 5.2% from the District catchment area, which increases to 10.3% from Zone 10.
- 11.54 The household survey also asked respondents to identify suggested improvements that could be made to leisure offer in the District. While a high proportion of respondents within the District catchment area (Zones 3, 5, 6, and 10) stated that no improvements were needed. Of those that did make suggestions, the need for more or better local sports and recreation facilities were highlighted most.
- 11.55 With the population of the District catchment area forecast to increase by 15,967 from 2016 to 2031. When applying the participation rate for gym and health club activities identified for the study (19.5%), this equates to 3,114 potential new gym members. This highlights the potential opportunity to support new gym provision in the District. Based on average membership numbers for key gym operators such as David Lloyd and LA Fitness (2,897 per facility), this could support one new facility or one new budget gym (3,452 average members per facility).
- 11.56 As for the other leisure sectors, attracting new health and fitness facilities will be determined by the level of market interest and demand. However, given that none of the larger chain operators are represented in Forest Heath, there may be scope for a new facility. There could also be potential to attract a budget or value operator to the main town centres, as this type of facility would appeal to a wider customer base. In turn this could help to increase participation and/or capture some of the 'leaked' trips to health and fitness facilities outside the District. In addition, the Council has identified a need to improve the District's main swimming pool facility at Mildenhall with the potential to create a multi-sports facility within the proposed Mildenhall Hub.

## **BINGO & GAMBLING NEEDS**

- 11.57 Gambling represents a significant element of the leisure industry. The main sectors of the gambling industry comprise '*games of chance*' (i.e. bingo clubs, casinos, betting shops, amusement arcades, etc.). We briefly describe the key trends in this sector and the forecast need/demand for new facilities in the District, if any, based on the available evidence.
- 11.58 The latest research by The Gambling Commission (Industry Statistics November 2015) indicates that there are over 599 licensed bingo premises in operation in the UK, which is a reduction from 653 recorded in 2014. Gala Leisure and Mecca Bingo are the leading operators accounting for over a third (36.9%) of all premises. Research by Mintel indicates that the industry has experienced a fall in revenues and admissions over recent years as a result of legislative changes (such as the ban on smoking in public places), the impact of the

economic downturn and the growth of online gaming. In response to falling admissions, bingo operators are increasingly taking advantage of the online market and embracing smart-phone technology through new 'app' development. This forms part of a wider trend and growth in 'remote/online' gambling, which includes gambling activities through the internet, telephone, radio, etc. Bingo operators are also increasingly looking to diversify their customer profile, and are marketing their clubs at a younger, predominantly female audience. As a result there has been an increase in the number of younger and more affluent bingo players over recent years, particularly as deregulation has enabled clubs to offer bigger (national) prizes. The above has resulted in the closure of many bingo halls across the UK. We note there are no bingo hall facilities located in the District.

- 11.59 In terms of Casinos, research shows that there were some 147 active casinos in the UK in September 2015. The number of premises has remained fairly static over the past five years<sup>26</sup>. This sector is dominated by three companies: the Rank Group (incorporating Grosvenor Casinos and Gala Coral Casinos); and Genting UK. There has been consolidation of the sector in the past few years, with acquisitions such as Rank Group's purchase of Gala Coral Casinos making it the largest operator in the UK. While casino attendance has grown from 18.24m in 2012 to 20.44m in 2015, attendance dropped by 2.6% from 2014 (20.99m). The increase in attendance since 2012 is largely explained by larger new casino venues granted licences under the 2005 Gambling Act. As far as we are aware there are no casinos located within Forest Heath with the nearest facility in Cambridge (Churchill) and various in Central London.
- 11.60 The household survey results indicate that bingo and casino gambling is not a major leisure activity for the vast majority of respondents living in the District catchment area, with just 4.3% indicating that they frequent bingo clubs, casinos or bookmakers. Typically, participation rate for gambling activities is lower. A higher rate for the District may be influenced by Newmarket's horse racing industry. Of those that do partake in gambling, 26.1% visit venues at least once a week with the greatest proportion (48.2%) frequenting facilities once every two to six months. In our judgement, there is no demonstrable need to enhance existing provision to improve competition and choice at the local level, although this will be subject to market interest and demand from other bingo and casino operators. If demand arises in the future, we advise that this should be directed to Newmarket first in accordance with national and local plan policy. Given that current trends for bingos and casinos show activity moving online instead of physical venues, future demand for new venues is expected to be very limited.
- 11.61 Betting shops represent a growing market in the gambling sector and are ever present on the UK's high streets. There are approximately 9,000 betting shops in the UK, of which around half are operated by Ladbrokes and William Hill. Regulatory changes in 2015 led to a fall in revenue and profit. In response, William Hill announced their intention to close 150 of their 2,300 outlets. As gambling activities continue their shift to online channels demand for physical outlets could dampen in the future.

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<sup>26</sup> Source: Gambling Commission Industry Statistics 2016.

11.62 The presence of betting shops in high streets is a contentious issue, particularly the perceived social issues that are linked to this particular activity (e.g. anti-social behaviour) and their concentration in deprived areas. The reclassification of betting shops from A2 to Sui Generis was aimed at giving local authorities greater control on managing the number of outlets in town centres. In Newmarket's case, betting shops are closely related to the centre's racing industry, which is reflected in the above average number of outlets in the town centre; 4.2% compared to the UK average of 1.5% (Experian Goad). While we recognise that betting shops contribute to the centre's racing industry it is still important to ensure that provision is managed to prevent proliferation and to ensure a health balance of wider town centre uses. For the District's other centres, we would ensure the Council to monitor betting shop provision.

## **FAMILY ENTERTAINMENT**

11.63 Family entertainment includes paid activities that appeal to adults and children, such as tenpin bowling, rolling skating, ice skating, and similar. Tenpin bowling is possibly the most popular of this category and has been established as a commercial leisure activity in the UK for over 40 years. It remains a strong family and group activity. Research shows that there are currently over 321 bowling centres in the UK<sup>27</sup>. This sector benefited from a period of growth from the mid-1990s onwards, fuelled by the development of large entertainment 'boxes' and leisure parks at one end of the spectrum, and smaller independent specialist bowling facilities at the other end. A number of the successful bowling facilities opened over the last 15-20 years tend to form part of larger leisure complexes that include multi-screen cinemas, restaurants and nightclubs. It is the critical mass of leisure uses under one roof or as part of leisure parks that helps to underpin the viability of ten-pin bowling centres, which can struggle as standalone attractions. Examples of the smaller specialist operators include All Star Lanes which operates five bowling venues in the UK (four in London and one in Manchester) and largely targets the corporate/private hire market. Bloomsbury Bowl Lanes also operates from smaller venues with sites in Bloomsbury (8 lanes) and Bristol (5 lanes). The company offers a 1950's American-themed bowling venue with ancillary karaoke rooms, venue rooms for hire, DJ booths, bars, small scale cinema and a venue for bands and live performers/comedy nights.

11.64 There are three ten-pin bowling facilities located in the District; Newmarket Snooker and Bowl in Newmarket and Mr G's Bowling Centre in Brandon. Alternative provision outside of the District is located in Bury St Edmunds (Bury Bowl) and Cambridge (Tenpin Cambridge). There are no dedicated ice skating or roller skating venues in District, with the nearest facility located in Cambridge (Cambridge Ice Arena) and Bury St Edmunds (CurveMotion). However, we understand that a roller skating club operates from Newmarket Leisure Centre. Other family activity venues in the District include Jumping Jacks Funhouse in Mildenhall, a soft play centre for children. It is noted that family activities are available at Center Parcs in Elveden. However, these facilities are only available for staying guests.

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<sup>27</sup> Tenpin Bowling Market UK, Mintel (November 2012)

11.65 The household survey indicates that family entertainment activities are a reasonably popular leisure activity, with 25.1% of respondents living in the District catchment area indicating that they partake in such activity. Compared to other commercial leisure activities family activities are carried out less frequently with the majority (52.7%) of respondents engaging in family activities up to twice a year, followed by every one to two months (33.1%). Mr G's Bowling Centre is the most visited venue in the District attracting 31.7% of respondents from the District catchment area who partake in family activities. However, the majority of respondents are more likely to visit facilities outside of the District, such as Bury Bowl (23.5%) and Tenpin at Cambridge Leisure Park (14.1%).

11.66 In terms of future needs, the District could benefit from a wider range of family activities, such as a multi-use venue that could compete with venues in Bury St Edmunds and Cambridge. The potential for new family activity venue will be subject to market demand and should be directed to a town centre location as a priority.

## CULTURAL ACTIVITIES

11.67 Cultural activities include a broad range of activities that are focused on the arts and historic attractions. For the purpose of this assessment consideration is given to the provision of theatres, music venues, and historic/cultural attractions across the District. Cultural venues recorded in the District, including theatres, music venues, museums and art galleries are set out in the table below:

**Table 11.12: Cultural venues in Forest Heath District**

Activity	Venue and Location
Theatre & Music Venues	Kings Theatre, Newmarket
	Stage Coach Theatre, Newmarket
Museums	The National Racing Museum, Newmarket
	Mildenhall and District Museum, Mildenhall
	Brandon Heritage Centre, Brandon

11.68 Cultural venues in the District are relatively limited and are mainly located within Newmarket. The town centre benefits from historical links, with Palace House and Stables, which is situated on the High Street, originally built and occupied by Charles II. Newmarket's horse racing industry also serves as a key sporting and cultural attraction for the town centre. A new National Heritage Centre for Horse Racing and Sporting Art is currently under construction. The centre will include the National Horseracing Museum, which will be relocated from its current site, a new national collection of British Sporting Art and a live horse experience for the retraining of racehorses. The development is expected to be completed in autumn 2016. The new centre provides major opportunities for the town centre and will help to attract new visitors and tourists to the town centre. This will lead to knock on opportunities for other town centre businesses through linked trips with retail and leisure services.

11.69 The results of the household survey indicate that 28.5% of respondents in the District catchment area visit museums, galleries and places of historical interest. Some 34.7% theatre, concerts or a music venue. The household survey confirms that this form of activity is carried out infrequently, with the majority of respondents

visiting places of cultural interest (i.e. museums, galleries, etc) every one to two months (54.2%); and the majority (52.6%) visiting theatre, concerts or music venues every two to six months.

11.70 Cambridge (48%) is the most popular location for those visiting cultural or historic venues. This reflects the greater choice of venues available in Cambridge for this activity. Central London is also the popular destination (24.7%), which is expected given the city's position as a major domestic tourism destination. In contrast, Forest Heath attracts just 3.8% of cultural and historic visits carried out by respondents in the District catchment area. However, the District's market share is likely to improve once the new National Heritage Centre for Horseracing and Sporting Art is open.

11.71 In terms of theatres and music venues, only 3.5% of respondents from the District catchment area visit venues in Forest Heath. Instead, respondents are more likely to visit venues in Bury St Edmunds (25.7%) and Cambridge (24.6%). Demand for new cultural facilities (such as theatres and music venues) is likely to be limited given the draw to facilities in Cambridge and Bury St Edmunds. There may be potential to enhance provision in Newmarket to improve the evening time economy, but there is likely to be limited demand for the District's other centres. Alternatively, better marketing and promotion of existing facilities could help to increase awareness of the District's offer and thereby attract more visitors to its venues.

## HOTEL PROVISION

11.72 Hotel provision in Forest Heath District is relatively good and is largely supported by independent operators. The larger hotels and scale of offer is largely focused in Newmarket, which caters primarily to the horse racing events. The table below sets out key hotel operators in the District.

**Table 11.13: Hotel provision in Forest Heath District**

Operator	Hotel Rating
Bedford Lodge, Newmarket	4
Premier Inn, Newmarket	3
Best Western Heath Court Hotel, Newmarket	3
Rutland Arms Hotel, Newmarket	3
Newmarket Boutique Aparthotel	-
Kings Aparthotel, Newmarket	-
The Bull Inn, Mildenhall	4
The Bell Hotel, Mildenhall	-
The Riverside House Hotel, Mildenhall	3
Brandon House, Brandon	3
The Great Eastern Hotel, Brandon	3
Bridge Hotel Brandon	-
Rosery Country house Hotel, Exning	-
Worlington Hall Hotel, Worlington	-

11.73 In terms of requirements, we are aware that Travelodge are seeking opportunities to open a hotel in Newmarket. Any opportunities for a new hotel in Newmarket should be directed to the town centre, subject to site availability. We also understand that Premier Inn is seeking representation in Brandon.

11.74 In summary based on our high level assessment there would appear to be scope to expand the number and quality of the District's hotel provision. In the current time, demand for new hotel space is likely to remain concentrated in Newmarket where there are greater visitor numbers.

## 12 ACCOMMODATING IDENTIFIED NEEDS

- 12.1 This section draws on the findings of the quantitative and qualitative needs assessment for retail, commercial leisure and other town centre uses, and broadly identifies the potential to accommodate the forecast needs in the District's main town centres. This section also provides high level recommendations on potential changes to the Primary Shopping Area and shopping frontages for Newmarket, Mildenhall, and Brandon.
- 12.2 It should be noted that for the purpose of this strategic study we have only provided an overview of potential sites known at this stage that could accommodate new retail-led mixed use development based on their size, location, existing land uses and planning history. We have not carried out any detailed market and/or financial viability testing to assess the potential deliverability or phasing of new development on the identified sites. We have also not consulted with existing landowners to assess whether there are any potential land assembly constraints and/or identified whether the local planning authority may have to use wider CPO powers to help unlock the potential of some of the key sites. In most cases, as the local planning authority is aware, more detailed assessment and testing will be required.
- 12.3 Each of the sites identified lie within the identified town centre masterplan areas. The findings of this study will be used to inform their preparation. There may also be a need to prepare planning and development briefs, Area Action Plans (AAPs) or other planning-led reports for some of the sites to help procure developer, investor and market interest.

### POLICY CONTEXT

- 12.4 The NPPF (paragraph 23) requires that local authorities proactively plan to promote competitive town centre environments and allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. The NPPF states that it is important that needs for retail, leisure, office and other main town centres uses are *“met in full and are not compromised by limited site availability”* and that local planning authorities should therefore undertake *“an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites”*. Furthermore, where suitable and viable town centre sites are not available local planning authorities are advised to *“allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre”*. If sufficient edge of centre sites cannot be identified, then local planning authorities should *“set policies for meeting the identified needs in other accessible locations that are well connected to the town centre”*.
- 12.5 The PPG expands on the advice in the NPPF and states that in determining whether a town centre can accommodate the scale of assessed need for main town centre uses consideration should be afforded to the potential to expand centres, and/or development opportunities to enable new development or redevelop existing under-utilised space. It is also important to consider the timeframe for providing new retail floorspace. Where needs cannot be met in existing centres, due to physical or other constraints, then development in edge and out of centre locations will need to be assessed in accordance with the sequential approach, ensuring that



the proposed main town centre uses are “*in the best locations to support the vitality and vibrancy of town centres*”.

## POTENTIAL DEVELOPMENT OPPORTUNITY SITES

- 12.6 The quantitative retail capacity assessment has identified the potential for the following new retail (comparison and convenience goods) floorspace in the District over the forecast period.

**Table 12.1 Forest Heath District – Retail Floorspace Capacity (sqm net)**

	2021	2026	2031	2036
Convenience Goods Capacity (sqm net): <sup>(1)</sup>	-1,911	-1,068	-367	277
Comparison Goods Capacity (sqm net): <sup>(2)</sup>	-520	1,714	4,048	6,354
<b>TOTAL FLOORSPACE CAPACITY (sqm net):</b>	<b>-1,723</b>	<b>2,172</b>	<b>6,140</b>	<b>10,162</b>

Notes: (1) Superstore format floorspace only (2) Capacity based on higher 'productivity' growth

- 12.7 In order to inform the most appropriate allocation of sites, the District-wide retail floorspace capacity forecasts have been further disaggregated on a centre-by-centre basis. The combined results for total retail (convenience and comparison goods) retailing are summarised in the table below.

**Table 12.2 Forest Heath District's Main Centres: Total Retail Capacity (sqm net)**

	2021	2026	2031	2036
Newmarket	1,111	1,174	3,447	5,666
Mildenhall	160	690	1,193	1,673
Brandon	180	409	638	859
Lakenheath	-1,481	-1,467	-1,454	-1,441
Red Lodge	-179	-159	-142	-124
<b>TOTAL DISTRICT-WIDE CAPACITY (sqm net):</b>	<b>-2,431</b>	<b>646</b>	<b>3,682</b>	<b>6,632</b>

Notes: Figures may not sum due to rounding. Capacity takes account of higher 'productivity' growth for comparison goods.

- 12.8 The forecasts confirm that Newmarket is the main focus for new retail floorspace capacity, with up to 1,111 sqm net of total retail (convenience and comparison) floorspace identified in the short term (2021) increasing to 3,447 sqm net by the end of the plan period (2031). This reflects Newmarket's role as the largest town and main shopping centre in Forest Heath District's retail hierarchy.
- 12.9 There is also a potential need to accommodate approximately 160 sqm net in Mildenhall by 2021, increasing to 1,193 sqm net by 2031; which reflects its role as the second largest town in the District. Brandon has the next highest identified capacity, with the potential need for 638 sqm net over the plan period (2031).
- 12.10 When combined, there is no retail capacity identified for the District's smaller centres, Red Lodge and Lakenheath as a result of planned retail floorspace in both centres. For Lakenheath, capacity is absorbed by the planned Tesco store with the quantum of future turnover of the store outbalancing forecast residual capacity, which results in negative capacity. However, there are uncertainties as to whether the planned foodstore will be delivered.

- 12.11 As a result our assessment of potential development opportunity sites has necessarily focussed on Newmarket, Mildenhall, and Brandon.
- 12.12 In addition to forecast retail floorspace, the health checks and leisure needs assessments have also identified opportunities to improve commercial leisure provision in the main centres. For Newmarket, there is an opportunity to explore and test potential market demand to support a multi-screen cinema in the town centre. This could form part of a mixed commercial leisure scheme with supporting restaurant offer. Currently, residents in Newmarket's catchment are traveling to cinema facilities in Bury St Edmunds, Ely and Cambridge. As such, a new cinema scheme in Newmarket could help to retain this lost custom, stimulate the evening economy and attract a more diverse customer profile.
- 12.13 The commercial leisure assessment also identified opportunities for new food and beverage floorspace (A3 to A5) for the District; principally in Newmarket and Mildenhall. The new food and beverage offer should be focused on promoting A3 offer and to a lesser extent A4 provision. These uses help to increase dwell times in a centre and are important in diversifying the town centre offer. For Newmarket in particular, new A3 provision could help to encourage more visitors to the town centre, particularly those visiting on race days.
- 12.14 There is also potential to support a new fitness leisure facility in the District, either a key national operator (e.g. David Lloyd, Bannatynne, Fitness First, etc.) or a budget gym (e.g. Fitness 4 Less, EasyGym, etc). Demand from operators is likely to be focused in Newmarket, followed by Mildenhall. The commercial leisure assessment also identified opportunities for new hotel provision in the District, with requirements identified for Travelodge in Newmarket and Premier Inn in Brandon. Locating this demand for new hotels in or on the edge of the District's main town centres, where they can promote linked trips, would help to strengthen their overall vitality and viability.
- 12.15 Forecast capacity for retail and opportunities for new commercial leisure provision should be focussed as a priority to town centre sites. The following review sets out town centre sites identified by the Council that could potentially support new development from which we have provided a high level assessment of potential town centre uses they could support. The extent of the sites are shown in Appendix 13.

### **Newmarket Town Centre**

- 12.16 We are aware of seven potential sites in and on the edge of Newmarket Town Centre that could have the potential for future retail and commercial leisure led development. Although it is possible that more sites will become available over the Plan period, we have only considered those sites identified for the purpose of our assessment. We broadly consider the planning and development merits of each of the identified sites (Sites 1.1 to 1.5) in more detail below.

#### ***Site 1.1: Market Place Car Park. Market Place***

- 12.17 The market square car park operates as pay-and-display surface car park located adjacent to The Guineas. The site extends to 0.2hectares. The car park accommodates the weekly street market. Access is available

from Wellington Street and Fred Archer Way. We understand that the site is in the ownership of The Guineas. Planning history for the site includes permission to increase the scale and quality of the shopping centre's retail floorspace (ref: F/2007/0506/FUL). The planning consent was extended by Helical Bar, the shopping centre owners in 2011 (F/2011/055/EOT). The scheme was never implemented and planning permission has since lapsed. Market Place car park remains an obvious opportunity site for development and extension of the shopping centre, with the potential to accommodate new anchor retailers for Newmarket.

12.18 Any improvements to the shopping centre's retail offer, including the provision of larger units, would clearly help to improve Newmarket's overall attraction, vitality and viability. It would also help to strengthen the competitive position of the town centre in the face of increased investment in other competing centres and out-of-centre shopping facilities, and the growth of online shopping. The redevelopment and refurbishment of The Guineas therefore remains a high priority for the town centre and for the local planning authority. Potential for development needs to be balanced against the loss of car parking. Should development come forward for the site, opportunities to relocate existing parking should be pursued. Development proposals should also seek to incorporate the street market, which provides the opportunity to regenerate the market.

12.19 In summary, we consider that this site is a suitable location and a priority for new retail-led or commercial leisure development to accommodate part of the identified need for Newmarket. Further detailed assessment of the site is required to identify development capacity and viability.

### ***Site 1.2: The Guineas Shopping Centre***

12.20 Consideration should be given to the potential refurbishment or redevelopment of The Guineas. While the centre contains a number of high street retailers serving as the main comparison goods shopping destination for the town centre, we understand that the centre has lost a number of key high street retailers over the years. Its appearance is also 'tired' and dated by modern shopping centre standards.

12.21 The quality of a shopping centre's environment is paramount in attracting key high street retailers along with modern retail floorplates. Therefore, refurbishment of the shopping centre may help to stimulate interest from new retailers and commercial leisure operators (including, potentially a multi-screen cinema and food and beverage operators). The refurbishment works could help to create a more attractive shopping environment for customers, which in turn could help to generate increased trips and footfall to the centre. Potential refurbishment works could include reconfiguring existing units to create larger unit. This would help to meet retailer requirements, particularly from major high street brands. The potential to relocate the library to another site in the town centre would also free up floorspace to accommodate new retail and commercial leisure uses, which could accommodate some forecast comparison floorspace capacity.

12.22 Another option is to examine the potential to redevelop the centre entirely; incorporating the development of Market Place Car Park. Development options could include providing retail, commercial leisure and/ or service accommodation at ground and first floor level.

12.23 As the owner of the shopping centre, the Council is in a strong position to help deliver the much needed improvements to the shopping centre, which will generate significant wider benefits for the town centre's overall vitality and viability

12.24 In summary, we consider that there is a significant opportunity for the Council to strengthen an important retail asset for the town centre by providing a more attractive shopping centre and modern retail accommodation to attract new retailers and leisure operators to Newmarket.

***Site 1.3: TK Maxx Unit and Car Park***

12.25 Unit 31 High Street is currently occupied by TK Maxx and is served by a pay-and-display surface public car park to the rear. Vehicle access to the car park is located from Rous Road, while a pedestrian access is provided off High Street/ Palace Street. The site extends to approximately 0.9 hectares and is in the ownership of Forest Heath District Council. The two storey retail unit was previously occupied by Waitrose and we understand that TK Maxx's current lease on the property is due to expire/ for renewal.

12.26 The site represents a major opportunity site for new development. The scale of the site and its position in the heart of the town centre provides the ideal location for a potential mixed use leisure scheme; anchored by a multi-screen cinema. Some retail development could be included as part of a proposed scheme. However, this is likely to be limited by the site area.

12.27 Development of the site for new leisure and its proximity to the new National Heritage Centre for Horseracing and Sporting Art would together create a cultural/ leisure quarter for the town centre. New A3 (restaurant) and retail offer will need to form part of any potential new cinema scheme coming forward to make redevelopment viable. Typically, new cinema developments are supported by branded family restaurant operators such as Ask Italian, Pizza Express, Wildwood, Coast to Coast etc., to help underpin viability.

12.28 The provision of a cinema and associated A3 operators (branded or independent) on this particular site, would help to diversify Newmarket's economy by appealing to a broader customer base; provide a new attraction for the town centre; and strengthen the town centre's daytime and evening economy.

12.29 The Council's ownership of the site removes many development constraints that are otherwise associated with privately owned sites. While a new leisure scheme is likely to include some parking, in this case underground or multi-storey, development will inevitably lead to a net loss in public car parking provision, which we understand will also serve the National Heritage Centre for Horseracing. Furthermore, as a key anchor tenant for Newmarket, it is important that TK Maxx is retained in the town centre should the site come forward for development (potentially as part of an extension to The Guineas, for example).

12.30 In summary, we consider that the TK Maxx unit and car park provides a key opportunity to accommodate a new cinema-led leisure scheme for Newmarket, which would help diversify the town centre's uses, provide a new attraction for Newmarket and attract residents and visitors who would otherwise visit cinema and leisure facilities in competing centres.

12.31 We advise that more a more detailed assessment be carried out to better understand the potential capacity of the site to accommodate new retail/leisure-led mixed use development, including the re-provision of any net loss in car parking and the relocation of TK Maxx to an alternative town centre unit.

***Site 1.4: Horse Racing Museum, High Street***

12.32 The current Horse Racing Museum located on No.99 High Street is in the process of being relocated within the new National Heritage Centre for Horseracing and Sporting Art on Palace Road. The site comprises the former subscription rooms dating from the early C19th that is accessed from a small courtyard off High Street. As a listed building, redevelopment and large scale alterations are unlikely to be acceptable. The current configuration of the building does not lend itself well to retail uses; particularly modern retailer requirements. The building's historic associations with the racing industry and high street location may possibly appeal to a boutique hotel operator specialising in smaller capacity hotels, or restaurant with rooms above. Alternatively, the building could accommodate another museum or serve as a visitor centre.

12.33 In summary, development potential of the Horse Racing Museum is limited and is not suitable for retail uses. However, there may be potential to for the building to accommodate a small hotel or serve as another cultural venue.

***Site 1.5: Improve linkages between The Guineas Multi-Storey Car Park and High Street***

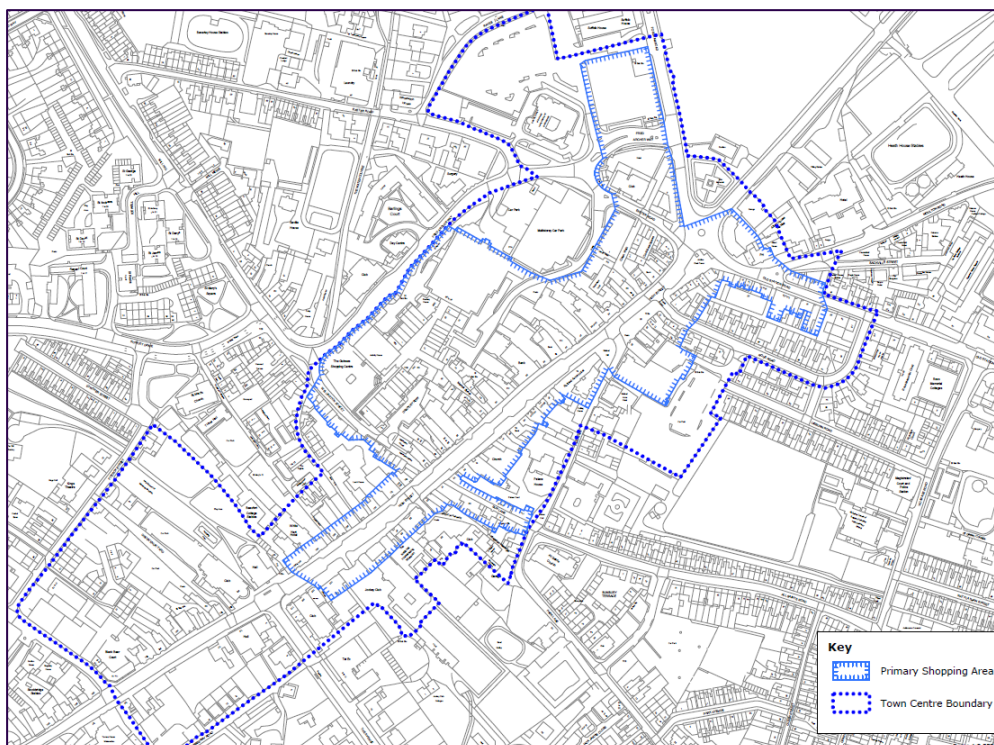
12.34 The multi-storey car park located adjacent to the Guineas is the largest car park in the town centre and is well used by shoppers visiting shopping centre. However, pedestrian access to and from the car park is mainly accessed from the Guineas. While an existing pedestrian access point is available from Crown Walk, it is not well used. This is possibly due to poor signage to the pedestrian car park entrance from High Street and within the car park itself, while the access point feels 'hidden away'. Measures to encourage greater use of the existing pedestrian link between the multi storey car park and High Street could be improved by enhancing the street environment along Crown Walk. This could include public realm works that help to guide pedestrians along the pedestrian route (e.g. themed paving or artistic lighting scheme), better signage from High Street, and creating a more inviting entrance to/from the existing pedestrian car park entrance.

12.35 Improvements to the pedestrian links between the car park and High Street via Crown Walk also provides the opportunity for wider improvement works to this under-used retail frontage. By improving pedestrian links in this area this would in turn enhance the attractiveness of units on Crown Walk to new retailers.

***Primary Shopping Area and Shopping Frontages***

12.36 The current Primary Shopping Area (PSA) for Newmarket is defined in Appendix D of the Joint Development Management Local Plan, as shown below in the figure below. The defined boundary is supported by Policy DM35 of the Local Plan and seeks to manage retail offer and is the focus area for new retail investment.

**Table 12.3 Current Primary Shopping Area for Newmarket**



12.37 We consider the current PSA is still appropriate and reflects the main shopping areas of the town centre; namely The Guineas, sections of the High Street with greater footfall and the Waitrose foodstore.

12.38 In terms of shopping frontages, we consider that the primary shopping frontage (PSF) could include frontages within the Guineas shopping centres frontages along the northern side of High Street between Wellington Street and Exeter Road and on the southern side between Sun Lane and Old Station Road. These frontages appear to contain a higher mix of retail units. All other frontages in the PSA could be defined as Secondary Shopping Frontages, which allows more flexibility in the mix of town centre uses.

### **Mildenhall Town Centre**

12.39 Three potential sites to accommodate future retail and commercial leisure led development have been identified for Mildenhall, including one town centre site and two on the edge of the town centre.

12.40 We broadly consider the planning and development merits of each of the identified sites (Sites 2.1 to 2.3) in more detail below.

#### ***Site 2.1: The Precinct***

12.41 The Precinct is a pedestrianised shopping parade located off King Street and connects with Market Place. The site area extends to approximately 0.6 hectares. The centre is under-used, with low quality retail space and vacant units. Footfall through the centre is low despite providing a convenient pedestrian connection between the heart of the town centre (Market Place) and key anchor stores located around King Street, including Wilko and nearby Sainsbury's.



- 12.42 In our judgement the site represents a potential refurbishment or redevelopment opportunity. However, opportunities to increase retail floorspace are likely to be limited given the size of the site. Alternatively, there is potential to refurbish retail units to provide more modern retail floorplates as well as open up pedestrian connections between Market Place and King Street. Enhancing the visual appearance of units and enhancing the public realm. Creating stronger pedestrian connections to The Precincts will be crucial to the success of any refurbishment works and to the success of attracting new retailers and other town centre businesses.
- 12.43 As the centre is in private ownership, this presents the main challenge to the Council in delivering future refurbishment or development works. We therefore advise that the Council should engage with the owner to explore the potential opportunities to improve this managed shopping precinct.
- 12.44 In summary, whilst development potential for The Precinct is limited, there could be potential to refurbish existing units to create larger units (through reconfiguration of adjoining units) and creating a more prominent pedestrian connection between Market Place and Kings Street via the precinct.

***Site 2.2: Swimming pool site, Recreation Way***

- 12.45 The Mildenhall Swimming Pool is located at the edge of Mildenhall, immediately east of the Sainsbury's store and car park and west of Mildenhall Football Club. The site extends to 0.15 hectares 0.25 and is in the Council's ownership. The swimming pool site is accessed from Recreation Way. We understand that the swimming pool is proposed to be relocated within a planned new multi-purpose civic hub, known as Mildenhall Hub. The planned scheme aims to consolidate community, health, education and civic uses within one area. A draft development brief was subject to public consultation in spring 2016. The relocation of the swimming pool to Mildenhall Hub, therefore, creates a key opportunity to re-develop the site.
- 12.46 Given the site's proximity to Sainsbury's and the availability of existing parking, the site could be suitable for retail redevelopment. While a town centre site would be more favourable to support new retail development for Mildenhall, the swimming pool site is well connected to the town centre and its position next Sainsbury's means that it could be attractive to retailers.
- 12.47 The retail capacity analysis has identified the need for new convenience floorspace over the plan period, including sufficient capacity (1,160 sqm net) to support a deep discount foodstore. This compares with typical floorspace requirements for deep discount operators. In addition, we are aware that Aldi are seeking representation in Mildenhall. While forecast capacity to support a new foodstore is not available until the end of the plan period, there remains market demand from operators in the short term. Any proposals coming forward for a deep discount foodstore or any other form of retail development on the site would be subject to satisfying the sequential and impact tests as required national policy and guidance.
- 12.48 A review of site requirements for deep discount operators such as Aldi and Lidl indicate that new stores require a minimum site area of 0.8 hectares (Aldi). While parking is already available adjacent to the swimming pool site, we anticipate that a new discount food operator will require a larger site to accommodate dedicated

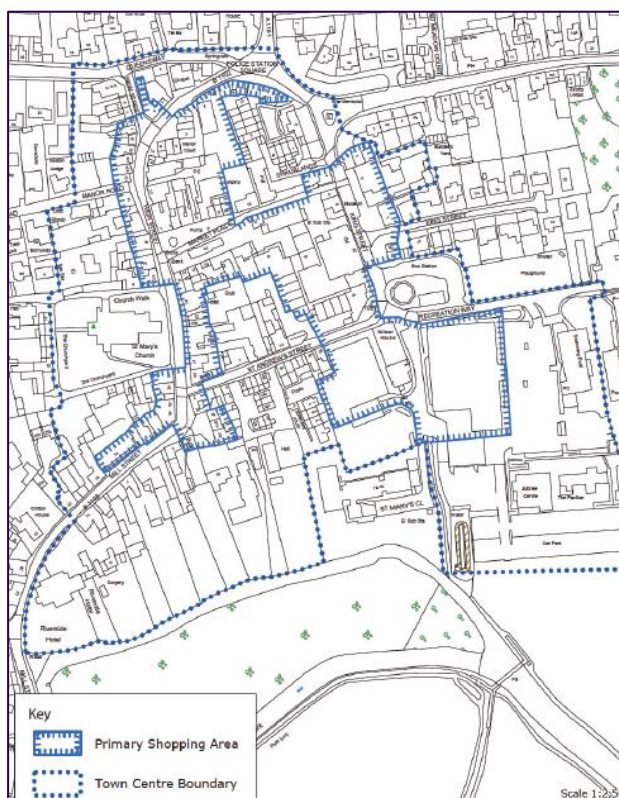
parking facilities or allow for an extension to the existing public car park. However, development of the swimming pool site help to deliver a new deep discount foodstore as part of a larger retail or mixed use scheme.

12.49 In summary, we consider that the swimming pool site, whilst edge of centre to Mildenhall, provides the opportunity to support new retail development. The site is reasonably well connected in terms of pedestrian access to the town centre and is therefore more likely to support linked trips with the other retailers and businesses. The development of the site could potentially accommodate a new deep discount foodstore for Mildenhall or an extension to the existing Sainsbury's supermarket, including as part of a wider mixed use scheme.

### ***Primary Shopping Area and Shopping Frontages***

12.50 The current Primary Shopping Area (PSA) for Mildenhall is defined in Appendix D of the Joint Development Management Local Plan, as shown below in the figure below.

**Table 12.4 Current Primary Shopping Area for Mildenhall**



12.51 We consider the current PSA is still appropriate and reflects the main shopping areas of the town centre and does not require any adjustment at this time. However, there may be potential to extend the PSA in the future to accommodate the swimming pool site to support the site's development.

12.52 In terms of shopping frontages, retail frontages are fragmented mainly due to building form and street scape. We consider that the primary shopping frontage (PSF) could include the following frontages:



- western end of Market Place
- part of King Street incorporating Co-op
- part of Andrew Street incorporating Wilko
- part of Recreation Way and St Mary's Close, incorporating Sainsbury's

12.53 The above frontages contain a higher mix of retail units and accommodate the centre's main anchor retailers. All other frontages in the PSA could be defined as Secondary Shopping Frontages, which allows more flexibility in the mix of town centre uses.

### **Brandon Town Centre**

12.54 Two potential sites to accommodate future retail and commercial leisure led development have been identified for Mildenhall. Both sites are located in the town centre on Beavor Lane. We broadly consider the planning and development merits of the two potential development sites (Sites 3.1 to 3.2) in more detail below.

#### ***Site 3.1: Car park, Beavor Lane***

12.55 The car park site is located on the western side of Beavor Lane and to the rear of shop units to the east of Market Place. The site extends to approximately 0.15 hectares and we understand that the site is single private ownership. The car park was not fully occupied on the day of our visit to the town centre. Therefore, be some capacity for rationalisation and redevelopment.

12.56 There could be potential to develop new retail uses on the site as part of a mixed use development which could incorporate retail at ground floor and residential accommodation above. Although there may be limited market demand from larger format branded retailers, there could be scope to attract an independent retail offer, or a branded value-led comparison goods retailer. The site also has the potential to accommodate a hotel development, particularly as we are aware that Premier Inn is seeking representation in the town centre. However, opportunities for a new hotel scheme will be dependent on the site meeting the operator's specific site requirements.

12.57 In summary, the site has the potential to support new comparison retail as part of a mixed use residential scheme. Alternatively, there may be potential to accommodate a new hotel on the site, subject to market demand and hotel operator requirements.

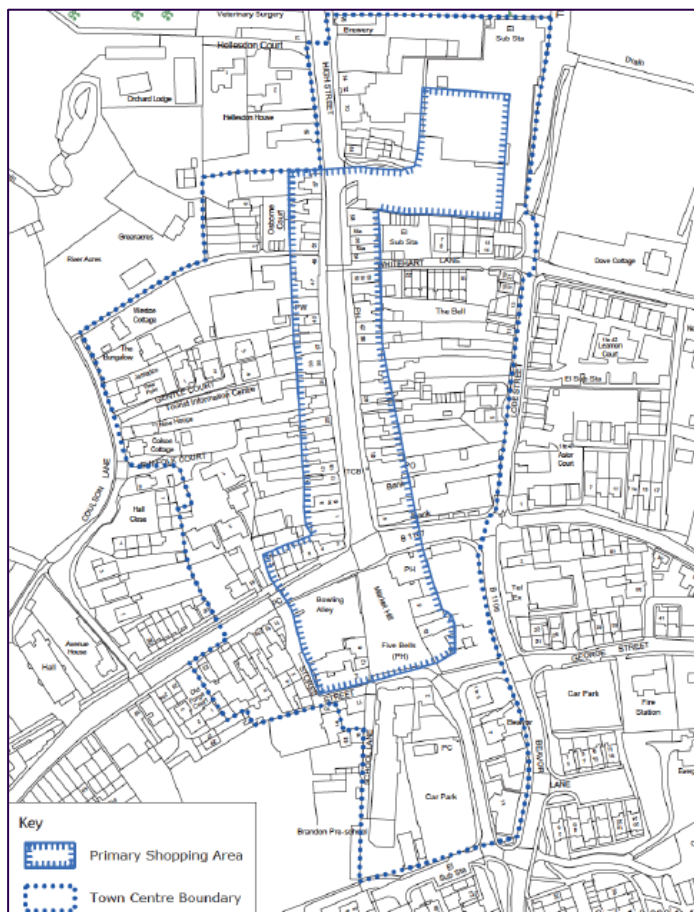
#### ***Site 3.2: Telephone exchange, Beavor Lane***

12.58 The telephone exchange is located on the western side of Beavour Lane, opposite the aforementioned car park site. The site extends to approximately 0.1 hectares and currently accommodates service infrastructure for BT. An inspection of the site (from outside the site boundary) indicates that the telephone exchanges is still in operation, which confirms that the site is unlikely support redevelopment in the short term. Typically, telephone exchange sites accommodate significant infrastructure and any potential to relocate current operations is likely to incur considerable cost. As such, we do not consider that the site represents an attractive or viable site for development, particularly while the site is still in use.

### ***Primary Shopping Area and Shopping Frontages***

12.59 The current Primary Shopping Area (PSA) for Brandon is defined in Appendix D of the Joint Development Management Local Plan, as shown below in the figure below.

**Table 12.5 Current Primary Shopping Area for Brandon**



12.60 We consider the current PSA is still appropriate and reflects the main shopping areas of the town centre and does not require any adjustment at this time.

12.61 In terms of shopping frontages, the primary frontage should be focused in areas where retail offer is concentrated. For Brandon, the retail offer is largely focused along the western side of High Street between numbers 1 and 23 and extending on to London Road between numbers 2 to 6. All other frontages in the PSA could be defined as Secondary Shopping Frontages, which allows more flexibility in the mix of town centre uses.

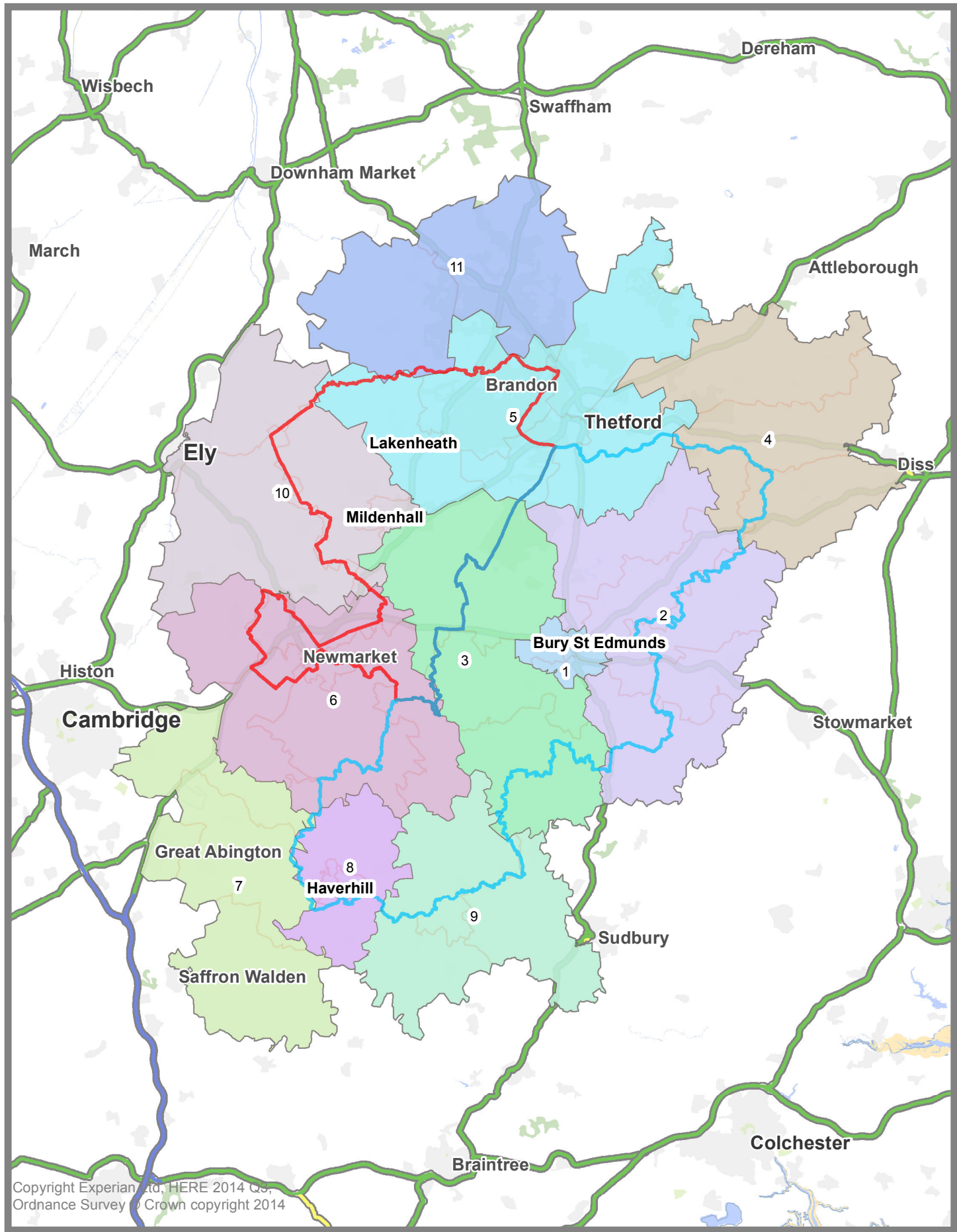
### **SUMMARY**

12.62 In summary, we consider that the majority of development opportunity sites assessed for Newmarket, Mildenhall and Brandon have the potential to accommodate all identified retail floorspace identified for the District over the plan period (up to 2031).

12.63 However, further assessment of the potential viability of these sites to accommodate new mixed use development should be undertaken, as well as the definition of shopping frontages. This should form part of a masterplan or Area Action Plan for each town centre.

## APPENDIX 1: STUDY AREA

# Study Area and Zones



St. Edmundsbury Borough  
Forest Heath District

## **APPENDIX 2: CONVENIENCE GOODS MARKET SHARES**

TABLE 1: ALL FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 1,5,6,10)
<b>Newmarket</b>													
Co-op, Elizabeth Parade, Newmarket	0.0%	0.2%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.3%
Iceland, Crown Walk, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%	1.4%
Marks & Spencer, The Guineas, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.3%	0.0%	0.0%	0.9%	0.3%	0.9%	2.2%
Waitrose, Fred Archer Way, Newmarket	0.0%	0.0%	0.1%	0.0%	0.0%	26.0%	1.6%	0.6%	0.0%	2.3%	0.4%	3.8%	9.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.6%
Sub-total	0.0%	0.2%	0.1%	0.0%	0.0%	38.1%	1.9%	0.6%	0.0%	3.6%	0.8%	5.6%	14.5%
<b>Brandon</b>													
Aldi, High Street, Brandon	0.0%	0.4%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	1.7%	29.6%	2.7%	2.8%
Tesco Metro, London Road, Brandon	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.8%	9.4%	1.0%	1.0%
Other	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.1%
Sub-total	0.0%	0.4%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	2.5%	39.7%	3.8%	3.9%
<b>Mildenhall</b>													
Co-op, Kings Street, Mildenhall	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.4%	1.1%
Sainsbury's Superstore, Mildenhall	1.2%	0.0%	0.8%	0.0%	2.6%	0.1%	0.0%	0.0%	0.0%	32.1%	1.3%	5.2%	12.3%
Mildenhall Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
Sub-total	1.2%	0.0%	0.8%	0.4%	2.6%	0.1%	0.0%	0.0%	0.0%	35.2%	1.3%	5.7%	13.5%
<b>Lakenheath</b>													
0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%	0.1%
<b>Red Lodge</b>													
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%	0.5%
<b>Villages and Smaller Centres</b>													
0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
<b>Out of Centre</b>													
Asda, Fordhall Retail Park, Newmarket	0.0%	0.0%	0.1%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	0.4%	0.3%	0.8%
Tesco Extra, Fordham Road, Newmarket	0.0%	0.5%	1.4%	0.0%	0.6%	38.4%	1.3%	0.0%	0.0%	16.3%	0.5%	7.5%	19.2%
Sub-total	0.0%	0.5%	1.5%	0.0%	0.6%	39.8%	1.3%	0.0%	0.0%	17.0%	0.9%	7.8%	20.0%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>1.3%</b>	<b>1.1%</b>	<b>2.5%</b>	<b>0.4%</b>	<b>21.3%</b>	<b>78.8%</b>	<b>3.2%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>59.4%</b>	<b>43.8%</b>	<b>23.3%</b>	<b>52.6%</b>
<b>Competing Centres</b>													
Bury St Edmunds - Town Centre	20.2%	6.0%	20.1%	3.6%	1.3%	2.0%	0.2%	0.5%	0.3%	0.0%	1.5%	4.8%	0.8%
Bury St Edmunds - Out of Centre	66.8%	48.3%	62.1%	3.3%	1.1%	5.4%	0.4%	0.5%	8.1%	8.9%	0.6%	19.0%	5.3%
Cambridge - City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.6%	0.8%	0.0%	0.4%	0.0%	0.5%	1.0%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%
Diss	0.0%	0.4%	0.0%	49.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	3.0%	0.0%
Ely	0.0%	0.1%	0.0%	0.0%	0.6%	2.9%	0.0%	0.0%	0.0%	16.0%	0.0%	2.8%	7.0%
Haverhill	0.0%	0.0%	0.4%	0.6%	0.0%	1.1%	30.6%	89.7%	15.5%	0.0%	0.0%	11.7%	6.9%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.1%	0.1%
Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.0%	0.7%	0.4%	0.0%	0.0%	3.3%	8.6%
Stowmarket	0.0%	10.3%	0.0%	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.1%
Sudbury	0.0%	0.0%	3.2%	0.1%	0.0%	0.0%	0.2%	0.1%	50.4%	0.0%	0.0%	3.2%	0.1%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.1%	0.4%
Thetford	0.1%	13.2%	0.0%	15.4%	72.2%	0.0%	0.0%	1.1%	0.0%	1.9%	28.2%	13.4%	2.8%
Other	7.4%	11.5%	4.5%	18.7%	0.5%	6.1%	12.0%	2.8%	18.4%	10.2%	12.0%	8.4%	9.4%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>94.5%</b>	<b>89.8%</b>	<b>90.3%</b>	<b>91.3%</b>	<b>76.2%</b>	<b>18.1%</b>	<b>94.8%</b>	<b>96.1%</b>	<b>93.1%</b>	<b>37.5%</b>	<b>48.9%</b>	<b>72.1%</b>	<b>44.2%</b>
Internet	4.2%	9.2%	7.2%	8.2%	2.6%	3.1%	2.0%	3.3%	7.0%	3.1%	7.3%	4.6%	3.2%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 2: MAIN FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 1,5,6,10)
<b>Newmarket</b>													
Co-op, Elizabeth Parade, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Crown Walk, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Marks & Spencer, The Guineas, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Waitrose, Fred Archer Way, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	29.9%	1.7%	0.0%	0.0%	2.1%	0.7%	4.2%	11.1%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	34.5%	1.7%	0.0%	0.0%	2.1%	0.7%	4.8%	12.7%
<b>Brandon</b>													
Aldi, High Street, Brandon	0.0%	0.0%	0.0%	0.0%	14.8%	0.0%	0.0%	0.0%	0.0%	2.1%	34.1%	3.3%	3.3%
Tesco Metro, London Road, Brandon	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.7%	0.5%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	18.9%	0.0%	0.0%	0.0%	0.0%	2.1%	40.7%	4.0%	3.8%
<b>Mildenhall</b>													
Co-op, Kings Street, Mildenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Mildenhall	1.8%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	34.9%	2.1%	5.7%	13.4%
Mildenhall Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.8%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	34.9%	2.1%	5.7%	13.4%
<b>Lakenheath</b>													
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Red Lodge</b>													
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Villages and Smaller Centres</b>													
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>													
Asda, Fordhall Retail Park, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.2%
Tesco Extra, Fordham Road, Newmarket	0.0%	0.8%	1.2%	0.0%	0.7%	47.0%	2.0%	0.0%	0.0%	22.0%	0.0%	9.5%	24.4%
Sub-total	0.0%	0.8%	1.2%	0.0%	0.7%	47.0%	2.0%	0.0%	0.0%	22.6%	0.0%	9.6%	24.6%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>1.8%</b>	<b>0.8%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>22.5%</b>	<b>81.5%</b>	<b>3.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>61.7%</b>	<b>43.4%</b>	<b>24.1%</b>	<b>54.4%</b>
<b>Competing Centres</b>													
Bury St Edmunds - Town Centre	18.5%	3.7%	18.3%	2.1%	0.7%	1.6%	0.0%	0.0%	0.0%	0.0%	1.6%	3.9%	0.6%
Bury St Edmunds - Out of Centre	73.2%	50.5%	64.8%	3.8%	0.6%	5.1%	0.0%	0.6%	10.1%	9.9%	0.7%	20.3%	5.5%
Cambridge - City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.9%
Diss	0.0%	0.0%	0.0%	57.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	1.0%	3.7%	0.0%	0.0%	0.0%	16.6%	0.0%	3.0%	7.5%
Haverhill	0.0%	0.0%	0.6%	1.0%	0.0%	1.4%	35.7%	91.7%	16.6%	0.0%	0.0%	12.5%	8.2%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.1%
Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.4%	0.9%	0.6%	0.0%	0.0%	3.6%	9.1%
Stowmarket	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Sudbury	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	59.2%	0.0%	0.0%	3.7%	0.0%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.2%	0.4%
Thetford	0.0%	17.2%	0.0%	12.6%	71.7%	0.0%	0.0%	1.7%	0.0%	0.0%	32.0%	13.5%	2.4%
Other	0.0%	1.2%	0.7%	10.7%	0.0%	1.9%	3.0%	0.6%	3.2%	6.9%	3.9%	2.6%	4.2%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>91.7%</b>	<b>85.8%</b>	<b>87.8%</b>	<b>87.6%</b>	<b>74.0%</b>	<b>13.7%</b>	<b>94.0%</b>	<b>95.5%</b>	<b>89.6%</b>	<b>33.4%</b>	<b>45.8%</b>	<b>69.1%</b>	<b>40.8%</b>
Internet	6.5%	13.4%	10.9%	12.4%	3.5%	4.8%	2.3%	4.5%	10.4%	4.8%	10.8%	6.8%	4.7%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>





TABLE 5: OTHER TOP UP FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 1,5,6,10)
<b>Newmarket</b>												
Co-op, Elizabeth Parade, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Crown Walk, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	25.2%	0.0%	0.0%	0.0%	0.0%	3.2%	7.0%
Marks & Spencer, The Guineas, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	6.9%	1.5%	3.2%
Waitrose, Fred Archer Way, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	30.9%	4.6%	5.0%	0.0%	0.0%	4.7%	8.5%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.9%
<b>Sub-total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>66.8%</b>	<b>4.6%</b>	<b>5.0%</b>	<b>0.0%</b>	<b>6.9%</b>	<b>10.2%</b>	<b>20.6%</b>
<b>Brandon</b>												
Aldi, High Street, Brandon	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.1%
Tesco Metro, London Road, Brandon	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	7.5%	2.4%	3.1%
Other	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%
<b>Sub-total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>8.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.5%</b>	<b>3.9%</b>	<b>4.8%</b>
<b>Mildenhall</b>												
Co-op, Kings Street, Mildenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	1.4%	3.1%
Sainsbury's Superstore, Mildenhall	0.0%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.2%	4.7%	10.4%
Mildenhall Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>8.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>40.1%</b>	<b>6.2%</b>	<b>13.6%</b>
<b>Lakenheath</b>												
0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.3%
<b>Red Lodge</b>												
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Villages and Smaller Centres</b>												
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>												
Asda, Fordhall Retail Park, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	2.5%	3.8%	1.6%
Tesco Extra, Fordham Road, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%	0.0%	0.0%	0.0%	10.4%	3.2%	6.9%
<b>Sub-total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>16.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>12.9%</b>	<b>3.8%</b>	<b>8.6%</b>
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>0.0%</b>	<b>0.0%</b>	<b>8.1%</b>	<b>0.0%</b>	<b>15.9%</b>	<b>83.1%</b>	<b>4.6%</b>	<b>5.0%</b>	<b>0.0%</b>	<b>67.4%</b>	<b>63.3%</b>	<b>49.9%</b>
<b>Competing Centres</b>												
Bury St Edmunds - Town Centre	30.3%	18.6%	29.3%	19.8%	4.0%	3.7%	0.0%	0.0%	0.0%	0.0%	9.2%	5.4%
Bury St Edmunds - Out of Centre	41.3%	39.5%	48.3%	5.8%	2.6%	3.7%	0.0%	0.0%	2.8%	0.0%	12.9%	7.0%
Cambridge - City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.7%	0.0%
Diss	0.0%	0.0%	0.0%	20.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.8%
Ely	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%	1.6%	3.4%
Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	89.3%	7.6%	0.0%	8.9%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.6%	0.0%	0.0%	0.0%	2.8%	0.0%
Stowmarket	0.0%	6.5%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Sudbury	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.0%	0.9%	0.5%
Swoffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thetford	0.0%	3.2%	0.0%	21.9%	73.0%	0.0%	0.0%	0.0%	0.0%	23.2%	12.2%	21.8%
Other	28.4%	28.9%	9.5%	28.5%	1.9%	5.8%	48.3%	5.8%	78.5%	21.7%	13.5%	10.1%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>100.0%</b>	<b>96.8%</b>	<b>91.9%</b>	<b>100.0%</b>	<b>84.1%</b>	<b>16.9%</b>	<b>95.4%</b>	<b>95.0%</b>	<b>100.0%</b>	<b>32.6%</b>	<b>74.3%</b>	<b>50.1%</b>
Internet	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## **APPENDIX 3: COMPARISON GOODS MARKET SHARES**

TABLE 1: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.5%	0.0%	0.6%	0.0%	1.2%	29.4%	0.4%	0.0%	0.0%	7.5%	0.5%	5.2%	11.4%
Brandon	0.1%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.3%	3.9%	0.6%	1.1%
Mildenhall	0.5%	0.1%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	8.1%	0.1%	1.3%	2.7%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.8%	0.04%	0.0%
Red Lodge	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.04%	0.09%
<b>Out of Centre</b>													
Studlands Retail Park	0.2%	0.2%	0.4%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	1.8%	0.0%	0.6%	1.3%
Newmarket out of centre - other	0.4%	0.1%	0.5%	0.0%	0.1%	9.9%	0.8%	0.0%	0.0%	5.8%	0.1%	2.3%	4.8%
Sub-total	0.6%	0.3%	0.8%	0.0%	0.1%	12.2%	0.8%	0.0%	0.0%	7.7%	0.1%	2.9%	6.1%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>1.6%</b>	<b>0.5%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>5.4%</b>	<b>41.7%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>23.7%</b>	<b>5.4%</b>	<b>10.0%</b>	<b>21.4%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	52.4%	48.1%	51.8%	11.0%	25.7%	9.5%	1.0%	8.0%	24.6%	30.2%	13.5%	26.2%	25.5%
Bury St Edmunds - Out of Centre	19.5%	14.3%	15.2%	2.4%	1.7%	1.7%	0.5%	0.9%	3.3%	3.3%	1.4%	6.1%	3.8%
Cambridge City Centre	3.3%	1.0%	5.2%	0.4%	1.5%	21.7%	39.6%	24.1%	4.2%	9.5%	1.4%	11.1%	10.4%
Cambridge - Out of Centre	0.3%	0.0%	0.0%	0.0%	0.0%	2.6%	4.7%	1.2%	0.5%	1.9%	0.1%	1.2%	1.4%
Diss	0.2%	0.0%	0.0%	27.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
Ely	0.1%	0.0%	0.1%	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	6.7%	0.0%	1.1%	2.5%
Haverhill Town Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	7.7%	36.5%	3.9%	0.0%	0.0%	4.2%	0.1%
Haverhill - Out of Centre	0.2%	0.0%	0.1%	0.0%	0.0%	0.1%	3.2%	6.6%	2.4%	0.0%	0.0%	1.1%	0.1%
King's Lynn	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.4%	0.5%	0.8%	21.2%	7.6%	0.0%	0.2%	0.0%	0.1%	0.3%	5.9%	2.6%	2.2%
Norwich - Out of Centre	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%
Saffron Walden	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	19.2%	0.3%	0.0%	0.0%	0.0%	1.8%	0.0%
Stowmarket	0.0%	2.5%	0.2%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.1%
Sudbury	0.3%	0.0%	0.4%	0.0%	0.0%	0.1%	0.0%	0.2%	32.1%	0.0%	0.2%	2.0%	0.1%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	0.1%	1.8%	0.1%	0.0%
Thetford Town Centre	0.5%	0.8%	0.0%	4.3%	22.2%	0.0%	0.0%	0.1%	0.0%	0.3%	12.5%	3.4%	6.1%
Thetford - Out of Centre	0.1%	0.7%	0.0%	3.4%	16.0%	0.0%	0.0%	0.0%	0.0%	0.6%	10.7%	2.6%	4.5%
Other	2.5%	3.7%	2.3%	5.8%	3.7%	2.3%	3.5%	3.3%	10.5%	2.6%	22.5%	4.2%	2.8%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>80.6%</b>	<b>71.6%</b>	<b>76.1%</b>	<b>78.4%</b>	<b>79.3%</b>	<b>38.9%</b>	<b>79.9%</b>	<b>81.2%</b>	<b>81.8%</b>	<b>55.5%</b>	<b>70.4%</b>	<b>69.8%</b>	<b>59.5%</b>
Internet	17.8%	28.0%	22.3%	21.6%	15.4%	19.4%	18.9%	18.8%	18.1%	20.9%	24.2%	20.2%	19.1%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 2: CLOTHING AND FOOTWEAR - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	0.0%	0.0%	0.7%	17.5%	0.7%	0.0%	0.0%	6.5%	0.0%	3.3%	5.8%
Brandon	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Mildenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.1%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.00%	0.0%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.00%	0.00%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket out of centre - other	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.3%</b>	<b>21.4%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.0%</b>	<b>0.0%</b>	<b>4.0%</b>	<b>7.0%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	70.5%	64.9%	56.7%	19.1%	49.5%	18.9%	2.0%	15.3%	44.3%	49.6%	27.7%	40.0%	32.9%
Bury St Edmunds - Out of Centre	1.0%	0.8%	2.7%	0.7%	0.0%	1.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.6%	0.6%
Cambridge City Centre	4.7%	2.3%	11.1%	0.8%	1.7%	32.4%	57.4%	45.0%	5.3%	18.6%	3.1%	18.0%	13.6%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.8%	0.0%	0.4%	0.2%
Diss	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	3.2%	0.0%	0.7%	1.2%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	17.4%	1.6%	0.0%	0.0%	2.0%	0.0%
Haverhill - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	3.6%	0.0%	0.0%	0.0%	0.6%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.6%	1.5%	1.5%	50.7%	17.3%	0.0%	0.7%	0.0%	0.0%	0.8%	9.3%	5.9%	4.1%
Norwich - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Stowmarket	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.8%	0.0%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Thetford Town Centre	0.0%	0.0%	0.0%	2.4%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	1.1%	1.5%
Thetford - Out of Centre	0.0%	0.0%	0.0%	1.5%	10.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	1.4%	2.3%
Other	4.0%	3.6%	3.9%	1.0%	3.4%	2.7%	3.1%	7.7%	14.1%	1.8%	27.0%	4.7%	2.2%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>80.9%</b>	<b>73.7%</b>	<b>75.9%</b>	<b>85.9%</b>	<b>89.8%</b>	<b>56.3%</b>	<b>84.7%</b>	<b>89.0%</b>	<b>80.1%</b>	<b>75.4%</b>	<b>74.9%</b>	<b>78.0%</b>	<b>58.5%</b>
Internet	19.1%	26.3%	24.1%	14.1%	8.9%	22.3%	14.6%	11.0%	19.9%	17.6%	25.1%	18.0%	13.8%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 3: RECORDING MEDIA - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	1.5%	0.0%	0.0%	1.7%	1.5%	0.0%	0.0%	9.6%	0.0%	1.8%	3.7%
Brandon	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Mildenhall	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.9%	0.9%	0.9%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket out of centre - other	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.8%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.8%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>3.5%</b>	<b>0.0%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>1.3%</b>	<b>14.3%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>12.6%</b>	<b>1.9%</b>	<b>4.5%</b>	<b>8.7%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	24.8%	29.7%	31.1%	10.5%	26.3%	5.1%	1.8%	1.4%	14.2%	24.0%	10.4%	17.1%	19.7%
Bury St Edmunds - Out of Centre	16.6%	6.3%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	3.3%	1.1%
Cambridge City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%	19.7%	9.4%	1.9%	3.0%	0.0%	5.1%	5.3%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	1.5%	2.3%	0.0%	0.0%	0.0%	4.8%	0.0%	1.1%	2.6%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	9.8%	0.9%	0.0%	0.0%	1.1%	0.0%
Haverhill - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	10.3%	7.9%	0.0%	0.0%	1.9%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.0%	0.0%	0.0%	21.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	1.5%	0.0%
Norwich - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stowmarket	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.6%	0.0%	0.0%	0.9%	0.0%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thetford Town Centre	0.0%	0.0%	0.0%	6.1%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.0%
Thetford - Out of Centre	0.0%	1.0%	0.0%	0.0%	23.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.9%	6.2%
Other	0.0%	2.9%	0.0%	1.4%	0.0%	0.0%	4.3%	0.0%	7.4%	0.9%	23.1%	2.0%	0.3%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>41.3%</b>	<b>39.8%</b>	<b>37.6%</b>	<b>43.5%</b>	<b>54.5%</b>	<b>22.1%</b>	<b>33.2%</b>	<b>30.9%</b>	<b>48.9%</b>	<b>33.6%</b>	<b>43.0%</b>	<b>37.9%</b>	<b>36.3%</b>
Internet	55.2%	60.2%	60.9%	56.5%	44.2%	63.6%	65.3%	69.1%	51.1%	53.8%	55.2%	57.6%	55.0%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 4: AUDIO VISUAL - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	1.2%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	3.4%	0.8%	2.8%	6.2%
Brandon	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.3%	0.5%
Mildenhall	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.4%	0.7%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket out of centre - other	0.0%	0.0%	0.0%	0.0%	0.8%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.5%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.8%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.5%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>0.8%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>20.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.4%</b>	<b>3.1%</b>	<b>4.1%</b>	<b>8.8%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	16.7%	32.2%	28.2%	8.7%	3.4%	3.3%	1.3%	10.9%	11.0%	18.4%	4.7%	13.1%	11.2%
Bury St Edmunds - Out of Centre	45.9%	24.8%	13.3%	5.2%	3.5%	0.0%	0.0%	1.9%	9.9%	10.8%	0.8%	12.2%	6.0%
Cambridge City Centre	2.1%	0.0%	3.0%	0.0%	2.5%	30.2%	45.1%	9.9%	9.5%	9.5%	1.9%	11.6%	13.1%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	8.7%	4.2%	3.2%	6.5%	0.0%	3.5%	4.8%
Diss	0.0%	0.0%	0.0%	17.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.6%	1.3%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	25.8%	5.4%	0.0%	0.0%	3.1%	0.0%
Haverhill - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.7%	0.0%	1.0%	18.2%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	2.1%	1.8%
Norwich - Out of Centre	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Stowmarket	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.2%	0.0%	0.0%	1.4%	0.0%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.1%	0.0%
Thetford Town Centre	0.0%	0.0%	0.0%	3.8%	19.1%	0.0%	0.0%	0.8%	0.0%	0.0%	17.2%	2.9%	4.9%
Thetford - Out of Centre	0.0%	2.6%	0.0%	5.2%	31.2%	0.0%	0.0%	0.0%	0.0%	1.6%	18.5%	4.8%	8.5%
Other	1.6%	2.8%	1.2%	4.1%	3.1%	2.3%	1.3%	0.0%	6.9%	1.3%	16.1%	2.6%	2.1%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>67.1%</b>	<b>64.8%</b>	<b>46.7%</b>	<b>64.7%</b>	<b>69.4%</b>	<b>45.0%</b>	<b>67.0%</b>	<b>53.5%</b>	<b>72.0%</b>	<b>52.0%</b>	<b>71.8%</b>	<b>59.9%</b>	<b>53.8%</b>
Internet	32.1%	35.2%	52.1%	35.3%	27.8%	34.2%	33.0%	46.5%	28.0%	42.6%	25.1%	36.0%	37.4%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 5: DOMESTIC ELECTRICAL APPLIANCES - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	2.8%	0.0%	0.9%	30.4%	0.0%	0.0%	0.0%	5.2%	0.0%	5.0%	11.0%
Brandon	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.4%	0.9%
Mildenhall	0.8%	0.0%	0.7%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	11.6%	0.8%	2.0%	4.1%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket out of centre - other	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	1.5%	0.0%	1.2%	2.7%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	1.5%	0.0%	1.2%	2.7%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>0.8%</b>	<b>0.0%</b>	<b>3.5%</b>	<b>0.0%</b>	<b>5.4%</b>	<b>38.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>18.3%</b>	<b>1.8%</b>	<b>8.6%</b>	<b>18.7%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	17.2%	35.6%	38.7%	6.4%	4.2%	2.0%	0.0%	1.0%	11.8%	14.3%	3.4%	12.2%	10.8%
Bury St Edmunds - Out of Centre	57.5%	23.5%	25.8%	5.9%	2.5%	6.6%	0.0%	1.5%	8.3%	7.5%	1.4%	13.7%	8.0%
Cambridge City Centre	3.3%	0.0%	4.9%	0.0%	2.0%	30.0%	45.6%	9.8%	4.7%	7.5%	1.0%	11.0%	12.1%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	6.5%	5.4%	0.0%	8.2%	0.0%	3.0%	4.3%
Diss	0.0%	0.0%	0.0%	18.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.7%	1.6%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	11.1%	64.8%	8.1%	0.0%	0.0%	7.2%	0.3%
Haverhill - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.6%	0.0%	0.0%	0.2%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.7%	0.0%	0.0%	12.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	1.1%	0.4%
Norwich - Out of Centre	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Stowmarket	0.0%	1.6%	1.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
Sudbury	0.0%	0.0%	1.5%	0.0%	0.8%	0.0%	0.0%	0.0%	31.0%	0.0%	0.0%	2.1%	0.4%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.1%	0.0%
Thetford Town Centre	0.0%	0.0%	0.0%	3.3%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	3.3%	5.7%
Thetford - Out of Centre	0.0%	2.9%	0.0%	5.6%	40.9%	0.0%	0.0%	0.0%	0.0%	1.5%	24.2%	6.8%	12.1%
Other	1.7%	3.4%	0.0%	13.9%	5.6%	1.0%	0.0%	0.0%	6.8%	0.6%	19.8%	3.3%	2.1%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>80.4%</b>	<b>67.0%</b>	<b>71.8%</b>	<b>66.9%</b>	<b>77.7%</b>	<b>46.6%</b>	<b>75.7%</b>	<b>83.3%</b>	<b>72.3%</b>	<b>44.7%</b>	<b>76.3%</b>	<b>67.0%</b>	<b>57.9%</b>
Internet	18.9%	33.0%	24.7%	33.1%	16.9%	15.1%	24.3%	16.7%	27.7%	37.0%	21.9%	24.4%	23.5%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 6: BOOKS AND STATIONARY - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	31.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	9.5%
Brandon	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	2.4%	2.4%	1.9%	0.9%
Mildenhall	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket out of centre - other	0.0%	1.0%	0.0%	0.0%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	4.0%
Sub-total	0.0%	1.0%	0.0%	0.0%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	4.0%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>0.0%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.5%</b>	<b>45.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.4%</b>	<b>2.4%</b>	<b>7.0%</b>	<b>15.7%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	69.7%	42.1%	57.4%	6.0%	23.2%	11.8%	1.4%	2.9%	11.5%	12.5%	12.5%	23.7%	21.0%
Bury St Edmunds - Out of Centre	4.9%	2.3%	6.9%	0.0%	0.0%	0.8%	0.0%	0.0%	6.1%	0.0%	0.0%	1.7%	1.2%
Cambridge City Centre	0.0%	0.0%	0.8%	0.0%	0.0%	8.5%	19.0%	2.7%	2.2%	0.0%	0.0%	3.3%	2.6%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Diss	0.0%	0.0%	0.0%	42.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	57.1%	8.5%	0.0%	0.0%	5.8%	0.0%
Haverhill - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.7%	1.8%	0.0%	0.0%	0.3%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.0%	0.0%	0.0%	8.3%	1.0%	0.0%	0.0%	0.0%	0.0%	2.2%	2.2%	1.0%	0.9%
Norwich - Out of Centre	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%
Stowmarket	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Sudbury	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	28.1%	0.0%	0.0%	1.9%	0.2%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.4%	3.4%	0.6%	1.1%
Thetford Town Centre	0.0%	0.8%	0.0%	6.6%	25.9%	0.0%	0.0%	0.0%	0.0%	10.2%	10.2%	5.1%	10.0%
Thetford - Out of Centre	0.0%	0.0%	0.0%	0.9%	11.6%	0.0%	0.0%	0.0%	0.0%	6.1%	6.1%	2.4%	4.9%
Other	0.9%	2.8%	0.0%	4.1%	3.3%	1.3%	0.0%	0.0%	13.9%	16.6%	16.6%	4.8%	6.3%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>75.5%</b>	<b>51.6%</b>	<b>66.9%</b>	<b>69.5%</b>	<b>64.9%</b>	<b>24.6%</b>	<b>56.3%</b>	<b>63.4%</b>	<b>73.4%</b>	<b>51.0%</b>	<b>51.0%</b>	<b>57.0%</b>	<b>48.9%</b>
Internet	24.5%	47.4%	33.1%	30.5%	29.5%	30.3%	43.7%	36.6%	26.6%	46.5%	46.5%	36.0%	35.4%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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TABLE 7: GAMES, TOYS, HOBBIES, PETS, ETC - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	39.2%	1.3%	0.0%	0.0%	20.3%	1.0%	8.1%	17.6%
Brandon	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.3%	0.4%
Mildenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.4%	1.0%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	4.6%	0.17%	0.0%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.00%	0.00%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	1.4%	2.8%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	7.4%	0.0%	2.3%	4.7%
Newmarket out of centre - other	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	3.9%	0.0%	0.0%	1.1%	0.0%	1.3%	2.1%
Sub-total	0.0%	1.4%	2.8%	0.0%	0.0%	13.4%	3.9%	0.0%	0.0%	8.5%	0.0%	3.6%	6.8%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>0.0%</b>	<b>1.4%</b>	<b>2.8%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>52.7%</b>	<b>5.2%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>31.9%</b>	<b>9.7%</b>	<b>12.6%</b>	<b>25.9%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	40.3%	32.3%	46.6%	6.0%	15.7%	5.4%	0.0%	8.8%	30.4%	25.6%	2.5%	20.0%	19.4%
Bury St Edmunds - Out of Centre	25.1%	5.9%	17.7%	1.3%	0.0%	0.0%	0.0%	1.0%	0.8%	0.9%	0.0%	4.8%	2.3%
Cambridge City Centre	0.0%	2.3%	1.3%	0.0%	0.0%	10.2%	26.6%	11.2%	1.1%	3.2%	0.0%	5.4%	4.1%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	6.9%	1.1%	0.0%	1.1%	0.0%	1.0%	0.8%
Diss	0.0%	0.0%	0.0%	27.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	1.6%	3.6%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	9.4%	32.9%	3.8%	0.0%	0.0%	4.3%	0.3%
Haverhill - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	2.4%	0.0%	0.0%	0.6%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.0%	0.0%	0.0%	12.2%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	1.5%	1.6%
Norwich - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Stowmarket	0.0%	4.1%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.3%
Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	0.0%	0.0%	1.3%	0.0%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.0%	0.1%	0.0%
Thetford Town Centre	0.0%	2.3%	0.0%	8.5%	32.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	5.1%	9.3%
Thetford - Out of Centre	0.0%	0.0%	0.0%	1.1%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	1.9%	3.6%
Other	5.2%	4.6%	1.1%	6.5%	4.0%	2.4%	0.0%	3.3%	13.9%	1.7%	21.1%	4.3%	2.5%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>70.5%</b>	<b>51.4%</b>	<b>66.7%</b>	<b>63.4%</b>	<b>72.6%</b>	<b>20.7%</b>	<b>59.5%</b>	<b>63.1%</b>	<b>75.4%</b>	<b>42.7%</b>	<b>43.2%</b>	<b>55.6%</b>	<b>47.6%</b>
Internet	29.5%	47.1%	30.5%	36.6%	25.8%	26.7%	35.3%	36.9%	23.8%	25.3%	47.0%	31.9%	26.4%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 8: FURNITURE, CARPETS, FLOOR COVERINGS & SOFT FURNISHINGS - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	4.4%	0.0%	0.9%	0.0%	0.0%	28.1%	0.0%	0.0%	0.0%	3.9%	0.0%	4.7%	9.6%
Brandon	0.6%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.6%	1.1%
Mildenhall	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	1.4%	2.8%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.05%	0.0%
Red Lodge	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.13%	0.27%
<b>Out of Centre</b>													
Studlands Retail Park	2.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	6.9%	0.0%	2.2%	4.4%
Newmarket out of centre - other	1.9%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	13.1%	0.0%	2.1%	4.3%
Sub-total	3.9%	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	20.0%	0.0%	4.3%	8.7%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>10.3%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>4.0%</b>	<b>37.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>33.1%</b>	<b>3.6%</b>	<b>11.2%</b>	<b>22.4%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	25.9%	42.1%	41.1%	9.0%	34.2%	13.8%	1.2%	6.6%	37.8%	32.9%	10.5%	24.5%	28.7%
Bury St Edmunds - Out of Centre	13.6%	38.8%	25.8%	4.4%	4.6%	6.8%	3.4%	4.5%	10.7%	6.2%	9.4%	11.7%	8.4%
Cambridge City Centre	14.5%	0.0%	12.9%	0.0%	3.9%	23.0%	52.6%	38.8%	6.7%	9.7%	1.5%	15.4%	12.4%
Cambridge - Out of Centre	2.4%	0.0%	0.0%	0.0%	0.0%	6.1%	6.3%	3.9%	0.8%	3.5%	1.1%	2.5%	2.9%
Diss	2.2%	0.0%	0.0%	39.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.3%
Ely	0.8%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.8%	1.7%
Haverhill Town Centre	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	38.1%	4.4%	0.0%	0.0%	4.2%	0.0%
Haverhill - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	1.5%	0.0%	1.5%	12.6%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	1.8%	1.5%
Norwich - Out of Centre	0.3%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%	0.0%
Saffron Walden	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	19.3%	0.7%	0.0%	0.0%	0.0%	1.9%	0.0%
Stowmarket	0.3%	0.7%	1.3%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%
Sudbury	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	20.3%	0.0%	1.3%	1.6%	0.0%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
Thetford Town Centre	4.3%	1.0%	0.0%	6.1%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%	24.3%	4.5%	6.4%
Thetford - Out of Centre	1.1%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%	1.2%	1.6%
Other	4.1%	0.9%	1.8%	3.4%	9.5%	1.5%	5.5%	1.9%	7.3%	1.9%	23.5%	4.2%	3.8%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>78.4%</b>	<b>83.4%</b>	<b>84.4%</b>	<b>83.7%</b>	<b>88.3%</b>	<b>51.2%</b>	<b>90.9%</b>	<b>96.1%</b>	<b>88.0%</b>	<b>58.5%</b>	<b>93.7%</b>	<b>78.2%</b>	<b>67.7%</b>
Internet	11.4%	16.6%	14.7%	16.3%	7.7%	11.1%	9.1%	3.9%	12.0%	8.5%	2.7%	10.6%	9.8%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 9: DIY, GARDENING, ETC - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	1.1%	0.0%	0.9%	27.5%	0.9%	0.0%	0.0%	0.7%	0.8%	4.0%	9.0%
Brandon	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.4%	0.6%
Mildenhall	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	0.0%	2.1%	4.9%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	0.0%	0.0%	0.0%	0.8%	5.6%	0.0%	0.0%	0.0%	1.3%	0.0%	1.0%	2.3%
Newmarket out of centre - other	3.5%	0.0%	5.9%	0.0%	0.0%	46.3%	0.0%	0.0%	0.0%	46.1%	1.1%	12.7%	28.7%
Sub-total	3.5%	0.0%	5.9%	0.0%	0.8%	52.0%	0.0%	0.0%	0.0%	47.3%	1.1%	13.7%	31.0%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>3.5%</b>	<b>0.0%</b>	<b>8.0%</b>	<b>0.0%</b>	<b>4.0%</b>	<b>79.5%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>64.0%</b>	<b>5.1%</b>	<b>20.1%</b>	<b>45.5%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	60.8%	55.6%	71.8%	8.9%	5.8%	6.1%	1.5%	3.8%	9.9%	20.6%	6.5%	23.4%	19.5%
Bury St Edmunds - Out of Centre	33.5%	37.1%	13.2%	7.1%	2.7%	0.0%	1.3%	0.0%	0.0%	0.7%	0.0%	9.8%	2.8%
Cambridge City Centre	0.9%	0.0%	0.0%	0.0%	0.0%	5.7%	17.0%	6.2%	0.0%	0.9%	0.0%	3.1%	2.0%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	5.8%	0.0%	0.9%	0.9%	0.0%	1.2%	1.4%
Diss	0.0%	0.0%	0.0%	25.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.8%	2.0%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	12.7%	49.8%	2.7%	0.0%	0.0%	5.5%	0.2%
Haverhill - Out of Centre	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	8.9%	39.3%	8.8%	0.0%	0.0%	4.8%	0.3%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.0%
Norwich - Out of Centre	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.7%	0.9%	0.0%	0.0%	0.0%	4.4%	0.0%
Stowmarket	0.0%	0.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%	0.0%
Sudbury	1.3%	0.7%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	76.0%	0.0%	0.0%	5.6%	0.5%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thetford Town Centre	0.0%	0.0%	0.0%	3.4%	34.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	4.3%	8.7%
Thetford - Out of Centre	0.0%	3.1%	0.0%	24.5%	48.5%	0.0%	0.0%	0.0%	0.0%	0.0%	47.9%	8.9%	12.5%
Other	0.0%	2.2%	1.1%	10.3%	2.3%	2.0%	3.8%	0.0%	1.6%	4.2%	26.2%	3.4%	2.6%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>96.5%</b>	<b>99.4%</b>	<b>92.0%</b>	<b>93.4%</b>	<b>94.3%</b>	<b>18.3%</b>	<b>96.6%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>32.9%</b>	<b>92.9%</b>	<b>78.2%</b>	<b>52.5%</b>
Internet	0.0%	0.6%	0.0%	6.6%	1.6%	2.2%	2.5%	0.0%	0.0%	3.1%	2.0%	1.7%	2.0%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 10: PERSONAL CARE - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	0.9%	0.0%	6.0%	51.5%	0.0%	0.0%	0.0%	7.9%	2.3%	8.5%	18.8%
Brandon	0.0%	0.0%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	1.7%	14.7%	2.0%	3.7%
Mildenhall	0.6%	0.8%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	22.0%	0.0%	3.6%	7.6%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Newmarket out of centre - other	0.0%	0.7%	0.7%	0.0%	0.0%	23.2%	2.2%	0.0%	0.0%	14.0%	0.0%	5.3%	11.1%
Sub-total	0.0%	0.7%	0.7%	0.0%	0.0%	23.9%	2.2%	0.0%	0.0%	14.0%	0.0%	5.4%	11.4%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>0.6%</b>	<b>1.6%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>18.4%</b>	<b>75.4%</b>	<b>2.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>45.6%</b>	<b>17.0%</b>	<b>19.6%</b>	<b>41.5%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	64.1%	50.2%	52.2%	12.6%	16.0%	3.5%	0.9%	0.8%	5.1%	16.1%	9.2%	22.0%	16.4%
Bury St Edmunds - Out of Centre	29.2%	18.0%	37.5%	1.7%	1.7%	2.6%	0.0%	0.0%	2.1%	4.7%	1.8%	8.8%	6.8%
Cambridge City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	22.8%	12.4%	0.7%	3.0%	1.1%	4.6%	3.1%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.8%	0.0%	0.5%	0.3%
Diss	0.0%	0.0%	0.0%	49.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
Ely	0.0%	0.0%	0.8%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	15.8%	0.0%	2.7%	5.9%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.3%	68.2%	5.9%	0.0%	0.0%	8.0%	0.0%
Haverhill - Out of Centre	1.9%	0.0%	0.0%	0.0%	0.0%	0.7%	11.6%	14.2%	7.8%	0.0%	0.0%	3.1%	0.2%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.0%	0.0%	0.0%	4.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.4%	0.2%
Norwich - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.3%	1.0%	0.0%	0.0%	0.0%	3.0%	0.0%
Stowmarket	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Sudbury	0.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	63.3%	0.0%	0.0%	3.7%	0.1%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Thetford Town Centre	0.0%	1.4%	0.0%	5.0%	38.5%	0.0%	0.0%	0.0%	0.0%	0.0%	22.0%	6.0%	11.0%
Thetford - Out of Centre	0.0%	0.0%	0.0%	5.9%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	2.8%	4.8%
Other	0.0%	0.8%	0.0%	8.3%	2.2%	3.5%	3.7%	1.6%	4.2%	3.7%	20.1%	3.1%	2.8%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>95.7%</b>	<b>80.4%</b>	<b>91.3%</b>	<b>87.4%</b>	<b>76.0%</b>	<b>20.5%</b>	<b>91.9%</b>	<b>98.2%</b>	<b>89.1%</b>	<b>44.0%</b>	<b>68.4%</b>	<b>72.5%</b>	<b>51.6%</b>
Internet	3.6%	18.0%	7.1%	12.6%	5.6%	4.1%	5.9%	1.8%	10.9%	10.4%	14.6%	8.0%	6.9%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 11: MEDICAL GOODS - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	1.0%	0.0%	5.6%	58.4%	0.0%	0.0%	0.0%	9.7%	0.0%	9.8%	23.0%
Brandon	0.0%	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	2.4%	4.6%
Mildenhall	1.2%	0.8%	1.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	41.2%	0.0%	5.6%	12.6%
Lakenheath	0.0%	0.6%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.17%	0.2%
Red Lodge	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.44%	1.02%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket out of centre - other	0.0%	0.0%	0.7%	0.0%	0.0%	26.3%	2.2%	0.0%	0.0%	7.1%	0.0%	4.7%	10.6%
Sub-total	0.0%	0.0%	0.7%	0.0%	0.0%	26.3%	2.2%	0.0%	0.0%	7.1%	0.0%	4.7%	10.6%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>1.2%</b>	<b>1.4%</b>	<b>4.0%</b>	<b>0.0%</b>	<b>26.6%</b>	<b>84.8%</b>	<b>2.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>60.9%</b>	<b>18.6%</b>	<b>23.2%</b>	<b>52.1%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	74.3%	47.2%	54.2%	5.7%	7.6%	2.6%	0.0%	0.0%	7.1%	10.9%	5.0%	20.7%	13.7%
Bury St Edmunds - Out of Centre	23.7%	18.2%	24.6%	0.0%	5.3%	1.8%	0.0%	0.0%	0.0%	4.1%	0.0%	7.7%	6.6%
Cambridge City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	17.4%	0.0%	0.0%	0.0%	0.0%	1.7%	0.2%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.8%	0.0%	0.3%	0.2%
Diss	0.0%	0.0%	0.0%	55.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	17.7%	0.0%	2.3%	5.5%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.5%	76.4%	6.1%	0.0%	0.0%	8.0%	0.0%
Haverhill - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	9.0%	19.6%	4.1%	0.0%	0.0%	2.9%	0.2%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%
Norwich - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	37.9%	0.9%	0.0%	0.0%	0.0%	3.6%	0.0%
Stowmarket	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	45.8%	0.0%	0.0%	3.4%	0.3%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	6.0%	0.7%	0.0%
Thetford Town Centre	0.0%	1.4%	0.0%	4.0%	36.7%	0.0%	0.0%	0.0%	0.0%	0.0%	23.7%	4.8%	8.8%
Thetford - Out of Centre	0.0%	1.8%	0.0%	0.7%	20.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	2.5%	4.8%
Other	0.0%	18.2%	10.6%	28.7%	1.6%	6.6%	12.3%	1.5%	31.3%	4.3%	23.4%	10.6%	5.3%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>97.9%</b>	<b>91.3%</b>	<b>89.4%</b>	<b>95.5%</b>	<b>71.3%</b>	<b>14.2%</b>	<b>97.8%</b>	<b>98.4%</b>	<b>94.4%</b>	<b>37.8%</b>	<b>66.8%</b>	<b>73.6%</b>	<b>45.7%</b>
Internet	0.8%	7.3%	6.6%	4.5%	2.1%	1.1%	0.0%	1.6%	5.6%	1.3%	14.6%	3.2%	2.2%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 12: OTHER COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%)  
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA	FOREST HEATH AREA (ZONES 3,5,6,10)
Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	31.4%	0.0%	0.0%	0.0%	5.6%	0.0%	4.9%	11.3%
Brandon	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Mildenhall	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	1.3%	2.9%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>													
Studlands Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newmarket out of centre - other	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.4%	1.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.4%	1.0%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>33.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>14.6%</b>	<b>0.0%</b>	<b>6.7%</b>	<b>15.5%</b>
<b>Competing Centres</b>													
Bury St Edmunds Town Centre	85.7%	57.5%	80.4%	8.9%	32.6%	8.2%	0.0%	5.3%	18.7%	41.7%	25.5%	34.3%	34.3%
Bury St Edmunds - Out of Centre	6.1%	2.5%	8.5%	2.4%	1.1%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	2.0%	2.1%
Cambridge City Centre	2.2%	1.2%	4.0%	2.4%	2.8%	41.1%	45.6%	43.8%	6.3%	17.5%	2.1%	17.4%	19.3%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	4.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.9%
Diss	0.0%	0.0%	0.0%	36.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
Ely	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.6%	1.5%
Haverhill Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	32.7%	2.7%	0.0%	0.0%	3.9%	0.0%
Haverhill - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.6%	1.3%	0.0%	0.0%	0.4%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.0%	1.5%	1.3%	21.5%	12.2%	0.0%	0.0%	0.0%	1.5%	0.0%	12.6%	3.4%	3.2%
Norwich - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.3%	0.9%	0.0%	0.0%	0.0%	2.1%	0.0%
Stowmarket	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sudbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	51.7%	0.0%	0.0%	3.3%	0.0%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.1%	0.0%
Thetford Town Centre	0.0%	1.2%	0.0%	1.2%	20.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	2.5%	5.2%
Thetford - Out of Centre	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.4%	0.7%
Other	1.3%	2.9%	1.1%	2.2%	2.0%	0.0%	5.2%	5.7%	3.2%	1.3%	20.7%	2.8%	1.0%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>95.3%</b>	<b>66.8%</b>	<b>95.2%</b>	<b>74.6%</b>	<b>74.4%</b>	<b>52.1%</b>	<b>86.4%</b>	<b>91.0%</b>	<b>85.4%</b>	<b>67.3%</b>	<b>71.0%</b>	<b>76.3%</b>	<b>68.1%</b>
Internet	4.7%	33.2%	4.8%	25.4%	23.4%	14.0%	13.6%	9.0%	14.6%	18.1%	29.0%	17.1%	16.5%
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



## **APPENDIX 4: POPULATION AND EXPENDITURE**

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2016) POPULATION & PROJECTIONS (to 2036)

ZONE:		2016	2021	2026	2031	2036
Zone 1	Bury St Edmunds	42,795	43,875	44,855	45,763	46,762
Zone 2	Rural East	36,217	37,184	38,190	39,025	39,868
Zone 3	Rural Central	15,080	15,524	15,972	16,287	16,533
Zone 4	Rural North East	17,934	18,584	19,162	19,689	20,148
Zone 5	Mildenhall	50,428	53,070	55,502	57,748	59,778
Zone 6	Newmarket	43,294	45,895	47,996	49,691	51,227
Zone 7	Great Abington	25,610	27,205	28,494	29,597	30,492
Zone 8	Haverhill	33,460	34,352	35,245	36,144	37,052
Zone 9	Clare	16,768	17,325	17,847	18,216	18,522
Zone 10	Ely West	50,684	54,622	57,975	60,768	63,244
Zone 11	Mundford	9,567	9,886	10,261	10,610	10,943
<b>Study Area</b>		<b>341,837</b>	<b>357,522</b>	<b>371,499</b>	<b>383,538</b>	<b>394,571</b>
<b>District Catchment Area</b>		<b>118,369</b>	<b>124,375</b>	<b>129,731</b>	<b>134,336</b>	<b>138,482</b>

GROWTH 2016 to 2031:

%	2016-31
6.9%	2,968
7.8%	2,808
8.0%	1,207
9.8%	1,755
14.5%	7,320
14.8%	6,397
15.6%	3,987
8.0%	2,684
8.6%	1,448
19.9%	10,084
10.9%	1,043
12.2%	41,701
13.5%	15,967

Source: The base year (2016) population and projections to 2031 have been sourced directly from Experian's latest *Retail Area Planner* Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: REVISED CONVENIENCE EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2016 (incl SFT)	2016	2021	2026	2031	2036
<b>EXPERIAN - SPECIAL FORMS OF TRADING (%):</b>		<b>3.0%</b>	<b>4.4%</b>	<b>5.1%</b>	<b>5.8%</b>	<b>6.4%</b>
<b>REVISED SPECIAL FORMS OF TRADING (%):</b>		<b>1.2%</b>	<b>1.5%</b>	<b>1.9%</b>	<b>2.2%</b>	<b>2.5%</b>
Zone 1	Bury St Edmunds	£1,985	£1,963	£1,966	£1,970	£1,975
Zone 2	Rural East	£2,252	£2,226	£2,230	£2,235	£2,240
Zone 3	Rural Central	£2,400	£2,372	£2,376	£2,381	£2,387
Zone 4	Rural North East	£2,391	£2,363	£2,367	£2,372	£2,378
Zone 5	Mildenhall	£1,979	£1,956	£1,959	£1,964	£1,968
Zone 6	Newmarket	£2,132	£2,107	£2,111	£2,115	£2,120
Zone 7	Great Abington	£2,338	£2,311	£2,314	£2,319	£2,325
Zone 8	Haverhill	£1,991	£1,968	£1,971	£1,975	£1,980
Zone 9	Clare	£2,586	£2,557	£2,560	£2,566	£2,572
Zone 10	Ely West	£2,080	£2,056	£2,059	£2,063	£2,068
Zone 11	Mundford	£2,155	£2,130	£2,133	£2,138	£2,143
<b>Study Area</b>		<b>£2,213</b>	<b>£2,188</b>	<b>£2,191</b>	<b>£2,196</b>	<b>£2,201</b>

% GROWTH:

2016-31
93.3%
93.3%
0.6%
0.6%
0.6%
0.6%
0.6%
0.6%
0.6%
0.6%
0.6%
0.6%
0.6%
0.6%

Source: Average spend per capita estimates (2014 prices) are derived from Experian's *Retail Area Planner* Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 13 published by Experian Business Strategies (October 2015).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 13.

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2016) TO 2036 (£m)

	2016 (incl SFT)	2016	2021	2026	2031	2036
Zone 1	Bury St Edmunds	£85.0	£84.0	£86.2	£88.4	£90.4
Zone 2	Rural East	£81.6	£80.6	£82.9	£85.3	£87.4
Zone 3	Rural Central	£36.2	£35.8	£36.9	£38.0	£38.9
Zone 4	Rural North East	£42.9	£42.4	£44.0	£45.5	£46.8
Zone 5	Mildenhall	£99.8	£98.6	£104.0	£109.0	£113.7
Zone 6	Newmarket	£92.3	£91.2	£96.9	£101.5	£105.3
Zone 7	Great Abington	£59.9	£59.2	£63.0	£66.1	£68.8
Zone 8	Haverhill	£66.6	£65.8	£67.7	£69.6	£71.6
Zone 9	Clare	£43.4	£42.9	£44.4	£45.8	£46.9
Zone 10	Ely West	£105.4	£104.2	£112.5	£119.6	£125.7
Zone 11	Mundford	£20.6	£20.4	£21.1	£21.9	£22.7
<b>Study Area</b>		<b>£733.6</b>	<b>£725.1</b>	<b>£759.4</b>	<b>£790.8</b>	<b>£818.1</b>
<b>District Catchment Area</b>		<b>£354.3</b>	<b>£350.2</b>	<b>£371.3</b>	<b>£390.1</b>	<b>£406.3</b>

GROWTH: 2016-31

%	£m
7.6%	£6.4
8.4%	£6.8
8.7%	£3.1
10.5%	£4.4
15.2%	£15.0
15.5%	£14.1
16.3%	£9.6
8.7%	£5.7
9.3%	£4.0
20.6%	£21.5
11.6%	£2.4
12.8%	£93.0
15.1%	£56.1

TABLE 4: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

ZONE:			2016 (incl SFT)	2016	2021	2026	2031	2036	% GROWTH: 2016-31
EXPERIAN - SPECIAL FORMS OF TRADING (%):				12.4%	15.0%	15.0%	14.6%	14.3%	17.7%
REVISED SPECIAL FORMS OF TRADING (%):				14.1%	17.1%	17.1%	16.6%	16.3%	17.7%
Zone 1	Bury St Edmunds		£3,169	£2,721	£3,042	£3,554	£4,184	£4,917	53.8%
Zone 2	Rural East		£3,945	£3,387	£3,787	£4,425	£5,208	£6,122	53.8%
Zone 3	Rural Central		£4,272	£3,668	£4,101	£4,792	£5,640	£6,629	53.8%
Zone 4	Rural North East		£4,125	£3,542	£3,961	£4,627	£5,446	£6,401	53.8%
Zone 5	Mildenhall		£2,854	£2,450	£2,740	£3,201	£3,768	£4,428	53.8%
Zone 6	Newmarket		£3,633	£3,120	£3,488	£4,075	£4,797	£5,638	53.8%
Zone 7	Great Abington		£4,258	£3,656	£4,088	£4,776	£5,621	£6,607	53.8%
Zone 8	Haverhill		£3,176	£2,727	£3,049	£3,562	£4,193	£4,928	53.8%
Zone 9	Clare		£4,371	£3,753	£4,197	£4,903	£5,771	£6,783	53.8%
Zone 10	Ely West		£3,338	£2,866	£3,205	£3,744	£4,407	£5,180	53.8%
Zone 11	Mundford		£3,358	£2,883	£3,224	£3,766	£4,433	£5,211	53.8%
Study Area			£3,756	£3,161	£3,535	£4,130	£4,861	£5,713	53.8%

Source: Average spend per capita estimates (2014 prices) are derived from Experian/Retail Area Planner Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 13 published by Experian Business Strategies (October 2015).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 13.

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2016 - 2036 (£m)

ZONE:			2016 (incl SFT)	2016	2021	2026	2031	2036	GROWTH: 2016-31	
									%	£m
Zone 1	Bury St Edmunds		£135.6	£116.4	£133.5	£159.4	£191.5	£229.9	56.2%	£75.0
Zone 2	Rural East		£142.9	£122.7	£140.8	£169.0	£203.2	£244.1	57.2%	£80.6
Zone 3	Rural Central		£64.4	£55.3	£63.7	£76.5	£91.9	£109.6	57.4%	£36.5
Zone 4	Rural North East		£74.0	£63.5	£73.6	£88.7	£107.2	£129.0	59.4%	£43.7
Zone 5	Mildenhall		£143.9	£123.6	£145.4	£177.7	£217.6	£264.7	64.7%	£94.0
Zone 6	Newmarket		£157.3	£135.1	£160.1	£195.6	£238.4	£288.8	64.5%	£103.3
Zone 7	Great Abington		£109.0	£93.6	£111.2	£136.1	£166.4	£201.5	65.4%	£72.7
Zone 8	Haverhill		£106.3	£91.2	£104.7	£125.6	£151.5	£182.6	57.6%	£60.3
Zone 9	Clare		£73.3	£62.9	£72.7	£87.5	£105.1	£125.6	58.0%	£42.2
Zone 10	Ely West		£169.2	£145.3	£175.1	£217.1	£267.8	£327.6	70.0%	£122.5
Zone 11	Mundford		£32.1	£27.6	£31.9	£38.6	£47.0	£57.0	61.0%	£19.5
Study Area			£1,208.0	£1,037.2	£1,212.7	£1,471.8	£1,787.6	£2,160.4	61.9%	£750.4
District Catchment Area			£566.9	£486.8	£576.1	£705.5	£862.6	£1,047.8	65.2%	£375.8

Notes: Table 1 and Table 2

## **APPENDIX 5: FORECAST CONVENIENCE GOODS TURNOVER**

TABLE 1: ALL CONVENIENCE GOODS - 2015 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

ZONE	1	2	3	4	5	6	7	8	9	10	11	TOTAL
<b>Newmarket</b>												
Co-op, Elizabeth Parade, Newmarket	0.0%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%
Iceland, Crown Walk, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.6%
Marks & Spencer, The Guineas, Newmarket	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.3%	0.0%	0.0%	0.9%	0.3%	0.9%
Waitrose, Fred Archer Way, Newmarket	0.0%	0.0%	0.2%	0.0%	0.0%	26.8%	1.6%	0.6%	0.0%	2.4%	0.5%	3.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
Sub-total	0.0%	0.2%	0.2%	0.0%	0.0%	39.3%	2.0%	0.6%	0.0%	3.7%	0.8%	5.7%
<b>Brandon</b>												
Aldi, High Street, Brandon	0.0%	0.4%	0.0%	0.0%	12.1%	0.0%	0.0%	0.0%	0.0%	1.8%	31.9%	2.8%
Tesco Metro, London Road, Brandon	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.8%	10.2%	1.1%
Other	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Sub-total	0.0%	0.4%	0.0%	0.0%	17.1%	0.0%	0.0%	0.0%	0.0%	2.5%	42.8%	3.9%
<b>Mildenhall</b>												
Co-op, Kings Street, Mildenhall	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.5%
Sainsbury's Superstore, Mildenhall	1.2%	0.0%	0.9%	0.0%	2.7%	0.2%	0.0%	0.0%	0.0%	33.2%	1.4%	5.4%
Mildenhall Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Sub-total	1.2%	0.0%	0.9%	0.5%	2.7%	0.2%	0.0%	0.0%	0.0%	36.3%	1.4%	5.9%
Lakenheath	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.2%
Red Lodge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%
Villages and Smaller Centres	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
<b>Out of Centre</b>												
Asda, Fordhall Retail Park, Newmarket	0.0%	0.0%	0.1%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.8%	0.4%	0.3%
Tesco Extra, Fordham Road, Newmarket	0.0%	0.6%	1.5%	0.0%	0.6%	39.7%	1.3%	0.0%	0.0%	16.8%	0.5%	7.7%
Sub-total	0.0%	0.6%	1.6%	0.0%	0.6%	41.1%	1.3%	0.0%	0.0%	17.5%	0.9%	8.1%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>1.4%</b>	<b>1.2%</b>	<b>2.7%</b>	<b>0.5%</b>	<b>21.8%</b>	<b>81.4%</b>	<b>3.3%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>61.3%</b>	<b>47.2%</b>	<b>24.1%</b>
<b>Competing Centres</b>												
Bury St Edmunds - Town Centre	21.0%	6.6%	21.7%	3.9%	1.3%	2.1%	0.2%	0.5%	0.4%	0.0%	1.6%	5.0%
Bury St Edmunds - Out of Centre	69.7%	53.2%	66.9%	3.6%	1.1%	5.6%	0.4%	0.5%	8.7%	9.2%	0.6%	20.3%
Cambridge - City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.7%	0.8%	0.0%	0.4%	0.0%	0.5%
Cambridge - Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.6%
Diss	0.0%	0.4%	0.0%	53.7%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	3.2%
Ely	0.0%	0.2%	0.0%	0.0%	0.6%	3.0%	0.0%	0.0%	0.0%	16.5%	0.0%	2.9%
Haverhill	0.0%	0.0%	0.4%	0.7%	0.0%	1.1%	31.2%	92.7%	16.6%	0.0%	0.0%	12.1%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.1%
Norwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.8%	0.7%	0.4%	0.0%	0.0%	3.4%
Stowmarket	0.0%	11.3%	0.0%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Sudbury	0.0%	0.0%	3.5%	0.1%	0.0%	0.0%	0.2%	0.1%	54.2%	0.0%	0.0%	3.4%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.2%
Thetford	0.2%	14.5%	0.0%	16.7%	74.0%	0.0%	0.0%	1.2%	0.0%	2.0%	30.4%	13.9%
Other	7.8%	12.6%	4.9%	20.4%	0.5%	6.3%	12.3%	2.9%	19.7%	10.5%	13.0%	8.9%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>98.6%</b>	<b>98.8%</b>	<b>97.3%</b>	<b>99.5%</b>	<b>78.2%</b>	<b>18.6%</b>	<b>96.7%</b>	<b>99.4%</b>	<b>100.0%</b>	<b>38.7%</b>	<b>52.8%</b>	<b>75.9%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 2: ALL CONVENIENCE GOODS - 2016 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£84.0	£80.6	£35.8	£42.4	£98.6	£91.2	£59.2	£65.8	£42.9	£104.2	£20.4	£725.1
<b>Newmarket</b>												
Co-op, Elizabeth Parade, Newmarket	£0.0	£0.2	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.2	£0.0	£1.0
Iceland, Crown Walk, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£0.1	£0.0	£4.0
Marks & Spencer, The Guineas, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2	£0.2	£0.0	£0.0	£0.9	£0.1	£6.4
Waitrose, Fred Archer Way, Newmarket	£0.0	£0.0	£0.1	£0.0	£0.0	£24.5	£1.0	£0.4	£0.0	£2.4	£0.1	£28.5
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.1	£0.0	£1.8
Sub-total	£0.0	£0.2	£0.1	£0.0	£0.0	£35.9	£1.2	£0.4	£0.0	£3.8	£0.2	£41.7
<b>Brandon</b>												
Aldi, High Street, Brandon	£0.0	£0.3	£0.0	£0.0	£11.9	£0.0	£0.0	£0.0	£0.0	£1.8	£6.5	£20.6
Tesco Metro, London Road, Brandon	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£0.0	£0.0	£0.8	£2.1	£7.6
Other	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3
Sub-total	£0.0	£0.3	£0.0	£0.0	£16.9	£0.0	£0.0	£0.0	£0.0	£2.6	£8.7	£28.6
<b>Mildenhall</b>												
Co-op, Kings Street, Mildenhall	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£3.3
Sainsbury's Superstore, Mildenhall	£1.0	£0.0	£0.3	£0.0	£2.7	£0.1	£0.0	£0.0	£0.0	£34.6	£0.3	£39.0
Mildenhall Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2
Sub-total	£1.0	£0.0	£0.3	£0.2	£2.7	£0.1	£0.0	£0.0	£0.0	£37.8	£0.3	£42.5
Lakenheath	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.6
Red Lodge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£1.3
Villages and Smaller Centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
<b>Out of Centre</b>												
Asda, Fordhall Retail Park, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.8	£0.1	£2.3
Tesco Extra, Fordham Road, Newmarket	£0.0	£0.5	£0.5	£0.0	£0.6	£36.2	£0.8	£0.0	£0.0	£17.5	£0.1	£56.2
Sub-total	£0.0	£0.5	£0.6	£0.0	£0.6	£37.5	£0.8	£0.0	£0.0	£18.3	£0.2	£58.4
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£1.1</b>	<b>£0.9</b>	<b>£1.0</b>	<b>£0.2</b>	<b>£21.5</b>	<b>£74.2</b>	<b>£1.9</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£63.9</b>	<b>£9.6</b>	<b>£174.9</b>
<b>Competing Centres</b>												
Bury St Edmunds - Town Centre	£17.7	£5.3	£7.8	£1.7	£1.3	£1.9	£0.1	£0.4	£0.2	£0.0	£0.3	£36.5
Bury St Edmunds - Out of Centre	£58.5	£42.9	£23.9	£1.5	£1.1	£5.1	£0.3	£0.3	£3.7	£9.6	£0.1	£147.1
Cambridge - City Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.2	£0.5	£0.0	£0.4	£0.0	£3.5
Cambridge - Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	£0.0	£0.0	£0.0	£4.6
Diss	£0.0	£0.3	£0.0	£22.8	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.5
Ely	£0.0	£0.1	£0.0	£0.0	£0.6	£2.8	£0.0	£0.0	£0.0	£17.2	£0.0	£20.8
Haverhill	£0.0	£0.0	£0.2	£0.3	£0.0	£1.0	£18.5	£61.0	£7.1	£0.0	£0.0	£88.1
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Norwich	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Saffron Walden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.1	£0.4	£0.2	£0.0	£0.0	£24.8
Stowmarket	£0.0	£9.1	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£9.5
Sudbury	£0.0	£0.0	£1.2	£0.1	£0.0	£0.0	£0.1	£0.1	£23.2	£0.0	£0.0	£24.7
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Thetford	£0.1	£11.7	£0.0	£7.1	£73.0	£0.0	£0.0	£0.8	£0.0	£2.1	£6.2	£101.0
Other	£6.5	£10.2	£1.7	£8.6	£0.5	£5.7	£7.3	£1.9	£8.5	£11.0	£2.6	£64.6
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£82.8</b>	<b>£79.7</b>	<b>£34.8</b>	<b>£42.2</b>	<b>£77.1</b>	<b>£17.0</b>	<b>£57.2</b>	<b>£65.4</b>	<b>£42.9</b>	<b>£40.3</b>	<b>£10.8</b>	<b>£550.2</b>
<b>TOTAL MARKET SHARE</b>	<b>£84.0</b>	<b>£80.6</b>	<b>£35.8</b>	<b>£42.4</b>	<b>£98.6</b>	<b>£91.2</b>	<b>£59.2</b>	<b>£65.8</b>	<b>£42.9</b>	<b>£104.2</b>	<b>£20.4</b>	<b>£725.1</b>

TABLE 3: ALL CONVENIENCE GOODS - 2021 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£86.2	£82.9	£36.9	£44.0	£104.0	£96.9	£63.0	£67.7	£44.4	£112.5	£21.1	£759.4
<b>Newmarket</b>												
Co-op, Elizabeth Parade, Newmarket	£0.0	£0.2	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.2	£0.0	£1.1
Iceland, Crown Walk, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.1	£0.0	£4.3
Marks & Spencer, The Guineas, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5	£0.2	£0.0	£0.0	£1.0	£0.1	£6.8
Waitrose, Fred Archer Way, Newmarket	£0.0	£0.0	£0.1	£0.0	£0.0	£26.0	£1.0	£0.4	£0.0	£2.6	£0.1	£30.2
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.1	£0.0	£1.9
Sub-total	£0.0	£0.2	£0.1	£0.0	£0.0	£38.1	£1.2	£0.4	£0.0	£4.2	£0.2	£44.3
<b>Brandon</b>												
Aldi, High Street, Brandon	£0.0	£0.3	£0.0	£0.0	£12.6	£0.0	£0.0	£0.0	£0.0	£2.0	£6.7	£21.6
Tesco Metro, London Road, Brandon	£0.0	£0.0	£0.0	£0.0	£5.0	£0.0	£0.0	£0.0	£0.0	£0.9	£2.2	£8.0
Other	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4
Sub-total	£0.0	£0.3	£0.0	£0.0	£17.8	£0.0	£0.0	£0.0	£0.0	£2.9	£9.0	£30.0
<b>Mildenhall</b>												
Co-op, Kings Street, Mildenhall	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£3.5
Sainsbury's Superstore, Mildenhall	£1.1	£0.0	£0.3	£0.0	£2.8	£0.1	£0.0	£0.0	£0.0	£37.3	£0.3	£42.0
Mildenhall Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2
Sub-total	£1.1	£0.0	£0.3	£0.2	£2.8	£0.1	£0.0	£0.0	£0.0	£40.8	£0.3	£45.7
Lakenheath	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.7
Red Lodge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£1.4
Villages and Smaller Centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
<b>Out of Centre</b>												
Asda, Fordhall Retail Park, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.9	£0.1	£2.4
Tesco Extra, Fordham Road, Newmarket	£0.0	£0.5	£0.6	£0.0	£0.6	£38.4	£0.8	£0.0	£0.0	£18.9	£0.1	£59.9
Sub-total	£0.0	£0.5	£0.6	£0.0	£0.6	£39.8	£0.8	£0.0	£0.0	£19.7	£0.2	£62.3
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£1.2</b>	<b>£1.0</b>	<b>£1.0</b>	<b>£0.2</b>	<b>£22.7</b>	<b>£78.8</b>	<b>£2.1</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£69.0</b>	<b>£10.0</b>	<b>£186.3</b>
<b>Competing Centres</b>												
Bury St Edmunds - Town Centre	£18.1	£5.4	£8.0	£1.7	£1.4	£2.0	£0.1	£0.4	£0.2	£0.0	£0.3	£37.7
Bury St Edmunds - Out of Centre	£60.1	£44.1	£24.7	£1.6	£1.1	£5.4	£0.3	£0.3	£3.9	£10.4	£0.1	£152.0
Cambridge - City Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£2.3	£0.5	£0.0	£0.5	£0.0	£3.7
Cambridge - Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£4.9
Diss	£0.0	£0.3	£0.0	£23.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.4
Ely	£0.0	£0.1	£0.0	£0.0	£0.7	£2.9	£0.0	£0.0	£0.0	£18.6	£0.0	£22.3
Haverhill	£0.0	£0.0	£0.2	£0.3	£0.0	£1.1	£19.7	£62.8	£7.4	£0.0	£0.0	£91.3
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Norwich	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Saffron Walden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£25.7	£0.5	£0.2	£0.0	£0.0	£26.3
Stowmarket	£0.0	£9.4	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£9.7
Sudbury	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	£0.1	£0.1	£24.0	£0.0	£0.0	£25.6
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Thetford	£0.1	£12.1	£0.0	£7.4	£77.0	£0.0	£0.0	£0.8	£0.0	£2.2	£6.4	£106.0
Other	£6.7	£10.5	£1.8	£9.0	£0.6	£6.1	£7.7	£1.9	£8.8	£11.8	£2.7	£67.6
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£85.1</b>	<b>£81.9</b>	<b>£35.9</b>	<b>£43.8</b>	<b>£81.3</b>	<b>£18.1</b>	<b>£60.9</b>	<b>£67.3</b>	<b>£44.4</b>	<b>£43.5</b>	<b>£11.1</b>	<b>£573.2</b>
<b>TOTAL MARKET SHARE</b>	<b>£86.2</b>	<b>£82.9</b>	<b>£36.9</b>	<b>£44.0</b>	<b>£104.0</b>	<b>£96.9</b>	<b>£63.0</b>	<b>£67.7</b>	<b>£44.4</b>	<b>£112.5</b>	<b>£21.1</b>	<b>£759.4</b>

TABLE 4: ALL CONVENIENCE GOODS - 2026 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£88.4	£85.3	£38.0	£45.5	£109.0	£101.5	£66.1	£69.6	£45.8	£119.6	£21.9	£790.8
<b>Newmarket</b>												
Co-op, Elizabeth Parade, Newmarket	£0.0	£0.2	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.2	£0.0	£1.1
Iceland, Crown Walk, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£0.0	£0.2	£0.0	£4.5
Marks & Spencer, The Guineas, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7	£0.2	£0.0	£0.0	£1.1	£0.1	£7.1
Waitrose, Fred Archer Way, Newmarket	£0.0	£0.0	£0.1	£0.0	£0.0	£27.2	£1.1	£0.5	£0.0	£2.8	£0.1	£31.7
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.2	£0.0	£2.0
Sub-total	£0.0	£0.2	£0.1	£0.0	£0.0	£39.9	£1.3	£0.5	£0.0	£4.4	£0.2	£46.5
<b>Brandon</b>												
Aldi, High Street, Brandon	£0.0	£0.3	£0.0	£0.0	£13.2	£0.0	£0.0	£0.0	£0.0	£2.1	£7.0	£22.7
Tesco Metro, London Road, Brandon	£0.0	£0.0	£0.0	£0.0	£5.2	£0.0	£0.0	£0.0	£0.0	£0.9	£2.2	£8.4
Other	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4
Sub-total	£0.0	£0.3	£0.0	£0.0	£18.6	£0.0	£0.0	£0.0	£0.0	£3.0	£9.4	£31.4
<b>Mildenhall</b>												
Co-op, Kings Street, Mildenhall	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£3.7
Sainsbury's Superstore, Mildenhall	£1.1	£0.0	£0.3	£0.0	£3.0	£0.2	£0.0	£0.0	£0.0	£39.7	£0.3	£44.5
Mildenhall Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2
Sub-total	£1.1	£0.0	£0.3	£0.2	£3.0	£0.2	£0.0	£0.0	£0.0	£43.4	£0.3	£48.5
Lakenheath	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.8
Red Lodge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£1.5
Villages and Smaller Centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
<b>Out of Centre</b>												
Asda, Fordhall Retail Park, Newmarket	£0.0	£0.0	£0.1	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.9	£0.1	£2.5
Tesco Extra, Fordham Road, Newmarket	£0.0	£0.5	£0.6	£0.0	£0.7	£40.3	£0.9	£0.0	£0.0	£20.1	£0.1	£63.1
Sub-total	£0.0	£0.5	£0.6	£0.0	£0.7	£41.7	£0.9	£0.0	£0.0	£21.0	£0.2	£65.6
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£1.2</b>	<b>£1.0</b>	<b>£1.0</b>	<b>£0.2</b>	<b>£23.8</b>	<b>£82.6</b>	<b>£2.2</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£73.4</b>	<b>£10.4</b>	<b>£196.2</b>
<b>Competing Centres</b>												
Bury St Edmunds - Town Centre	£18.6	£5.6	£8.2	£1.8	£1.4	£2.1	£0.1	£0.4	£0.2	£0.0	£0.4	£38.8
Bury St Edmunds - Out of Centre	£61.6	£45.4	£25.4	£1.7	£1.2	£5.7	£0.3	£0.4	£4.0	£11.0	£0.1	£156.7
Cambridge - City Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£2.4	£0.5	£0.0	£0.5	£0.0	£3.8
Cambridge - Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2	£0.0	£0.0	£0.0	£0.0	£5.2
Diss	£0.0	£0.3	£0.0	£24.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£25.2
Ely	£0.0	£0.1	£0.0	£0.0	£0.7	£3.1	£0.0	£0.0	£0.0	£19.8	£0.0	£23.7
Haverhill	£0.0	£0.0	£0.2	£0.3	£0.0	£1.1	£20.6	£64.5	£7.6	£0.0	£0.0	£94.4
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Norwich	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Saffron Walden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£27.0	£0.5	£0.2	£0.0	£0.0	£27.6
Stowmarket	£0.0	£9.7	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£10.0
Sudbury	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	£0.2	£0.1	£24.8	£0.0	£0.0	£26.4
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3
Thetford	£0.1	£12.4	£0.0	£7.6	£80.7	£0.0	£0.0	£0.8	£0.0	£2.4	£6.7	£110.7
Other	£6.9	£10.8	£1.9	£9.3	£0.6	£6.4	£8.1	£2.0	£9.0	£12.6	£2.8	£70.3
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£87.2</b>	<b>£84.4</b>	<b>£37.0</b>	<b>£45.2</b>	<b>£85.2</b>	<b>£18.9</b>	<b>£63.9</b>	<b>£69.2</b>	<b>£45.8</b>	<b>£46.3</b>	<b>£11.6</b>	<b>£594.6</b>
<b>TOTAL MARKET SHARE</b>	<b>£88.4</b>	<b>£85.3</b>	<b>£38.0</b>	<b>£45.5</b>	<b>£109.0</b>	<b>£101.5</b>	<b>£66.1</b>	<b>£69.6</b>	<b>£45.8</b>	<b>£119.6</b>	<b>£21.9</b>	<b>£790.8</b>

TABLE 5: ALL CONVENIENCE GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£90.4	£87.4	£38.9	£46.8	£113.7	£105.3	£68.8	£71.6	£46.9	£125.7	£22.7	£818.1
<b>Newmarket</b>												
Co-op, Elizabeth Parade, Newmarket	£0.0	£0.2	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.2	£0.0	£1.2
Iceland, Crown Walk, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.2	£0.0	£4.7
Marks & Spencer, The Guineas, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£6.0	£0.2	£0.0	£0.0	£1.1	£0.1	£7.4
Waitrose, Fred Archer Way, Newmarket	£0.0	£0.0	£0.1	£0.0	£0.0	£28.3	£1.1	£0.5	£0.0	£3.0	£0.1	£33.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.2	£0.0	£2.1
Sub-total	£0.0	£0.2	£0.1	£0.0	£0.0	£41.4	£1.3	£0.5	£0.0	£4.6	£0.2	£48.3
<b>Brandon</b>												
Aldi, High Street, Brandon	£0.0	£0.4	£0.0	£0.0	£13.8	£0.0	£0.0	£0.0	£0.0	£2.2	£7.3	£23.6
Tesco Metro, London Road, Brandon	£0.0	£0.0	£0.0	£0.0	£5.5	£0.0	£0.0	£0.0	£0.0	£1.0	£2.3	£8.8
Other	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4
Sub-total	£0.0	£0.4	£0.0	£0.0	£19.4	£0.0	£0.0	£0.0	£0.0	£3.2	£9.7	£32.7
<b>Mildenhall</b>												
Co-op, Kings Street, Mildenhall	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£3.9
Sainsbury's Superstore, Mildenhall	£1.1	£0.0	£0.3	£0.0	£3.1	£0.2	£0.0	£0.0	£0.0	£41.7	£0.3	£46.7
Mildenhall Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2
Sub-total	£1.1	£0.0	£0.3	£0.2	£3.1	£0.2	£0.0	£0.0	£0.0	£45.6	£0.3	£50.9
Lakenheath	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.9
Red Lodge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£1.6
Villages and Smaller Centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
<b>Out of Centre</b>												
Asda, Fordhall Retail Park, Newmarket	£0.0	£0.0	£0.1	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£1.0	£0.1	£2.6
Tesco Extra, Fordham Road, Newmarket	£0.0	£0.5	£0.6	£0.0	£0.7	£41.8	£0.9	£0.0	£0.0	£21.1	£0.1	£65.7
Sub-total	£0.0	£0.5	£0.6	£0.0	£0.7	£43.3	£0.9	£0.0	£0.0	£22.1	£0.2	£68.3
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£1.2</b>	<b>£1.0</b>	<b>£1.0</b>	<b>£0.2</b>	<b>£24.8</b>	<b>£85.7</b>	<b>£2.3</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£77.1</b>	<b>£10.7</b>	<b>£204.6</b>
<b>Competing Centres</b>												
Bury St Edmunds - Town Centre	£19.0	£5.7	£8.4	£1.8	£1.5	£2.2	£0.1	£0.4	£0.2	£0.0	£0.4	£39.8
Bury St Edmunds - Out of Centre	£63.0	£46.5	£26.0	£1.7	£1.2	£5.9	£0.3	£0.4	£4.1	£11.6	£0.1	£160.8
Cambridge - City Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£2.5	£0.6	£0.0	£0.5	£0.0	£4.0
Cambridge - Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£0.0	£0.0	£0.0	£0.0	£5.4
Diss	£0.0	£0.4	£0.0	£25.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£26.0
Ely	£0.0	£0.1	£0.0	£0.0	£0.7	£3.2	£0.0	£0.0	£0.0	£20.8	£0.0	£24.8
Haverhill	£0.0	£0.0	£0.2	£0.3	£0.0	£1.1	£21.5	£66.3	£7.8	£0.0	£0.0	£97.2
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.5
Norwich	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Saffron Walden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£28.1	£0.5	£0.2	£0.0	£0.0	£28.8
Stowmarket	£0.0	£9.9	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£10.3
Sudbury	£0.0	£0.0	£1.4	£0.1	£0.0	£0.0	£0.2	£0.1	£25.4	£0.0	£0.0	£27.0
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3
Thetford	£0.1	£12.7	£0.0	£7.8	£84.1	£0.0	£0.0	£0.8	£0.0	£2.5	£6.9	£115.1
Other	£7.0	£11.0	£1.9	£9.5	£0.6	£6.6	£8.4	£2.1	£9.3	£13.2	£2.9	£72.6
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£89.1</b>	<b>£86.4</b>	<b>£37.8</b>	<b>£46.6</b>	<b>£88.8</b>	<b>£19.6</b>	<b>£66.5</b>	<b>£71.1</b>	<b>£46.9</b>	<b>£48.6</b>	<b>£12.0</b>	<b>£613.5</b>
<b>TOTAL MARKET SHARE</b>	<b>£90.4</b>	<b>£87.4</b>	<b>£38.9</b>	<b>£46.8</b>	<b>£113.7</b>	<b>£105.3</b>	<b>£68.8</b>	<b>£71.6</b>	<b>£46.9</b>	<b>£125.7</b>	<b>£22.7</b>	<b>£818.1</b>

TABLE 6: ALL CONVENIENCE GOODS - 2036 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£92.6	£89.5	£39.6	£48.0	£118.0	£108.9	£71.1	£73.5	£47.8	£131.1	£23.5	£843.6
<b>Newmarket</b>												
Co-op, Elizabeth Parade, Newmarket	£0.0	£0.2	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.2	£0.0	£1.2
Iceland, Crown Walk, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	£0.0	£0.0	£0.2	£0.0	£4.8
Marks & Spencer, The Guineas, Newmarket	£0.0	£0.0	£0.0	£0.0	£0.0	£6.2	£0.2	£0.0	£0.0	£1.2	£0.1	£7.7
Waitrose, Fred Archer Way, Newmarket	£0.0	£0.0	£0.1	£0.0	£0.0	£29.2	£1.1	£0.5	£0.0	£3.1	£0.1	£34.1
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.2	£0.0	£2.2
Sub-total	£0.0	£0.2	£0.1	£0.0	£0.0	£42.8	£1.4	£0.5	£0.0	£4.8	£0.2	£50.0
<b>Brandon</b>												
Aldi, High Street, Brandon	£0.0	£0.4	£0.0	£0.0	£14.3	£0.0	£0.0	£0.0	£0.0	£2.3	£7.5	£24.5
Tesco Metro, London Road, Brandon	£0.0	£0.0	£0.0	£0.0	£5.7	£0.0	£0.0	£0.0	£0.0	£1.0	£2.4	£9.1
Other	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4
Sub-total	£0.0	£0.4	£0.0	£0.0	£20.2	£0.0	£0.0	£0.0	£0.0	£3.3	£10.1	£33.9
<b>Mildenhall</b>												
Co-op, Kings Street, Mildenhall	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.0	£4.1
Sainsbury's Superstore, Mildenhall	£1.1	£0.0	£0.3	£0.0	£3.2	£0.2	£0.0	£0.0	£0.0	£43.5	£0.3	£48.7
Mildenhall Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2
Sub-total	£1.1	£0.0	£0.3	£0.2	£3.2	£0.2	£0.0	£0.0	£0.0	£47.6	£0.3	£53.0
Lakenheath	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.9
Red Lodge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£1.6
Villages and Smaller Centres	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
<b>Out of Centre</b>												
Asda, Fordhall Retail Park, Newmarket	£0.0	£0.0	£0.1	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£1.0	£0.1	£2.7
Tesco Extra, Fordham Road, Newmarket	£0.0	£0.5	£0.6	£0.0	£0.7	£43.2	£0.9	£0.0	£0.0	£22.0	£0.1	£68.1
Sub-total	£0.0	£0.5	£0.6	£0.0	£0.7	£44.8	£0.9	£0.0	£0.0	£23.0	£0.2	£70.8
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£1.3</b>	<b>£1.0</b>	<b>£1.1</b>	<b>£0.2</b>	<b>£25.8</b>	<b>£88.6</b>	<b>£2.3</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£80.4</b>	<b>£11.1</b>	<b>£212.3</b>
<b>Competing Centres</b>												
Bury St Edmunds - Town Centre	£19.5	£5.9	£8.6	£1.9	£1.6	£2.3	£0.1	£0.4	£0.2	£0.0	£0.4	£40.7
Bury St Edmunds - Out of Centre	£64.5	£47.6	£26.5	£1.7	£1.3	£6.1	£0.3	£0.4	£4.2	£12.1	£0.1	£164.8
Cambridge - City Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£2.6	£0.6	£0.0	£0.5	£0.0	£4.1
Cambridge - Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.6	£0.0	£0.0	£0.0	£0.0	£5.6
Diss	£0.0	£0.4	£0.0	£25.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£26.7
Ely	£0.0	£0.1	£0.0	£0.0	£0.8	£3.3	£0.0	£0.0	£0.0	£21.7	£0.0	£25.9
Haverhill	£0.0	£0.0	£0.2	£0.3	£0.0	£1.2	£22.2	£68.2	£7.9	£0.0	£0.0	£100.0
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.5
Norwich	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Saffron Walden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£29.0	£0.5	£0.2	£0.0	£0.0	£29.7
Stowmarket	£0.0	£10.2	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£10.5
Sudbury	£0.0	£0.0	£1.4	£0.1	£0.0	£0.0	£0.2	£0.1	£25.9	£0.0	£0.0	£27.5
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3
Thetford	£0.1	£13.0	£0.0	£8.0	£87.3	£0.0	£0.0	£0.9	£0.0	£2.6	£7.2	£119.1
Other	£7.2	£11.3	£1.9	£9.8	£0.6	£6.9	£8.7	£2.1	£9.4	£13.8	£3.0	£74.8
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£91.3</b>	<b>£88.5</b>	<b>£38.5</b>	<b>£47.8</b>	<b>£92.2</b>	<b>£20.3</b>	<b>£68.7</b>	<b>£73.1</b>	<b>£47.8</b>	<b>£50.7</b>	<b>£12.4</b>	<b>£631.3</b>
<b>TOTAL MARKET SHARE</b>	<b>£92.6</b>	<b>£89.5</b>	<b>£39.6</b>	<b>£48.0</b>	<b>£118.0</b>	<b>£108.9</b>	<b>£71.1</b>	<b>£73.5</b>	<b>£47.8</b>	<b>£131.1</b>	<b>£23.5</b>	<b>£843.6</b>

TABLE 7: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2016	2021	2026	2031	2032
Newmarket Town Centre	0%	£41.7	£44.3	£46.5	£48.3	£50.0
Newmarket - Out of Centre	5%	£61.5	£65.6	£69.0	£71.9	£74.6
Brandon	0%	£28.6	£30.0	£31.4	£32.7	£33.9
Mildenhall	0%	£42.5	£45.7	£48.5	£50.9	£53.0
Lakenheath	0%	£1.6	£1.7	£1.8	£1.9	£1.9
Red Lodge	0%	£1.3	£1.4	£1.5	£1.6	£1.6
Villages and Smaller Centres	0%	£0.8	£0.8	£0.9	£0.9	£0.9
<b>TOTAL:</b>		<b>£178.0</b>	<b>£189.5</b>	<b>£199.6</b>	<b>£208.2</b>	<b>£216.0</b>

'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to shops and stores in the District who live outside the defined study area (i.e. beyond Zones 1-11).



## **APPENDIX 6: FORECAST COMPARISON GOODS TURNOVER**

TABLE 1: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

ZONE:	1	2	3	4	5	6	7	8	9	10	11
Newmarket	0.6%	0.0%	0.7%	0.0%	1.4%	36.5%	0.5%	0.0%	0.0%	9.5%	0.7%
Brandon	0.1%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.3%	5.1%
Mildenhall	0.6%	0.2%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	10.3%	0.1%
Lakenheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	1.1%
Red Lodge	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%
<b>Out of Centre</b>											
Studlands Retail Park	0.3%	0.3%	0.5%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.3%	0.0%
Newmarket out of centre - other	0.5%	0.1%	0.6%	0.0%	0.1%	12.3%	1.0%	0.0%	0.0%	7.4%	0.1%
Sub-total	0.7%	0.4%	1.1%	0.0%	0.2%	15.1%	1.0%	0.0%	0.0%	9.7%	0.1%
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>2.0%</b>	<b>0.6%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>6.4%</b>	<b>51.7%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>29.9%</b>	<b>7.1%</b>
<b>Competing Centres</b>											
Bury St Edmunds Town Centre	63.8%	66.8%	66.7%	14.0%	30.4%	11.8%	1.3%	9.8%	30.1%	38.2%	17.8%
Bury St Edmunds - Out of Centre	23.8%	19.8%	19.6%	3.1%	2.0%	2.1%	0.6%	1.1%	4.0%	4.1%	1.9%
Cambridge City Centre	4.0%	1.4%	6.7%	0.6%	1.7%	27.0%	48.8%	29.6%	5.1%	12.0%	1.9%
Cambridge - Out of Centre	0.3%	0.0%	0.0%	0.0%	0.0%	3.2%	5.8%	1.5%	0.6%	2.4%	0.2%
Diss	0.3%	0.0%	0.0%	35.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ely	0.1%	0.0%	0.1%	0.0%	0.8%	0.8%	0.0%	0.0%	0.0%	8.4%	0.0%
Haverhill Town Centre	0.6%	0.0%	0.0%	0.0%	0.0%	0.3%	9.5%	44.9%	4.8%	0.0%	0.0%
Haverhill - Out of Centre	0.2%	0.0%	0.2%	0.0%	0.0%	0.1%	3.9%	8.1%	2.9%	0.0%	0.0%
King's Lynn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norwich City Centre	0.5%	0.7%	1.0%	27.1%	9.0%	0.0%	0.2%	0.0%	0.2%	0.3%	7.8%
Norwich - Out of Centre	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Saffron Walden	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	23.7%	0.4%	0.0%	0.0%	0.0%
Stowmarket	0.0%	3.4%	0.2%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sudbury	0.3%	0.1%	0.5%	0.0%	0.0%	0.1%	0.0%	0.2%	39.2%	0.0%	0.2%
Swaffham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	0.1%	2.4%
Thetford Town Centre	0.6%	1.1%	0.0%	5.5%	26.2%	0.0%	0.0%	0.1%	0.0%	0.4%	16.5%
Thetford - Out of Centre	0.1%	0.9%	0.0%	4.3%	19.0%	0.0%	0.0%	0.0%	0.0%	0.8%	14.1%
Other	3.1%	5.2%	2.9%	7.5%	4.4%	2.9%	4.3%	4.1%	12.8%	3.3%	29.7%
<b>TOTAL OUTSIDE BOROUGH</b>	<b>98.0%</b>	<b>99.4%</b>	<b>97.9%</b>	<b>100.0%</b>	<b>93.6%</b>	<b>48.3%</b>	<b>98.4%</b>	<b>100.0%</b>	<b>99.9%</b>	<b>70.1%</b>	<b>92.9%</b>
<b>TOTAL MARKET SHARE</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 2: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE:	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE(£m):	£116.4	£122.7	£55.3	£63.5	£123.6	£135.1	£93.6	£91.2	£62.9	£145.3	£27.6	£1,037.2
Newmarket	£0.7	£0.0	£0.4	£0.0	£1.7	£49.3	£0.5	£0.0	£0.0	£13.7	£0.2	£66.5
Brandon	£0.1	£0.0	£0.0	£0.0	£5.4	£0.0	£0.0	£0.0	£0.0	£0.5	£1.4	£7.4
Mildenhall	£0.7	£0.2	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£14.9	£0.0	£16.5
Lakenheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.5
Red Lodge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.5
<b>Out of Centre</b>												
Studlands Retail Park	£0.3	£0.3	£0.3	£0.0	£0.1	£3.7	£0.0	£0.0	£0.0	£3.4	£0.0	£8.1
Newmarket out of centre - other	£0.5	£0.2	£0.3	£0.0	£0.1	£16.6	£1.0	£0.0	£0.0	£10.7	£0.0	£29.5
Sub-total	£0.8	£0.5	£0.6	£0.0	£0.2	£20.4	£1.0	£0.0	£0.0	£14.1	£0.0	£37.6
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£2.3</b>	<b>£0.8</b>	<b>£1.1</b>	<b>£0.0</b>	<b>£7.8</b>	<b>£69.8</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£43.5</b>	<b>£2.0</b>	<b>£128.9</b>
<b>Competing Centres</b>												
Bury St Edmunds Town Centre	£74.2	£81.9	£36.9	£8.9	£37.5	£15.9	£1.2	£9.0	£18.9	£55.5	£4.9	£344.9
Bury St Edmunds - Out of Centre	£27.7	£24.3	£10.8	£2.0	£2.4	£2.8	£0.5	£1.0	£2.5	£6.0	£0.5	£80.7
Cambridge City Centre	£4.7	£1.7	£3.7	£0.4	£2.1	£36.4	£45.7	£27.0	£3.2	£17.4	£0.5	£142.9
Cambridge - Out of Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£4.3	£5.4	£1.4	£0.4	£3.5	£0.0	£15.4
Diss	£0.3	£0.0	£0.0	£22.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.0
Ely	£0.1	£0.0	£0.1	£0.0	£0.9	£1.1	£0.0	£0.0	£0.0	£12.2	£0.0	£14.4
Haverhill Town Centre	£0.7	£0.0	£0.0	£0.0	£0.0	£0.4	£8.9	£41.0	£3.0	£0.0	£0.0	£54.0
Haverhill - Out of Centre	£0.3	£0.0	£0.1	£0.0	£0.0	£0.2	£3.7	£7.4	£1.8	£0.0	£0.0	£13.5
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Norwich City Centre	£0.6	£0.9	£0.5	£17.2	£11.1	£0.0	£0.2	£0.0	£0.1	£0.5	£2.1	£33.3
Norwich - Out of Centre	£0.1	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5
Saffron Walden	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£22.2	£0.4	£0.0	£0.0	£0.0	£22.8
Stowmarket	£0.0	£4.2	£0.1	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0
Sudbury	£0.4	£0.1	£0.3	£0.0	£0.0	£0.1	£0.0	£0.2	£24.7	£0.0	£0.1	£25.8
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.2	£0.7	£1.4
Thetford Town Centre	£0.7	£1.3	£0.0	£3.5	£32.4	£0.0	£0.0	£0.1	£0.0	£0.6	£4.5	£43.2
Thetford - Out of Centre	£0.2	£1.2	£0.0	£2.7	£23.4	£0.0	£0.0	£0.0	£0.0	£1.1	£3.9	£32.5
Other	£3.6	£6.4	£1.6	£4.7	£5.4	£3.9	£4.0	£3.7	£8.1	£4.7	£8.2	£54.4
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£114.1</b>	<b>£121.9</b>	<b>£54.2</b>	<b>£63.5</b>	<b>£115.7</b>	<b>£65.2</b>	<b>£92.2</b>	<b>£91.2</b>	<b>£62.9</b>	<b>£101.8</b>	<b>£25.6</b>	<b>£908.3</b>
<b>TOTAL MARKET SHARE</b>	<b>£116.4</b>	<b>£122.7</b>	<b>£55.3</b>	<b>£63.5</b>	<b>£123.6</b>	<b>£135.1</b>	<b>£93.6</b>	<b>£91.2</b>	<b>£62.9</b>	<b>£145.3</b>	<b>£27.6</b>	<b>£1,037.2</b>

TABLE 3: ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE:	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£133.5	£140.8	£63.7	£73.6	£145.4	£160.1	£111.2	£104.7	£72.7	£175.1	£31.9	£1,212.7
Newmarket	£0.8	£0.0	£0.5	£0.0	£2.0	£58.4	£0.6	£0.0	£0.0	£16.6	£0.2	£79.0
Brandon	£0.1	£0.0	£0.0	£0.0	£6.3	£0.0	£0.0	£0.0	£0.0	£0.6	£1.6	£8.7
Mildenhall	£0.8	£0.3	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£18.0	£0.0	£19.8
Lakenheath	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.6
Red Lodge	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.6
<b>Out of Centre</b>												
Studlands Retail Park	£0.4	£0.4	£0.3	£0.0	£0.1	£4.4	£0.0	£0.0	£0.0	£4.1	£0.0	£9.6
Newmarket out of centre - other	£0.6	£0.2	£0.4	£0.0	£0.2	£19.7	£1.2	£0.0	£0.0	£12.9	£0.0	£35.1
Sub-total	£1.0	£0.6	£0.7	£0.0	£0.2	£24.2	£1.2	£0.0	£0.0	£17.0	£0.0	£44.7
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£2.7</b>	<b>£0.9</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£9.2</b>	<b>£82.8</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£52.4</b>	<b>£2.3</b>	<b>£153.4</b>
<b>Competing Centres</b>												
Bury St Edmunds Town Centre	£85.1	£94.0	£42.5	£10.3	£44.1	£18.9	£1.4	£10.3	£21.9	£66.9	£5.7	£401.1
Bury St Edmunds - Out of Centre	£31.7	£27.9	£12.5	£2.3	£2.8	£3.4	£0.6	£1.2	£2.9	£7.3	£0.6	£93.2
Cambridge City Centre	£5.4	£1.9	£4.3	£0.4	£2.5	£43.2	£54.3	£31.0	£3.7	£21.0	£0.6	£168.3
Cambridge - Out of Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£5.2	£6.4	£1.6	£0.4	£4.2	£0.1	£18.3
Diss	£0.4	£0.0	£0.0	£26.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£26.6
Ely	£0.1	£0.0	£0.1	£0.0	£1.1	£1.3	£0.0	£0.0	£0.0	£14.7	£0.0	£17.3
Haverhill Town Centre	£0.8	£0.0	£0.0	£0.0	£0.0	£0.4	£10.6	£47.1	£3.5	£0.0	£0.0	£62.3
Haverhill - Out of Centre	£0.3	£0.0	£0.1	£0.0	£0.0	£0.2	£4.3	£8.5	£2.1	£0.0	£0.0	£15.6
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Norwich City Centre	£0.7	£1.0	£0.6	£19.9	£13.1	£0.0	£0.2	£0.0	£0.1	£0.6	£2.5	£38.7
Norwich - Out of Centre	£0.1	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.7
Saffron Walden	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£26.3	£0.5	£0.0	£0.0	£0.0	£27.0
Stowmarket	£0.1	£4.8	£0.1	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7
Sudbury	£0.4	£0.1	£0.3	£0.0	£0.0	£0.1	£0.0	£0.2	£28.5	£0.0	£0.1	£29.8
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.1	£0.3	£0.8	£1.6
Thetford Town Centre	£0.8	£1.5	£0.0	£4.1	£38.1	£0.0	£0.0	£0.1	£0.0	£0.8	£5.2	£50.6
Thetford - Out of Centre	£0.2	£1.3	£0.0	£3.2	£27.6	£0.0	£0.0	£0.0	£0.0	£1.3	£4.5	£38.1
Other	£4.1	£7.3	£1.9	£5.5	£6.4	£4.6	£4.7	£4.3	£9.3	£5.7	£9.5	£63.3
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£130.8</b>	<b>£139.9</b>	<b>£62.3</b>	<b>£73.6</b>	<b>£136.2</b>	<b>£77.3</b>	<b>£109.5</b>	<b>£104.7</b>	<b>£72.6</b>	<b>£122.7</b>	<b>£29.6</b>	<b>£1,059.3</b>
<b>TOTAL MARKET SHARE</b>	<b>£133.5</b>	<b>£140.8</b>	<b>£63.7</b>	<b>£73.6</b>	<b>£145.4</b>	<b>£160.1</b>	<b>£111.2</b>	<b>£104.7</b>	<b>£72.7</b>	<b>£175.1</b>	<b>£31.9</b>	<b>£1,212.7</b>

TABLE 4: ALL COMPARISON GOODS - 2026 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE:	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£159.4	£169.0	£76.5	£88.7	£177.7	£195.6	£136.1	£125.6	£87.5	£217.1	£38.6	£1,471.8
Newmarket	£0.9	£0.0	£0.6	£0.0	£2.4	£71.4	£0.7	£0.0	£0.0	£20.5	£0.3	£96.8
Brandon	£0.1	£0.0	£0.0	£0.0	£7.7	£0.0	£0.0	£0.0	£0.0	£0.7	£2.0	£10.6
Mildenhall	£0.9	£0.3	£0.2	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£22.3	£0.0	£24.5
Lakenheath	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.7
Red Lodge	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.8
<b>Out of Centre</b>												
Studlands Retail Park	£0.4	£0.4	£0.4	£0.0	£0.1	£5.4	£0.0	£0.0	£0.0	£5.1	£0.0	£11.8
Newmarket out of centre - other	£0.7	£0.2	£0.5	£0.0	£0.2	£24.1	£1.4	£0.0	£0.0	£16.0	£0.0	£43.1
Sub-total	£1.1	£0.7	£0.8	£0.0	£0.3	£29.5	£1.4	£0.0	£0.0	£21.0	£0.0	£54.9
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£3.2</b>	<b>£1.1</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£11.3</b>	<b>£101.1</b>	<b>£2.1</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£65.0</b>	<b>£2.8</b>	<b>£188.2</b>
<b>Competing Centres</b>												
Bury St Edmunds Town Centre	£101.6	£112.8	£51.0	£12.4	£53.9	£23.1	£1.8	£12.4	£26.3	£82.9	£6.9	£485.2
Bury St Edmunds - Out of Centre	£37.9	£33.5	£15.0	£2.7	£3.5	£4.1	£0.8	£1.4	£3.5	£9.0	£0.7	£112.2
Cambridge City Centre	£6.4	£2.3	£5.1	£0.5	£3.0	£52.8	£66.5	£37.2	£4.4	£26.1	£0.7	£205.1
Cambridge - Out of Centre	£0.5	£0.0	£0.0	£0.0	£0.0	£6.3	£7.9	£1.9	£0.5	£5.2	£0.1	£22.4
Diss	£0.5	£0.0	£0.0	£31.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£32.0
Ely	£0.2	£0.0	£0.1	£0.0	£1.3	£1.6	£0.0	£0.0	£0.0	£18.3	£0.0	£21.4
Haverhill Town Centre	£1.0	£0.0	£0.0	£0.0	£0.0	£0.5	£12.9	£56.4	£4.2	£0.0	£0.0	£75.0
Haverhill - Out of Centre	£0.4	£0.0	£0.1	£0.0	£0.0	£0.3	£5.3	£10.2	£2.5	£0.0	£0.0	£18.8
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Norwich City Centre	£0.8	£1.2	£0.8	£24.0	£16.0	£0.0	£0.3	£0.0	£0.1	£0.7	£3.0	£46.9
Norwich - Out of Centre	£0.1	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.1
Saffron Walden	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£32.2	£0.5	£0.0	£0.0	£0.0	£33.0
Stowmarket	£0.1	£5.8	£0.2	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.8
Sudbury	£0.5	£0.1	£0.4	£0.0	£0.0	£0.1	£0.0	£0.3	£34.3	£0.0	£0.1	£35.8
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.3	£0.9	£2.0
Thetford Town Centre	£0.9	£1.8	£0.0	£4.9	£46.6	£0.0	£0.0	£0.2	£0.0	£0.9	£6.4	£61.7
Thetford - Out of Centre	£0.2	£1.6	£0.0	£3.8	£33.7	£0.0	£0.0	£0.0	£0.0	£1.6	£5.5	£46.4
Other	£4.9	£8.8	£2.2	£6.6	£7.8	£5.7	£5.8	£5.1	£11.2	£7.1	£11.5	£76.7
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£156.3</b>	<b>£167.9</b>	<b>£74.9</b>	<b>£88.7</b>	<b>£166.4</b>	<b>£94.5</b>	<b>£134.0</b>	<b>£125.6</b>	<b>£87.4</b>	<b>£152.1</b>	<b>£35.9</b>	<b>£1,283.5</b>
<b>TOTAL MARKET SHARE</b>	<b>£159.4</b>	<b>£169.0</b>	<b>£76.5</b>	<b>£88.7</b>	<b>£177.7</b>	<b>£195.6</b>	<b>£136.1</b>	<b>£125.6</b>	<b>£87.5</b>	<b>£217.1</b>	<b>£38.6</b>	<b>£1,471.8</b>

TABLE 5: ALL COMPARISON GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE:	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£191.5	£203.2	£91.9	£107.2	£217.6	£238.4	£166.4	£151.5	£105.1	£267.8	£47.0	£1,787.6
Newmarket	£1.1	£0.0	£0.7	£0.0	£3.0	£87.0	£0.9	£0.0	£0.0	£25.3	£0.3	£118.3
Brandon	£0.1	£0.0	£0.0	£0.0	£9.5	£0.0	£0.0	£0.0	£0.0	£0.9	£2.4	£12.9
Mildenhall	£1.1	£0.4	£0.2	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£27.5	£0.0	£30.2
Lakenheath	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.9
Red Lodge	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.5	£0.0	£0.9
<b>Out of Centre</b>												£0.0
Studlands Retail Park	£0.5	£0.5	£0.4	£0.0	£0.1	£6.6	£0.0	£0.0	£0.0	£6.3	£0.0	£14.4
Newmarket out of centre - other	£0.9	£0.3	£0.5	£0.0	£0.2	£29.4	£1.7	£0.0	£0.0	£19.7	£0.0	£52.8
Sub-total	£1.4	£0.8	£1.0	£0.0	£0.3	£36.0	£1.7	£0.0	£0.0	£25.9	£0.0	£67.2
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£3.8</b>	<b>£1.3</b>	<b>£1.9</b>	<b>£0.0</b>	<b>£13.8</b>	<b>£123.3</b>	<b>£2.6</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£80.1</b>	<b>£3.3</b>	<b>£230.3</b>
<b>Competing Centres</b>												£0.0
Bury St Edmunds Town Centre	£122.1	£135.7	£61.2	£15.0	£66.1	£28.1	£2.1	£14.9	£31.6	£102.3	£8.4	£587.6
Bury St Edmunds - Out of Centre	£45.5	£40.3	£18.0	£3.3	£4.3	£5.0	£0.9	£1.7	£4.2	£11.1	£0.9	£135.2
Cambridge City Centre	£7.7	£2.8	£6.2	£0.6	£3.7	£64.3	£81.2	£44.9	£5.3	£32.2	£0.9	£249.8
Cambridge - Out of Centre	£0.6	£0.0	£0.0	£0.0	£0.0	£7.7	£9.6	£2.3	£0.6	£6.4	£0.1	£27.3
Diss	£0.6	£0.0	£0.0	£37.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£38.7
Ely	£0.2	£0.0	£0.1	£0.0	£1.6	£2.0	£0.0	£0.0	£0.0	£22.5	£0.0	£26.4
Haverhill Town Centre	£1.2	£0.0	£0.0	£0.0	£0.0	£0.6	£15.8	£68.1	£5.0	£0.0	£0.0	£90.7
Haverhill - Out of Centre	£0.5	£0.0	£0.2	£0.0	£0.0	£0.3	£6.5	£12.3	£3.0	£0.0	£0.0	£22.8
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Norwich City Centre	£1.0	£1.4	£0.9	£29.0	£19.6	£0.0	£0.4	£0.0	£0.2	£0.9	£3.7	£57.0
Norwich - Out of Centre	£0.1	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.5
Saffron Walden	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£39.4	£0.7	£0.0	£0.0	£0.0	£40.4
Stowmarket	£0.1	£7.0	£0.2	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.2
Sudbury	£0.6	£0.1	£0.5	£0.0	£0.1	£0.2	£0.0	£0.3	£41.2	£0.0	£0.1	£43.0
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.2	£0.4	£1.1	£2.4
Thetford Town Centre	£1.1	£2.2	£0.0	£5.9	£57.0	£0.0	£0.0	£0.2	£0.0	£1.2	£7.7	£75.3
Thetford - Out of Centre	£0.3	£1.9	£0.0	£4.6	£41.2	£0.0	£0.0	£0.0	£0.0	£2.0	£6.7	£56.7
Other	£5.9	£10.5	£2.7	£8.0	£9.6	£6.9	£7.1	£6.2	£13.5	£8.7	£14.0	£93.0
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£187.6</b>	<b>£201.9</b>	<b>£89.9</b>	<b>£107.2</b>	<b>£203.8</b>	<b>£115.1</b>	<b>£163.8</b>	<b>£151.5</b>	<b>£105.0</b>	<b>£187.7</b>	<b>£43.7</b>	<b>£1,557.3</b>
<b>TOTAL MARKET SHARE</b>	<b>£191.5</b>	<b>£203.2</b>	<b>£91.9</b>	<b>£107.2</b>	<b>£217.6</b>	<b>£238.4</b>	<b>£166.4</b>	<b>£151.5</b>	<b>£105.1</b>	<b>£267.8</b>	<b>£47.0</b>	<b>£1,787.6</b>

TABLE 6: ALL COMPARISON GOODS - 2036 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

ZONE:	1	2	3	4	5	6	7	8	9	10	11	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£229.9	£244.1	£109.6	£129.0	£264.7	£288.8	£201.5	£182.6	£125.6	£327.6	£57.0	£2,160.4
Newmarket	£1.3	£0.0	£0.8	£0.0	£3.6	£105.4	£1.1	£0.0	£0.0	£31.0	£0.4	£143.6
Brandon	£0.2	£0.0	£0.0	£0.0	£11.5	£0.0	£0.0	£0.0	£0.0	£1.1	£2.9	£15.7
Mildenhall	£1.4	£0.4	£0.2	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£33.6	£0.1	£36.9
Lakenheath	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.6	£1.0
Red Lodge	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.6	£0.0	£1.1
<b>Out of Centre</b>												
Studlands Retail Park	£0.6	£0.6	£0.5	£0.0	£0.1	£8.0	£0.0	£0.0	£0.0	£7.6	£0.0	£17.5
Newmarket out of centre - other	£1.0	£0.4	£0.7	£0.0	£0.3	£35.6	£2.1	£0.0	£0.0	£24.1	£0.1	£64.2
Sub-total	£1.7	£1.0	£1.2	£0.0	£0.4	£43.6	£2.1	£0.0	£0.0	£31.7	£0.1	£81.7
<b>TOTAL FOREST HEATH DISTRICT</b>	<b>£4.6</b>	<b>£1.6</b>	<b>£2.3</b>	<b>£0.0</b>	<b>£16.8</b>	<b>£149.4</b>	<b>£3.1</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£98.0</b>	<b>£4.1</b>	<b>£280.0</b>
<b>Competing Centres</b>												
Bury St Edmunds Town Centre	£146.6	£162.9	£73.1	£18.1	£80.4	£34.1	£2.6	£18.0	£37.8	£125.1	£10.1	£708.8
Bury St Edmunds - Out of Centre	£54.6	£48.4	£21.5	£4.0	£5.2	£6.1	£1.1	£2.0	£5.1	£13.6	£1.1	£162.7
Cambridge City Centre	£9.2	£3.3	£7.4	£0.7	£4.5	£77.9	£98.4	£54.1	£6.4	£39.3	£1.1	£302.4
Cambridge - Out of Centre	£0.7	£0.0	£0.0	£0.0	£0.0	£9.3	£11.7	£2.8	£0.8	£7.8	£0.1	£33.1
Diss	£0.7	£0.0	£0.0	£45.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£46.6
Ely	£0.2	£0.0	£0.1	£0.0	£2.0	£2.4	£0.0	£0.0	£0.0	£27.6	£0.0	£32.3
Haverhill Town Centre	£1.4	£0.0	£0.0	£0.0	£0.0	£0.7	£19.1	£82.0	£6.0	£0.0	£0.0	£109.3
Haverhill - Out of Centre	£0.6	£0.0	£0.2	£0.0	£0.0	£0.4	£7.9	£14.8	£3.6	£0.0	£0.0	£27.5
King's Lynn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Norwich City Centre	£1.2	£1.7	£1.1	£34.9	£23.8	£0.0	£0.4	£0.0	£0.2	£1.1	£4.4	£68.9
Norwich - Out of Centre	£0.1	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.1
Saffron Walden	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£47.7	£0.8	£0.0	£0.0	£0.0	£48.9
Stowmarket	£0.1	£8.4	£0.2	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£9.9
Sudbury	£0.7	£0.1	£0.5	£0.0	£0.1	£0.2	£0.0	£0.4	£49.2	£0.0	£0.1	£51.4
Swaffham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.3	£0.5	£1.4	£2.9
Thetford Town Centre	£1.3	£2.6	£0.0	£7.1	£69.4	£0.0	£0.0	£0.2	£0.0	£1.4	£9.4	£91.5
Thetford - Out of Centre	£0.3	£2.3	£0.0	£5.5	£50.2	£0.0	£0.0	£0.0	£0.0	£2.5	£8.1	£68.9
Other	£7.1	£12.7	£3.2	£9.6	£11.6	£8.4	£8.6	£7.5	£16.1	£10.7	£16.9	£112.3
<b>TOTAL OUTSIDE BOROUGH</b>	<b>£225.4</b>	<b>£242.5</b>	<b>£107.3</b>	<b>£129.0</b>	<b>£247.9</b>	<b>£139.5</b>	<b>£198.3</b>	<b>£182.6</b>	<b>£125.5</b>	<b>£229.6</b>	<b>£53.0</b>	<b>£1,880.5</b>
<b>TOTAL MARKET SHARE</b>	<b>£229.9</b>	<b>£244.1</b>	<b>£109.6</b>	<b>£129.0</b>	<b>£264.7</b>	<b>£288.8</b>	<b>£201.5</b>	<b>£182.6</b>	<b>£125.6</b>	<b>£327.6</b>	<b>£57.0</b>	<b>£2,160.4</b>

TABLE 7: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2016	2021	2026	2031	2036
<i>Newmarket Town Centre</i>	10%	£73.9	£87.8	£107.5	£131.4	£159.5
<i>Newmarket - Out of Centre</i>	5%	£39.5	£47.1	£57.8	£70.7	£86.0
<i>Brandon</i>	0%	£7.4	£8.7	£10.6	£12.9	£15.7
<i>Mildenhall</i>	0%	£16.5	£19.8	£24.5	£30.2	£36.9
<i>Lakenheath</i>	0%	£0.5	£0.6	£0.7	£0.9	£1.0
<i>Red Lodge</i>	0%	£0.5	£0.6	£0.8	£0.9	£1.1
<b>TOTAL:</b>		<b>£138.3</b>	<b>£164.5</b>	<b>£201.9</b>	<b>£247.0</b>	<b>£300.2</b>

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to the District's main centres, shops and stores who live outside the defined study area (i.e. beyond Zones 1-11).

## **APPENDIX 7: COMMITTED RETAIL DEVELOPMENT**

COMMITTED DEVELOPMENT TURNOVER - EXPERIAN BUSINESS STRATEGY 'PRODUCTIVITY' GROWTH - 2% ANNUAL AVERAGE

TABLE 1a: COMMITTED CONVENIENCE FLOORSPACE

Zone	Scheme	Location	Planning ref.	Gross Floorspace (sqm)	Net Sales (sqm)	Sales Density 2016 (£ per sqm)	Turnover (£m)				
							2016	2021	2026	2031	2036
Newmarket - Out of Centre	Morrisons foodstore	Exning Road	F/2011/0712/FUL	n/a	1820	£12,800	£23.3	£23.2	£23.2	£23.2	£23.2
Mildenhall	Conversion to retail unit	20 High Street	DC/14/0643/FUL	300	210	£5,500	£1.2	£1.1	£1.1	£1.1	£1.1
Lakenheath	Tesco store	Dumpling Bridge Lane	DC/15/0530/VAF	1,427	999	£11,500	£11.5	£11.4	£11.4	£11.4	£11.4
<b>TOTAL</b>					<b>2,030</b>		<b>£35.9</b>	<b>£35.8</b>	<b>£35.7</b>	<b>£35.7</b>	<b>£35.7</b>

TABLE 2a: COMMITTED COMPARISON FLOORSPACE

Centre	Scheme	Location	Planning ref.	Gross Floorspace (sqm)	Net Sales (sqm)	Sales Density 2016 (£ per sqm)	Turnover (£m)				
							2016	2021	2026	2031	2036
Newmarket Town Centre	Reynolds House	116 High Street	DC/15/0970/FUL	118	83	£5,500	£0.5	£0.5	£0.6	£0.6	£0.7
Newmarket Town Centre	Retail units x 2,	4 Exeter Road	DC/14/0779/FUL	204	143	£5,500	£0.8	£0.9	£1.0	£1.1	£1.2
Newmarket - Out of Centre	Morrisons foodstore	Exning Road	DCON(4)/11/0712	n/a	455	£6,500	£3.0	£3.3	£3.6	£4.0	£4.4
Newmarket - Out of Centre	Installation of mezzanine floorspace	Pets at Home, Newmarket Retail Park	DC/16/0263/FUL	494	346	£1,500	£0.5	£0.6	£0.6	£0.7	£0.8
Mildenhall	Conversion to retail unit	20 High Street	DC/14/0643/FUL	300	210	£5,500	£1.2	£1.3	£1.4	£1.5	£1.7
Lakenheath	Tesco store	Dumpling Bridge Lane	DC/15/0530/VAF	612	428	£6,500	£2.8	£3.1	£3.4	£3.7	£4.1
Lakenheath	Retail unit extension	1 Mill Road	DC/14/0549	66	46	£5,500	£0.3	£0.3	£0.3	£0.3	£0.4
Red Lodge	Redevelopment of existing unit	Unit 2, Bellflower Crescent	DC/15/2156	56	39	£5,500	£0.2	£0.2	£0.3	£0.3	£0.3
Red Lodge	Retail unit as part of mixed use scheme	Land East of Red Lodge	F/2013/0257/HYE	225	158	£5,500	£0.9	£1.0	£1.1	£1.2	£1.3
<b>TOTAL</b>					<b>1,908</b>		<b>£10.0</b>	<b>£11.0</b>	<b>£12.1</b>	<b>£13.4</b>	<b>£14.8</b>

COMMITTED DEVELOPMENT TURNOVER - HIGH 'PRODUCTIVITY' GROWTH - 2.5% ANNUAL AVERAGE

TABLE 1b: COMMITTED CONVENIENCE FLOORSPACE

Zone	Scheme	Location	Planning ref.	Gross Floorspace (sqm)	Net Sales (sqm)	Sales Density 2016 (£ per sqm)	Turnover (£m)				
							2016	2021	2026	2031	2036
Newmarket - Out of Centre	Morrisons foodstore	Exning Road	F/2011/0712/FUL	n/a	1820	£12,800	£23.3	£23.2	£23.2	£23.2	£23.2
Mildenhall	Conversion to retail unit	20 High Street	DC/14/0643/FUL	300	210	£5,500	£1.2	£1.1	£1.1	£1.1	£1.1
Lakenheath	Tesco store	Dumpling Bridge Lane	DC/15/0530/VAF	1,427	999	£11,500	£11.5	£11.4	£11.4	£11.4	£11.4
<b>TOTAL</b>					<b>2,030</b>		<b>£35.9</b>	<b>£35.8</b>	<b>£35.7</b>	<b>£35.7</b>	<b>£35.7</b>

TABLE 2b: COMMITTED COMPARISON FLOORSPACE

Centre	Scheme	Location	Planning ref.	Gross Floorspace (sqm)	Net Sales (sqm)	Sales Density 2016 (£ per sqm)	Turnover (£m)				
							2016	2021	2026	2031	2036
Newmarket Town Centre	Reynolds House	116 High Street	DC/15/0970/FUL	118	83	£5,500	£0.5	£0.5	£0.6	£0.7	£0.7
Newmarket Town Centre	Retail units x 2,	4 Exeter Road	DC/14/0779/FUL	204	143	£5,500	£0.8	£0.9	£1.0	£1.1	£1.3
Newmarket - Out of Centre	Morrisons foodstore	Exning Road	DCON(4)/11/0712	n/a	455	£6,500	£3.0	£3.3	£3.8	£4.3	£4.8
Newmarket - Out of Centre	Installation of mezzanine floorspace	Pets at Home, Newmarket Retail Park	DC/16/0263/FUL	494	346	£1,500	£0.5	£0.6	£0.7	£0.8	£0.9
Mildenhall	Conversion to retail unit	20 High Street	DC/14/0643/FUL	300	210	£5,500	£1.2	£1.3	£1.5	£1.7	£1.9
Lakenheath	Tesco store	Dumpling Bridge Lane	DC/15/0530/VAF	612	428	£6,500	£2.8	£3.1	£3.6	£4.0	£4.6
Lakenheath	Retail unit extension	1 Mill Road	DC/14/0549	66	46	£5,500	£0.3	£0.3	£0.3	£0.4	£0.4
Red Lodge	Redevelopment of existing unit	Unit 2, Bellflower Crescent	DC/15/2156	56	39	£5,500	£0.2	£0.2	£0.3	£0.3	£0.4
Red Lodge	Retail unit as part of mixed use scheme	Land East of Red Lodge	F/2013/0257/HYE	225	158	£5,500	£0.9	£1.0	£1.1	£1.3	£1.4
<b>TOTAL</b>					<b>1,908</b>		<b>£10.0</b>	<b>£11.3</b>	<b>£12.8</b>	<b>£14.5</b>	<b>£16.4</b>



## **APPENDIX 8: FORECAST CONVENIENCE GOODS CAPACITY**

**TABLE 1: FOREST HEATH DISTRICT - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - DISTRICT (£m):	£178.0	£189.5	£199.6	£208.2	£216.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - DISTRICT (£m) <sup>(1)</sup> :	£178.0	£177.1	£176.9	£176.9	£176.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£12.5	£22.7	£31.3	£39.1
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£35.8	£35.7	£35.7	£35.7
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£23.3</b>	<b>-£13.0</b>	<b>-£4.5</b>	<b>£3.4</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
	<b>Option 1: Foodstore Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177	£12,177
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,911</b>	<b>-1,068</b>	<b>-367</b>	<b>277</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-2,729	-1,525	-524	396
	<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461	£6,461
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,601</b>	<b>-2,012</b>	<b>-691</b>	<b>523</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-5,144	-2,875	-987	747

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2: Assumed no growth in floorspace efficiency/ productivity over the forecast period.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: NEWMARKET - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - NEWMARKET (£m):	£103.2	£109.9	£115.5	£120.2	£124.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - NEWMARKET (£m):	£103.2	£102.7	£102.6	£102.6	£102.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£7.2	£13.0	£17.7	£22.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£23.2	£23.2	£23.2	£23.2
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£16.0</b>	<b>-£10.2</b>	<b>-£5.5</b>	<b>-£1.2</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
	<b>Option 1: Foodstore Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177	£12,177
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,309</b>	<b>-836</b>	<b>-452</b>	<b>-99</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-1,870	-1,195	-646	-141
	<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461	£6,461
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,467</b>	<b>-1,576</b>	<b>-852</b>	<b>-186</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3,524	-2,251	-1,217	-266

**TABLE 3: BRANDON - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BRANDON (£m):	£28.6	£30.0	£31.4	£32.7	£33.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BRANDON (£m):	£28.6	£28.4	£28.4	£28.4	£28.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.6	£3.0	£4.3	£5.5
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£1.6</b>	<b>£3.0</b>	<b>£4.3</b>	<b>£5.5</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
	<b>Option 1: Foodstore Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177	£12,177
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>129</b>	<b>248</b>	<b>355</b>	<b>455</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	185	354	507	650
	<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461	£6,461
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>244</b>	<b>467</b>	<b>669</b>	<b>857</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		349	668	956	1,225

**TABLE 4: MILDENHALL - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - MILDENHALL (£m):	£42.5	£45.7	£48.5	£50.9	£53.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - MILDENHALL (£m):	£42.5	£42.3	£42.2	£42.2	£42.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.4	£6.3	£8.6	£10.8
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£1.1	£1.1	£1.1	£1.1
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£2.3</b>	<b>£5.1</b>	<b>£7.5</b>	<b>£9.7</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
	<b>Option 1: Foodstore Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177	£12,177
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>186</b>	<b>420</b>	<b>616</b>	<b>793</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	266	601	879	1,133
	<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461	£6,461
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>351</b>	<b>792</b>	<b>1,160</b>	<b>1,494</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		502	1,132	1,657	2,134

**TABLE 5: LAKENHEATH VILLAGE CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - LAKENHEATH (£m):	£1.6	£1.7	£1.8	£1.9	£1.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - LAKENHEATH (£m):	£1.6	£1.6	£1.6	£1.6	£1.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.1	£0.2	£0.2	£0.3
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£11.4	£11.4	£11.4	£11.4
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>-£11.3</b>	<b>-£11.2</b>	<b>-£11.2</b>	<b>-£11.1</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
	<b>Option 1: Foodstore Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177	£12,177
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-930</b>	<b>-924</b>	<b>-918</b>	<b>-912</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-1,329	-1,320	-1,311	-1,303
	<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461	£6,461
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,754</b>	<b>-1,741</b>	<b>-1,729</b>	<b>-1,718</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,505	-2,487	-2,470	-2,455

**TABLE 6: RED LODGE VILLAGE CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - RED LODGE (£m):	£1.3	£1.4	£1.5	£1.6	£1.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - RED LODGE (£m):	£1.3	£1.3	£1.3	£1.3	£1.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.1	£0.2	£0.3	£0.3
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.2</b>	<b>£0.3</b>	<b>£0.3</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
	<b>Option 1: Foodstore Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177	£12,177
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	9	16	23	28
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	13	23	32	40
	<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461	£6,461
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	17	31	43	53
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		24	44	61	76

**TABLE 7: VILLAGES & SMALLER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - SMALLER CENTRES (£m):	£0.8	£0.8	£0.9	£0.9	£0.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - SMALLER CENTRES (£m):	£0.8	£0.8	£0.8	£0.8	£0.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.1	£0.1
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.1</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
	<b>Option 1: Foodstore Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,189	£12,177	£12,177	£12,177
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	4	7	10	12
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	6	10	14	18
	<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,468	£6,461	£6,461	£6,461
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	8	14	19	23
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		11	20	26	33

## **APPENDIX 9A: FORECAST COMPARISON GOODS CAPACITY**

**TABLE 1: FOREST HEATH DISTRICT - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - DISTRICT (£m):	£138.3	£164.5	£201.9	£247.0	£300.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - DISTRICT (£m) <sup>(1)</sup> :	£138.3	£152.4	£168.1	£185.6	£204.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£12.1	£33.8	£61.4	£95.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£11.0	£12.1	£13.4	£14.8
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£1.1</b>	<b>£21.7</b>	<b>£48.0</b>	<b>£80.5</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,061	£6,685	£7,381	£8,149
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>187</b>	<b>3,239</b>	<b>6,506</b>	<b>9,885</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	267	4,628	9,295	14,121

- STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).
- STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. This scenario assumes 'changing floorspace' efficiency growth identify by Experian Business Strategies in Figure 4b of their Retail Planner Briefing Note.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.
- STEP 4: The turnover of all known commitments has been derived from Table 2 Appendix 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: NEWMARKET TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - NEWMARKET (£m):	£113.4	£134.9	£165.3	£202.1	£245.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - NEWMARKET (£m):	£113.4	£124.9	£137.8	£152.2	£168.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£9.9	£27.5	£50.0	£77.5
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£5.2	£5.7	£6.3	£7.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£4.7</b>	<b>£21.8</b>	<b>£43.6</b>	<b>£70.5</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,061	£6,685	£7,381	£8,149
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>778</b>	<b>3,260</b>	<b>5,910</b>	<b>8,652</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	1,111	4,657	8,443	12,360

**TABLE 3: BRANDON - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BRANDON (£m):	£7.4	£8.7	£10.6	£12.9	£15.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BRANDON (£m):	£7.4	£8.1	£9.0	£9.9	£10.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.5	£1.6	£3.0	£4.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£1.6</b>	<b>£3.0</b>	<b>£4.8</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,061	£6,685	£7,381	£8,149
	<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>0</b>	<b>88</b>	<b>240</b>	<b>411</b>	<b>589</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	125	343	588	842

**TABLE 4: MILDENHALL - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - MILDENHALL (£m):	£16.5	£19.8	£24.5	£30.2	£36.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - MILDENHALL (£m):	£16.5	£18.2	£20.1	£22.1	£24.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.6	£4.4	£8.0	£12.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£1.3	£1.4	£1.5	£1.7
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£3.0</b>	<b>£6.5</b>	<b>£10.7</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,061	£6,685	£7,381	£8,149
	<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>58</b>	<b>455</b>	<b>878</b>	<b>1,313</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	83	650	1,254	1,876

**TABLE 5: LAKENHEATH - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - LAKENHEATH (£m):	£0.5	£0.6	£0.7	£0.9	£1.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - LAKENHEATH (£m):	£0.5	£0.6	£0.6	£0.7	£0.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.2	£0.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£3.3	£3.7	£4.1	£4.5
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>-£3.3</b>	<b>-£3.6</b>	<b>-£3.9</b>	<b>-£4.2</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,061	£6,685	£7,381	£8,149
	<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-548</b>	<b>-538</b>	<b>-528</b>	<b>-517</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-782	-769	-754	-739

**TABLE 6: RED LODGE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - RED LODGE (£m):	£0.5	£0.6	£0.8	£0.9	£1.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - RED LODGE (£m):	£0.5	£0.6	£0.6	£0.7	£0.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.2	£0.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£1.2	£1.3	£1.5	£1.6
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>-£1.1</b>	<b>-£1.2</b>	<b>-£1.2</b>	<b>-£1.2</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,061	£6,685	£7,381	£8,149
	<b>(ii) Net Floorspace Capacity (sq m):</b>	<b>-</b>	<b>-189</b>	<b>-177</b>	<b>-165</b>	<b>-152</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-270	-253	-236	-218



**APPENDIX 9B: FORECAST COMPARISON GOODS CAPACITY –  
HIGHER PRODUCTIVITY GROWTH SCENARIO**

**TABLE 1: FOREST HEATH DISTRICT - COMPARISON GOODS CAPACITY ASSESSMENT**

*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - DISTRICT (£m):	£138.3	£164.5	£201.9	£247.0	£300.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - DISTRICT (£m) <sup>(1)</sup> :	£138.3	£156.4	£177.0	£200.3	£226.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£8.1	£24.9	£46.7	£73.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£11.3	£12.8	£14.5	£16.4
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£3.2</b>	<b>£12.1</b>	<b>£32.2</b>	<b>£57.3</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,223	£7,040	£7,966	£9,012
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-520</b>	<b>1,714</b>	<b>4,048</b>	<b>6,354</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-743	2,448	5,783	9,077

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. This scenario assumes 'changing floorspace' efficiency growth identify by Experian Business Strategies in Figure 4b of their Retail Planner Briefing Note.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 2 Appendix 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: NEWMARKET - COMPARISON GOODS CAPACITY ASSESSMENT**

*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - NEWMARKET (£m):	£113.4	£134.9	£165.3	£202.1	£245.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - NEWMARKET (£m):	£113.4	£128.3	£145.1	£164.2	£185.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£6.6	£20.2	£37.9	£59.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£5.3	£6.0	£6.8	£7.7
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£1.2</b>	<b>£14.2</b>	<b>£31.1</b>	<b>£52.0</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,223	£7,040	£7,966	£9,012
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>198</b>	<b>2,010</b>	<b>3,899</b>	<b>5,765</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	283	2,872	5,570	8,235

TABLE 3: BRANDON - COMPARISON GOODS CAPACITY ASSESSMENT

*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - BRANDON (£m):	£7.4	£8.7	£10.6	£12.9	£15.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - BRANDON (£m):	£7.4	£8.3	£9.4	£10.7	£12.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.3	£1.1	£2.3	£3.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.3	£1.1	£2.3	£3.6
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,223	£7,040	£7,966	£9,012
	(ii) Net Floorspace Capacity (sq m):	0	51	161	283	404
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	72	229	404	578

TABLE 4: MILDENHALL - COMPARISON GOODS CAPACITY ASSESSMENT

*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - MILDENHALL (£m):	£16.5	£19.8	£24.5	£30.2	£36.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - MILDENHALL (£m):	£16.5	£18.7	£21.1	£23.9	£27.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.1	£3.4	£6.3	£9.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£1.3	£1.5	£1.7	£1.9
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	-£0.2	£1.9	£4.6	£7.9
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,223	£7,040	£7,966	£9,012
	(ii) Net Floorspace Capacity (sq m):	-	-27	270	577	880
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-39	385	825	1,257

TABLE 5: LAKENHEATH - COMPARISON GOODS CAPACITY ASSESSMENT

*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - LAKENHEATH (£m):	£0.5	£0.6	£0.7	£0.9	£1.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - LAKENHEATH (£m):	£0.5	£0.6	£0.6	£0.7	£0.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.1	£0.2
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£3.4	£3.9	£4.4	£5.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	-£3.4	-£3.8	-£4.3	-£4.8
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,223	£7,040	£7,966	£9,012
	(ii) Net Floorspace Capacity (sq m):	-	-550	-544	-537	-529
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-786	-777	-766	-756

**TABLE 6: RED LODGE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - RED LODGE (£m):	£0.5	£0.6	£0.8	£0.9	£1.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - RED LODGE (£m):	£0.5	£0.6	£0.7	£0.7	£0.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.2	£0.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£1.2	£1.4	£1.6	£1.8
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>-£1.2</b>	<b>-£1.3</b>	<b>-£1.4</b>	<b>-£1.5</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,223	£7,040	£7,966	£9,012
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-192</b>	<b>-183</b>	<b>-174</b>	<b>-166</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-274	-262	-249	-236

## **APPENDIX 10: COMMERCIAL LEISURE NEEDS ASSESSMENT**

TABLE 1: POPULATION PROJECTIONS BY ZONE

Zone:	1	2	3	4	5	6	7	8	9	10	11	Study Area	District Catchment
2016	42,795	36,217	15,080	17,934	50,428	43,294	25,610	33,460	16,768	50,684	9,567	341,837	159,486
2021	43,875	37,184	15,524	18,584	53,070	45,895	27,205	34,352	17,325	54,622	9,886	357,522	169,111
2026	44,855	38,190	15,972	19,162	55,502	47,996	28,494	35,245	17,847	57,975	10,261	371,499	177,445
2031	45,763	39,025	16,287	19,689	57,748	49,691	29,597	36,144	18,216	60,768	10,610	383,538	184,494
2036	46,762	39,868	16,533	20,148	59,778	51,227	30,492	37,052	18,522	63,244	10,943	394,571	190,783

Source: Population projections based on ONS 2012-based Sub National Population Projections

TABLE 2: COMMERCIAL LEISURE EXPENDITURE PER HEAD BY ZONE (£) in 2016

Zone:	1	2	3	4	5	6	7	8	9	10	11	Study Area Average	District Catchment Average
Accommodation services	£142	£166	£191	£165	£107	£157	£203	£126	£181	£133	£109	£160	£147
Cultural services	£283	£302	£317	£295	£257	£290	£345	£281	£331	£280	£272	£300	£286
Games of chance	£168	£166	£159	£159	£182	£157	£163	£175	£198	£186	£196	£170	£171
Hairdressing & personal grooming	£87	£112	£123	£115	£72	£99	£127	£81	£125	£90	£94	£104	£96
Recreational & sporting services	£102	£119	£132	£104	£75	£111	£151	£92	£129	£94	£86	£113	£103
Restaurants, cafes etc	£1,009	£1,148	£1,241	£1,166	£854	£1,091	£1,286	£941	£1,268	£1,007	£979	£1,111	£1,048
Total Commercial Leisure	£1,790	£2,014	£2,162	£2,003	£1,547	£1,905	£2,275	£1,695	£2,232	£1,790	£1,737	£1,958	£1,851

Source: Average spend per capita estimates for each zone are derived from Experian 'Retail Area Planner' Reports.

TABLE 3: TOTAL LEISURE EXPENDITURE GROWTH 2013-2036 (%)

	2013	2014	2015	2016	2017	2018-22	2023-36
Expenditure growth per head (%)	0.20%	1.40%	2.70%	1.60%	1.60%	1.30%	1.40%

Notes: Annual expenditure growth forecasts are informed by Experian's Retail Planner Briefing Note 13 (October 2015).

TABLE 4: COMMERCIAL LEISURE EXPENDITURE PER HEAD BY ZONE (£)

Zone:	1	2	3	4	5	6	7	8	9	10	11
2016	£1,868	£2,101	£2,256	£2,090	£1,614	£1,988	£2,374	£1,769	£2,329	£1,868	£1,813
2021	£1,999	£2,248	£2,414	£2,237	£1,727	£2,127	£2,540	£1,892	£2,492	£1,998	£1,939
2026	£2,141	£2,408	£2,585	£2,395	£1,850	£2,278	£2,720	£2,026	£2,669	£2,140	£2,077
2031	£2,460	£2,767	£2,971	£2,752	£2,125	£2,617	£3,125	£2,329	£3,067	£2,294	£2,226
2036	£2,460	£2,767	£2,971	£2,752	£2,125	£2,617	£3,125	£2,329	£3,067	£2,459	£2,387

Source: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Notes: Commercial leisure expenditure includes spend on accommodation, cultural services, eating and drinking, hairdressing & personal grooming, sports/health, and games of chance.

TABLE 5: TOTAL COMMERCIAL LEISURE EXPENDITURE BY ZONE (£M)

Zone:	1	2	3	4	5	6	7	8	9	10	11	Study Area	District Catchment
2016	£80.0	£76.1	£34.0	£37.5	£81.4	£86.1	£60.8	£59.2	£39.1	£94.7	£17.3	£666.1	£296.2
2021	£87.7	£83.6	£37.5	£41.6	£91.7	£97.6	£69.1	£65.0	£43.2	£109.2	£19.2	£745.2	£335.9
2026	£96.0	£91.9	£41.3	£45.9	£102.7	£109.3	£77.5	£71.4	£47.6	£124.1	£21.3	£829.1	£377.3
2031	£105.0	£100.7	£45.1	£50.6	£114.5	£121.3	£86.3	£78.5	£52.1	£139.4	£23.6	£917.2	£420.4
2036	£115.0	£110.3	£49.1	£55.5	£127.1	£134.1	£95.3	£86.3	£56.8	£155.5	£26.1	£1,011.1	£465.8
Growth 2016-2036 (£m)	£35.1	£34.2	£15.1	£18.0	£45.7	£48.0	£34.5	£27.1	£17.7	£60.9	£8.8	£345.0	£169.6
Growth 2016-2036 (%)	43.9%	44.9%	44.4%	47.9%	56.1%	55.8%	56.8%	45.8%	45.4%	64.3%	50.6%	51.8%	57.3%

Source: Expenditure calculated from Tables 1 and 4.

TABLE 6: EATING AND DRINKING OUT EXPENDITURE PER HEAD BY ZONE (£)

Zone:	1	2	3	4	5	6	7	8	9	10	11	Study Area Average	District Catchment Average
2016	£102	£119	£132	£104	£75	£111	£151	£92	£129	£94	£86	£109	£103
2021	£110	£127	£141	£112	£81	£119	£162	£98	£138	£101	£92	£116	£111
2026	£117	£136	£151	£120	£87	£128	£173	£105	£148	£108	£98	£125	£118
2031	£126	£146	£162	£128	£93	£137	£186	£113	£159	£116	£105	£134	£127
2036	£135	£156	£174	£137	£99	£147	£199	£121	£170	£124	£113	£143	£136

Source: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

TABLE 7: TOTAL EATING AND DRINKING OUT EXPENDITURE BY ZONE (£M)

Zone:	1	2	3	4	5	6	7	8	9	10	11	Study Area	District Catchment
2016	£4.4	£4.3	£2.0	£1.9	£3.8	£4.8	£3.9	£3.1	£2.2	£4.8	£0.8	£35.9	£15.4
2021	£4.8	£4.7	£2.2	£2.1	£4.3	£5.5	£4.4	£3.4	£2.4	£5.5	£0.9	£40.2	£17.5
2026	£5.3	£5.2	£2.4	£2.3	£4.8	£6.1	£4.9	£3.7	£2.6	£6.3	£1.0	£44.7	£19.6
2031	£5.8	£5.7	£2.6	£2.5	£5.4	£6.8	£5.5	£4.1	£2.9	£7.1	£1.1	£49.4	£21.9
2036	£6.3	£6.2	£2.9	£2.8	£5.9	£7.5	£6.1	£4.5	£3.2	£7.9	£1.2	£54.5	£24.2
Growth 2016-2036 (£m)	£1.9	£1.9	£0.9	£0.9	£2.1	£2.7	£2.2	£1.4	£1.0	£3.1	£0.4	£18.6	£8.8
Growth 2016-2036 (%)	£0.4	£0.4	£0.4	£0.5	£0.6	£0.6	£0.6	£0.5	£0.5	£0.6	£0.5	51.8%	57.2%

Source: Calculated from Table 1 and 6.

## **APPENDIX 11: HOUSEHOLD SURVEY RESULTS (WEIGHTED)**

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																								
Aldi, Girling Street, Sudbury	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	8	0.0%	0	0.0%	0
Aldi, High Street, Brandon	3.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	33.4%	10
Aldi, Lime Kiln Lane, Thetford	2.8%	31	0.0%	0	7.4%	9	0.0%	0	0.8%	0	11.6%	19	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	5.1%	2
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	3.7%	41	8.6%	12	13.5%	16	2.9%	1	0.7%	0	0.0%	0	1.8%	3	0.0%	0	0.6%	1	0.6%	0	5.0%	8	0.0%	0
Asda, Beehive Centre, Coldhams Lane, Cambridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Clay Street, Soham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0
Asda, Fordhall Retail Park, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Meadow Centre, Stowmarket	0.9%	10	0.0%	0	8.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	5.6%	62	21.4%	30	6.7%	8	24.0%	12	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0	5.6%	3	4.3%	7	0.0%	0
Co-op, Hall Street, Long Melford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0
Co-op, Market Hill, Clare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, Mildenhall Road, Bury St. Edmunds	0.1%	1	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Isleham, Ely	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Iceland, Cornhill, Bury St Edmunds	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crown Walk, Newmarket	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Burrels, Minstergate Street, Thetford	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burrell Way, Thetford	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lidl, Bury Road, Stowmarket	0.4%	4	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Rougham Road Service Station, Bury St Edmunds	0.1%	1	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Buttermarket, Bury St Edmunds	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Marks & Spencer, The Guineas, Newmarket	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hadleigh, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road,	1.7%	18	0.0%	0	0.0%	0	0.0%	0	31.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Diss																								
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	5.9%	65	26.0%	36	14.4%	17	16.5%	8	1.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.7%	0
Sainsbury's Superstore, Cornard Road, Sudbury	0.2%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Forest Retail Park, Thetford	4.3%	47	0.0%	0	2.3%	3	0.0%	0	1.7%	1	25.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Sainsbury's Superstore, Haycocks Road, Haverhill	5.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	28.3%	23	31.6%	34	6.7%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Lisle Lane, Ely	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Sainsbury's Superstore, Mildenhall	5.8%	64	1.8%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	56	2.0%	1
Tesco Extra, Fordham Road, Newmarket	9.5%	105	0.0%	0	0.8%	1	1.2%	1	0.0%	0	0.7%	1	47.0%	65	2.0%	2	0.0%	0	0.0%	0	22.0%	35	0.0%	0
Tesco Superstore, St Saviours Interchange, Bury St Edmunds	5.0%	55	16.0%	22	16.0%	19	20.0%	10	1.5%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	1.7%	19	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	18	0.0%	0	0.0%	0
Tesco Superstore, Cangle Road, Haverhill	4.6%	51	0.0%	0	0.0%	0	0.6%	0	1.0%	1	0.0%	0	0.7%	1	4.5%	4	38.7%	42	5.7%	3	0.0%	0	0.0%	0
Tesco Superstore, Angel Drove, Ely	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	10	0.0%	0
Tesco Metro, London Road, Brandon	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Tesco Express, Cornhill, Bury St Edmunds	0.9%	9	6.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Norwich Road, Thetford	3.7%	40	0.0%	0	4.7%	6	0.0%	0	7.3%	4	16.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	3
Waitrose, Bray's Lane, Ely	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7	0.0%	0
Waitrose, Fred Archer Way, Newmarket	4.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	41	1.7%	1	0.0%	0	0.0%	0	2.1%	3	0.7%	0
Waitrose, Hill Street, Saffron Walden	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	16	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, Bury St Edmunds	2.8%	30	10.6%	15	2.3%	3	17.7%	9	1.4%	1	0.7%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Waitrose, Station Road, Sudbury	0.4%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.1%	2	0.0%	0	0.8%	1	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Haverhill Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.6%	73	6.5%	9	13.4%	16	10.9%	5	12.4%	7	3.5%	6	4.8%	7	2.3%	2	4.5%	5	10.4%	6	4.8%	8	10.6%	3
Internet / collection (click and collect)	0.1%	1	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aldi, Lisle Lane, Ely	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Aldi, Lordscroft Lane, Haverhill	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	13.8%	15	4.1%	2	0.0%	0	0.0%	0
Aldi, Mere Street, Diss	0.2%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Thaxted Road, Saffron Walden	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, Ashfield Road, Elmswell	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fulbourn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Linton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Soham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-op, London Street, Swaffham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Co-op, North Street, Burwell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Rickingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Hopton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Harling Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queen's Road, Attleborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Maltings Mall, Bridge Street, Downham Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Nisa, Cromwell Road, Saffron Walden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Brooks Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Attleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Scania Way, Hardwick Industrial Estate, Kings Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, Hardwick Road, King's Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Superstore, Brocks Road, Swaffham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Superstore,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Cambridge Road Industrial Estate, Milton																								
Tesco Superstore, Cedars Link Road, Stowmarket	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	1.7%	19	0.0%	0	1.9%	2	0.0%	0	2.9%	2	8.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Tesco Superstore, London Road, Downham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Superstore, Radwinter Road, Saffron Walden	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Road, Diss	0.9%	10	0.0%	0	0.0%	0	0.0%	0	16.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Castle Acre Road, Swaffham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Waitrose, Hauxton Road, Trumpington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Norwich Road, Wymondham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Weighted base:	1102			139		118		49		58		162		139		82		109		54		161		31
Sample:	1102			100		100		101		100		100		100		100		100		101		100		100

## Q01A Which retailer do you purchase your main food internet / home delivery shopping from?

Those who said 'Internet / delivered' or 'Internet / collection (click and collect)' at Q01

Asda	12.6%	9	22.0%	2	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	6.8%	0	48.3%	4	47.8%	2
Co-op	1.1%	1	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.4%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	3.7%	3	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0	17.6%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	16.0%	12	40.8%	4	13.5%	2	6.3%	0	31.4%	2	23.9%	1	0.0%	0	0.0%	0	16.1%	1	17.2%	1	0.0%	0	8.1%	0
Tesco	63.1%	47	28.0%	3	80.8%	13	66.1%	4	68.6%	5	76.1%	4	82.4%	5	0.0%	0	83.9%	4	70.3%	4	38.9%	3	44.1%	2
Waitrose	3.1%	2	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	5.7%	0	12.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	75			9		17		6		7		6		7		2		5		6		8		4
Sample:	74			6		12		7		10		3		6		3		6		8		6		7

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
<b>Q02 What do you like about (LOCATION MENTIONED AT Q01)? [MR]</b>																								
<i>Not those who said 'Internet / delivered' or 'Internet / collection (click and collect)' at Q01</i>																								
Clean store	1.6%	17	1.4%	2	1.4%	1	1.5%	1	0.8%	0	0.7%	1	3.1%	4	3.5%	3	1.5%	2	1.1%	1	0.9%	1	2.1%	1
Close to family / friends	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Convenient to home	40.7%	418	48.0%	63	25.9%	26	32.7%	14	33.1%	17	41.8%	65	39.1%	51	41.5%	33	46.4%	48	23.7%	12	53.6%	82	22.4%	6
Convenient to work	1.0%	10	0.0%	0	2.9%	3	0.7%	0	0.0%	0	0.0%	0	2.3%	3	1.9%	2	0.9%	1	1.7%	1	0.0%	0	3.2%	1
Delivery service	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0
Easy to get to by car	2.2%	23	0.0%	0	4.6%	5	3.2%	1	0.0%	0	0.0%	0	2.3%	3	2.8%	2	1.3%	1	3.6%	2	5.3%	8	1.5%	0
Easy to get to by foot	0.5%	5	1.5%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Easy to get to by public transport	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ethical policy	0.4%	5	1.9%	3	0.0%	0	0.7%	0	0.8%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	3.5%	35	3.5%	5	2.5%	3	4.4%	2	3.5%	2	3.0%	5	4.4%	6	3.7%	3	2.3%	2	3.4%	2	3.8%	6	5.4%	1
Good layout / easy to get around	3.4%	35	1.9%	2	4.2%	4	9.5%	4	3.9%	2	7.1%	11	3.0%	4	1.1%	1	0.6%	1	6.3%	3	1.4%	2	0.0%	0
Good offers	1.5%	15	0.0%	0	0.0%	0	0.7%	0	0.8%	0	8.1%	13	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.9%	1
Habit / always used it	3.6%	37	3.2%	4	2.1%	2	8.1%	4	3.2%	2	3.7%	6	4.1%	5	0.7%	1	1.9%	2	5.8%	3	5.2%	8	2.3%	1
Has a cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	2.3%	24	0.0%	0	0.0%	0	1.0%	0	0.8%	0	5.0%	8	4.1%	5	1.6%	1	6.0%	6	0.8%	0	0.8%	1	3.9%	1
Long opening hours	0.4%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Low prices / value for money	23.2%	238	24.1%	31	43.1%	44	27.9%	12	11.4%	6	27.2%	43	4.4%	6	15.1%	12	28.3%	29	38.2%	19	16.4%	25	43.5%	12
Loyalty scheme / reward points	1.7%	18	5.3%	7	0.0%	0	3.8%	2	1.9%	1	1.9%	3	2.3%	3	0.0%	0	0.0%	0	2.0%	1	0.8%	1	1.0%	0
Online shopping is convenient	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Only one in the area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is free	1.2%	12	0.0%	0	0.8%	1	0.7%	0	0.8%	0	0.0%	0	7.0%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	0
Parking prices are low	0.8%	8	0.0%	0	0.0%	0	0.8%	0	1.6%	1	1.5%	2	0.9%	1	0.9%	1	0.9%	1	0.9%	0	0.7%	1	0.0%	0
Parking provision is good	2.8%	29	1.9%	2	12.8%	13	5.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	8	3.2%	2	0.6%	1	0.9%	0
Pleasant shopping environment	1.0%	10	0.6%	1	1.8%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.7%	2	3.1%	3	0.0%	0	0.6%	1	2.3%	1
Preference for retailer	1.7%	18	3.5%	5	2.4%	2	2.7%	1	3.4%	2	0.7%	1	1.1%	1	0.7%	1	1.3%	1	2.5%	1	0.8%	1	4.9%	1
Quality of food goods available	12.0%	123	12.0%	16	13.9%	14	8.6%	4	9.4%	5	12.9%	20	14.1%	19	18.3%	15	11.2%	12	18.1%	9	4.8%	7	13.5%	4
Self-service checkouts	0.3%	3	1.5%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food goods available	1.1%	11	2.8%	4	1.6%	2	0.0%	0	1.7%	1	0.0%	0	1.6%	2	1.3%	1	0.0%	0	0.7%	0	0.7%	1	1.0%	0
Range of food goods available	13.4%	137	21.0%	27	16.5%	17	13.4%	6	17.1%	9	6.7%	10	11.4%	15	4.5%	4	14.6%	15	12.2%	6	16.0%	25	14.6%	4
Range of non-food goods available	1.4%	15	0.6%	1	0.8%	1	0.0%	0	3.3%	2	0.0%	0	0.8%	1	0.0%	0	6.2%	6	0.9%	0	2.2%	3	0.9%	0
Safe shopping environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	2.0%	21	1.5%	2	0.0%	0	2.9%	1	0.8%	0	2.1%	3	4.8%	6	2.0%	2	0.0%	0	1.3%	1	3.3%	5	0.0%	0
Staff discount / work there	1.0%	10	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%	1	2.5%	3	3.9%	3	0.6%	1	0.7%	0	0.7%	1	0.0%	0
Supporting local business	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Familiar / know where everything is	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.9%	1
Get free coffee	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Good disabled parking	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
New store	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Nice atmosphere	0.2%	2	1.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
No queues at the checkouts	0.1%	1	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0
Other shops / services nearby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Nothing / very little	4.1%	42	1.7%	2	2.1%	2	2.8%	1	12.5%	6	5.4%	9
(Don't know)	1.5%	15	2.1%	3	1.4%	1	6.7%	3	0.8%	0	0.0%	0
Weighted base:	1027	130	101	43	51	156	132	80	104	49	153	27
Sample:	1028	94	88	94	90	97	94	97	94	93	94	93

**Q03 How do you normally travel to (LOCATION MENTIONED AT Q01)?***Not those who said 'Internet / delivered' or 'Internet / collection (click and collect)' at Q01*

Car / van (as driver)	79.3%	815	79.1%	103	91.6%	93	74.1%	32	88.0%	45	82.8%	130	85.8%	113	87.9%	70	71.3%	74	79.5%	39	60.8%	93	84.9%	23
Car / van (as passenger)	10.6%	109	8.0%	10	6.8%	7	20.2%	9	7.9%	4	10.8%	17	6.9%	9	5.4%	4	7.7%	8	9.1%	4	21.4%	33	12.5%	3
Bus, minibus or coach	2.3%	24	1.9%	2	0.0%	0	0.7%	0	0.8%	0	1.6%	3	0.0%	0	2.6%	2	1.9%	2	8.5%	4	6.0%	9	1.8%	0
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.9%	61	9.4%	12	0.0%	0	0.7%	0	2.5%	1	4.7%	7	5.3%	7	3.5%	3	13.0%	13	2.1%	1	10.0%	15	0.0%	0
Taxi	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Bicycle	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	1.2%	2	0.0%	0
Mobility scooter / wheelchair	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.3%	3	0.9%	1	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.3%	3	0.0%	0	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Weighted base:		1027		130		101		43		51		156		132		80		104		49		153		27
Sample:		1028		94		88		94		90		97		94		97		94		93		94		93

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11																							
<b>Q04 When you visit (LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]</b>																																													
<i>Not those who said 'Internet / delivered' or 'Internet / collection (click and collect)' at Q01</i>																																													
Yes - non-food shopping	12.2%	125	12.9%	17	23.5%	24	20.7%	9	9.1%	5	5.9%	9	12.9%	17	12.7%	10	16.2%	17	7.6%	4	7.7%	12	8.9%	2																					
Yes - other food shopping	5.2%	53	3.6%	5	4.1%	4	8.2%	4	4.2%	2	2.4%	4	7.6%	10	7.6%	6	4.7%	5	9.5%	5	5.1%	8	6.6%	2																					
Yes - bars / pubs	0.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.8%	1	1.3%	1	0.6%	1	0.0%	0																					
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0																					
Yes - cafés	2.2%	22	2.6%	3	2.0%	2	1.0%	0	0.8%	0	0.9%	1	5.3%	7	1.7%	1	1.4%	1	2.0%	1	2.2%	3	1.8%	0																					
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Yes - get petrol	4.0%	42	2.8%	4	3.9%	4	3.4%	1	2.6%	1	7.6%	12	4.5%	6	4.3%	3	0.6%	1	5.9%	3	3.6%	6	2.6%	1																					
Yes - go to park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Yes - gyms / health and fitness	1.6%	17	0.9%	1	1.7%	2	0.7%	0	0.8%	0	3.9%	6	0.0%	0	0.0%	0	6.4%	7	0.8%	0	0.0%	0	0.8%	0																					
Yes - library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0																					
Yes - markets	0.4%	4	0.0%	0	0.9%	1	2.1%	1	0.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	0																					
Yes - meeting family	1.2%	12	0.0%	0	3.3%	3	0.0%	0	0.0%	0	1.5%	2	1.8%	2	2.0%	2	0.0%	0	2.8%	1	0.0%	0	4.8%	1																					
Yes - meeting friends	1.3%	13	0.0%	0	7.3%	7	0.0%	0	0.8%	0	0.9%	1	1.5%	2	0.0%	0	0.6%	1	1.6%	1	0.0%	0	1.5%	0																					
Yes - museums / art gallery	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0																					
Yes - other service (e.g. travel agent, estate agent etc.)	0.6%	6	0.9%	1	0.9%	1	0.7%	0	0.8%	0	1.6%	3	0.0%	0	0.0%	0	0.6%	1	0.7%	0	0.0%	0	0.0%	0																					
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.6%	7	0.0%	0	0.0%	0	0.7%	0	1.6%	1	0.0%	0	2.3%	3	0.7%	1	0.0%	0	2.7%	1	0.0%	0	2.3%	1																					
Yes - restaurants	0.4%	4	0.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.8%	0																					
Yes - swimming	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.8%	0																					
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Yes - visiting services such as banks and other financial institutions	2.3%	24	1.9%	3	4.0%	4	4.3%	2	2.4%	1	0.7%	1	0.8%	1	0.9%	1	4.1%	4	9.0%	4	1.3%	2	2.7%	1																					
Yes - work	5.2%	53	1.9%	3	8.3%	8	0.0%	0	5.8%	3	4.8%	8	2.8%	4	4.6%	4	4.0%	4	11.8%	6	7.7%	12	10.4%	3																					
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Yes - college	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0																					
Yes - play sports	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.5%	0																					
Yes - school run	1.0%	11	0.0%	0	0.8%	1	5.8%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	3.4%	5	0.0%	0																					
Yes - taking children to leisure activities	0.6%	6	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1																					
Yes - visit cemetery	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Yes - visit doctor / hospital	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	0																					
Yes - window shopping / browsing	0.4%	4	0.0%	0	0.8%	1	1.4%	1	0.9%	0	0.6%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
No	64.3%	661	72.4%	94	44.0%	45	59.4%	26	63.7%	32	72.8%	114	69.1%	91	71.6%	57	59.0%	61	43.3%	21	68.0%	104	54.9%	15																					
(Don't know)	1.0%	11	1.6%	2	0.0%	0	0.7%	0	3.3%	2	3.0%	5	0.0%	0	0.0%	0	1.3%	1	0.8%	0	0.0%	0	0.8%	0																					
Weighted base:		1027		130		101		43		51		156		132		80		104		49		153		27																					
Sample:		1028		94		88		94		90		97		94		97		94		93		94		93																					

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11																							
<b>Q05 When you combine your trip with other activities, where do you normally go?</b>																																													
<i>Those who do an activity at Q04</i>																																													
Attleborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Barrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Brandon	2.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	2	0.0%																						
Bury St Edmunds	28.2%	93	92.3%	30	74.1%	37	92.5%	13	10.7%	2	5.6%	2	11.5%	5	0.0%	0	0.0%	0	6.1%	1	5.0%	2	5.7%																						
Cambourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Cambridge	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Clare	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%																						
Diss	3.0%	10	0.0%	0	0.0%	0	0.0%	0	61.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Downham Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%																						
Ely	2.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	18.0%	8	0.0%																						
Haverhill	15.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	33.2%	7	93.5%	39	22.5%	5	0.0%	0	0.0%																						
Ipswich	0.8%	3	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Ixworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Kedington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
King's Lynn	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%																						
Lakenheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Mildenhall	5.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	16	0.0%																						
Newmarket	14.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	78.9%	31	10.3%	2	0.0%	0	0.0%	0	28.7%	13	5.8%																						
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Red Lodge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Stanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Stowmarket	1.8%	6	0.0%	0	12.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Sudbury	4.7%	15	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	67.0%	15	0.0%	0	0.0%																						
Swaffham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%																						
Thetford	11.3%	37	0.0%	0	13.7%	7	0.0%	0	2.9%	0	67.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.1%																						
Wisbech	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Burston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Burwell	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Croydon	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%																						
East Harling	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Fakenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%																						
Halstead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%																						
Hinxton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%																						
Hockwold Cum Wilton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%																						
Hopton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Linton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Littleport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%																						
Rickingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																						
Saffron Walden	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	7	2.3%	1	0.0%	0	0.0%	0	0.0%																						
Soham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%																						
Walton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%																						

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
West Row	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	5	0.0%	0	0.0%	0	2.9%	0	5.9%	1	3.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.1%	1	1.9%	0
Weighted base:		329		33		50		14		16		38		39		21		41		22		44		11
Sample:		371		22		49		35		30		23		33		29		33		48		29		40



# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
<b>Q06 In addition to (LOCATION MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?</b>												
Aldi, Girling Street, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Brandon	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Lime Kiln Lane, Thetford	0.9%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.9%	8
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	3.2%	35	11.7%	16	5.1%	6	9.9%	5	0.8%	0	0.0%	0
Asda, Beehive Centre, Coldhams Lane, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Clay Street, Soham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fordhall Retail Park, Newmarket	0.4%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Asda, Meadow Centre, Stowmarket	0.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	4.1%	46	9.2%	13	14.0%	17	10.0%	5	0.0%	0	1.8%	3
Co-op, Elizabeth Parade, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Hall Street, Long Melford	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, Kings Street, Mildenhall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Hill, Clare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mildenhall Road, Bury St. Edmunds	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, West Street, Isleham, Ely	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cornhill, Bury St Edmunds	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crown Walk, Newmarket	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Iceland, The Burrels, Minstergate Street, Thetford	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Burrell Way, Thetford	0.9%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Lidl, Bury Road, Stowmarket	0.3%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Buttermarket, Bury St Edmunds	0.5%	5	0.6%	1	0.6%	1	1.2%	1	0.0%	0	0.0%	0
Marks & Spencer, The Guineas, Newmarket	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6
Morrisons, Broad Street, Cambourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11
Morrisons, Hadleigh, Ipswich	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Victoria Road, Diss	1.0%	11	0.0%	0	2.3%	3	0.0%	0	11.5%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	3.7%	40	13.9%	19	7.6%	9	7.9%	4	0.8%	0	0.7%	1	2.4%	3	0.9%	1	0.0%	0	0.0%	0	1.6%	3	0.0%
Sainsbury's Superstore, Cornard Road, Sudbury	0.7%	7	0.0%	0	0.0%	0	1.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%
Sainsbury's Superstore, Forest Retail Park, Thetford	2.3%	26	0.0%	0	1.5%	2	0.0%	0	6.1%	4	10.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%
Sainsbury's Superstore, Haycocks Road, Haverhill	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.7%	5	20.4%	22	7.5%	4	0.0%	0	0.0%
Sainsbury's Superstore, Lisle Lane, Ely	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%
Sainsbury's Superstore, Mildenhall	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	11	0.0%
Tesco Extra, Fordham Road, Newmarket	2.8%	31	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.8%	1	16.6%	23	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%
Tesco Superstore, St Saviours Interchange, Bury St Edmunds	4.9%	54	11.8%	16	15.8%	19	12.6%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.9%	3	5.1%	8	0.0%
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	0.6%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	8.7%	5	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	16.1%	18	6.6%	4	0.0%	0	0.0%
Tesco Superstore, Angel Drove, Ely	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%
Tesco Metro, London Road, Brandon	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Tesco Express, Lawson Place, Bury St Edmunds	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Norwich Road, Thetford	1.9%	20	0.0%	0	0.6%	1	0.0%	0	3.6%	2	10.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Waitrose, Bray's Lane, Ely	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%
Waitrose, Fred Archer Way, Newmarket	2.6%	28	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	13.5%	19	0.0%	0	0.9%	1	0.0%	0	5.2%	8	0.0%
Waitrose, Hill Street, Saffron Walden	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.6%	1	0.0%	0	0.0%	0	0.0%
Waitrose, Robert Bobby Way, Bury St Edmunds	2.0%	22	8.1%	11	3.5%	4	6.2%	3	1.5%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
Waitrose, Station Road, Sudbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.5%	2	0.0%	0	0.0%
Barrow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brandon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Bury St Edmunds Town Centre	0.2%	2	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	0
Diss Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Haverhill Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Swaffham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Thetford Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.5%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	2	0.9%	1	1.3%	1	0.0%	0	0.8%	0
Internet / collection (click and collect)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Lisle Lane, Ely	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0
Aldi, Lordscroft Lane, Haverhill	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	16.5%	18	4.9%	3	0.0%	0	0.0%	0
Aldi, Mere Street, Diss	0.5%	6	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Thaxted Road, Saffron Walden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, White House Industrial Estate, Ipswich	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Lakenheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, High Street, Linton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Thetford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Watton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Co-op, Swan Street, Sible Hedingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Farmfoods, Barton Road, Bury St Edmunds	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lime Kiln Lane, Thetford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.8%	0
Glemsford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Iceland, Bromley Road, Downham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Iceland, High Street, Haverhill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Swaffham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Iceland, North Street, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lidl, Queen's Road, Attleborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Beehive Centre, Coldhams Lane, Cambridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Maltings Mall,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Bridge Street, Downham Market																								
Nisa, Cromwell Road, Saffron Walden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Attleborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Jackson Square, Bishop's Stortford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Scania Way, Hardwick Industrial Estate, Kings Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, Cromwell Road, Wisbech	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Superstore, Cedars Link Road, Stowmarket	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	3.0%	33	0.0%	0	1.7%	2	0.0%	0	7.2%	4	12.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	1.7%	1
Tesco Superstore, London Road, Downham Market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2
Tesco Superstore, Radwinter Road, Saffron Walden	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Road, Diss	0.4%	5	0.0%	0	0.0%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Fitzroy Street, Cambridge	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0
Waitrose, Castle Acre Road, Swaffham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Waitrose, Hauxton Road, Trumpington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Norwich Road, Wymondham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolpit Village Centre (Don't know / varies)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	1.5%	17	1.8%	3	0.8%	1	1.5%	1	2.3%	1	1.4%	2	2.7%	4	2.2%	2	0.0%	0	1.4%	1	1.1%	2	2.0%	1
	39.6%	436	40.3%	56	38.7%	46	39.1%	19	38.7%	22	36.7%	60	40.3%	56	52.1%	43	32.9%	36	40.0%	22	41.3%	67	34.0%	11
Weighted base:	1102			139		118		49		58		162		139		82		109		54		161		31
Sample:	1102			100		100		101		100		100		100		100		100		101		100		100

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
<b>Q06AWhich internet / home delivery retailer do you also use for your main food shopping?</b>																							
<i>Those who said 'Internet / delivered' or 'Internet / collection (click and collect)' at Q06</i>																							
Asda	27.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	54.1%	0	0.0%	0	0.0%
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	11.5%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	0	0.0%	0	0.0%
Sainsbury's	26.4%	1	0.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose	29.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		6		0		0		0		1		1		0		2		1		1		0	
Sample:		8		0		0		1		1		1		0		1		1		2		0	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?																								
Aldi, High Street, Brandon	1.5%	16	0.0%	0	1.7%	2	0.0%	0	0.0%	0	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	5
Aldi, Lime Kiln Lane, Thetford	1.6%	18	0.0%	0	0.0%	0	0.0%	0	2.8%	2	10.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	1.1%	13	7.2%	10	1.5%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Clay Street, Soham	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10	0.0%	0
Asda, Fordhall Retail Park, Newmarket	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	2.8%	31	13.8%	19	3.2%	4	7.0%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Co-op, Combs Lane, Combs Ford, Stowmarket	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Elizabeth Parade, Newmarket	0.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, Hall Street, Long Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Co-op, Kings Street, Mildenhall	1.1%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	11	0.0%	0
Co-op, Market Hill, Clare	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	7	0.0%	0	0.0%	0
Co-op, Mildenhall Road, Bury St. Edmunds	0.8%	9	3.7%	5	0.7%	1	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Isleham, Ely	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Co-op, Western Way, Bury St. Edmund	0.6%	6	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cornhill, Bury St Edmunds	0.3%	3	1.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crown Walk, Newmarket	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burrell Way, Thetford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	0
M&S Simply Food, Rougham Road Service Station, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Buttermarket, Bury St Edmunds	0.6%	7	3.1%	4	0.6%	1	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Guineas, Newmarket	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	15	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Victoria Road, Diss	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	1.2%	13	4.8%	7	4.8%	6	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Sainsbury's Superstore, Cornard Road, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Forest Retail Park, Thetford	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsbury's Superstore, Haycocks Road, Haverhill	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	13.9%	15	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lisle Lane, Ely	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Sainsbury's Superstore, Mildenhall	3.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	35	0.0%	0
Tesco Extra, Fordham Road, Newmarket	2.1%	23	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	14.3%	20	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.0%	1
Tesco Superstore, St Saviours Interchange, Bury St Edmunds	1.0%	11	2.6%	4	4.3%	5	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0
Tesco Superstore, Cangle Road, Haverhill	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	15.4%	17	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Angel Drove, Ely	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Metro, London Road, Brandon	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Tesco Express, Cornhill, Bury St Edmunds	0.4%	4	2.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horringer Road, Bury St Edmunds	0.6%	7	3.2%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, Bury St Edmunds	2.2%	24	14.5%	20	2.1%	3	0.7%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Norwich Road, Thetford	2.4%	27	0.0%	0	4.7%	6	0.0%	0	3.1%	2	11.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Waitrose, Bray's Lane, Ely	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Waitrose, Fred Archer Way, Newmarket	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hill Street, Saffron Walden	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, Bury St Edmunds	1.0%	11	3.2%	4	1.9%	2	5.5%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	0
Waitrose, Station Road, Sudbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Barrow Town Centre	0.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Bury St Edmunds Town Centre	1.2%	14	5.3%	7	1.6%	2	2.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.5%	2	0.6%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Clare Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Haverhill Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ixworth Town Centre	0.5%	6	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kedington Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakenheath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Newmarket Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Red Lodge Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0
Stanton Town Centre	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0
Thetford Town Centre	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.7%	0	9.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisbech Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	0
Aldi, Lisle Lane, Ely	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Aldi, Lordscroft Lane, Haverhill	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.0%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mere Street, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barningham Village Centre	0.2%	2	0.0%	0	1.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cavendish Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ashfield Road, Elmswell	0.9%	9	0.0%	0	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carter Street, Fordham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Co-op, High Street, Lakenheath	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Co-op, High Street, Linton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Soham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-op, Ness Road, Burwell	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Burwell	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Street, Haughley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Rickinghall	0.7%	8	0.0%	0	0.0%	0	0.0%	0	13.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wisbech Road, Littleport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Costcutter, High Street, Hopton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Harling Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmswell Village Centre	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elveden Village Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exning Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Farmfoods, Barton Road, Bury St Edmunds	0.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lime Kiln Lane, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Sudbury Retail Park, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Feltwell Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Fulbourn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garboldisham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glensford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Great Abington Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barton Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yeldham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Hockwold cum Wilton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Hopton Village Centre	0.5%	5	0.0%	0	2.6%	3	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Haverhill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.6%	0	0.0%	0	0.0%	0
Iceland, The Cloisters, Ely	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lavenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linton Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Barton Road, Thurston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Gloucester Road, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Feltwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Long Melford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Mundford Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2
Nisa, Bellflower Crescent, Red Lodge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Nisa, Cromwell Road, Saffron Walden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cadogan Road, Bury St Edmunds	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Feltwell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Premier, Market Place, Kenninghall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rougham Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys of Thetford, Guildhall Street, Thetford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Leisure Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Clifton Way, Cambridge												
Soham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bells Lane, Glemsford	0.5%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Spar, Church Road, Barningham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Spar, London House, The Street, Stanton	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Steeple Bumpstead Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cambridge Road Industrial Estate, Milton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Cedars Link Road, Stowmarket	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0
Tesco Superstore, Marks Farm, Coggeshall Road, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.0%	0
Tesco Superstore, Victoria Road, Diss	0.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Thaxted Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Thelnetham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Thurston Village Centre	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Castle Acre Road, Swaffham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hauxton Road, Trumpington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Watton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weeting Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickhambrook Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Woolpit Village Centre	0.7%	8	0.0%	0	7.0%	8	0.0%	0	0.0%	0	0.0%	0
Worham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.1%	34	6.1%	9	1.5%	2	5.2%	3	3.4%	2	0.7%	1
(Don't do this type of shopping)	34.9%	384	24.2%	34	28.4%	33	55.4%	27	39.3%	23	23.5%	38
Weighted base:	1102	139	118	49	58	162	139	82	109	54	161	31
Sample:	1102	100	100	101	100	100	100	100	100	101	100	100

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
<b>Q07AWhich retailer do you purchase your top-up food internet / home delivery shopping from?</b>												
<i>Those who said 'Internet / delivered' or 'Internet / collection (click and collect)' at Q07</i>												
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	59.8%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	31.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3	0	1	0	0	1	0	0	1	0	0	0
Sample:	5	0	1	0	1	1	0	0	1	0	0	1

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
<b>Q08 In addition to (LOCATION MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?</b>																								
<i>Those who do top-up shopping at Q07</i>																								
Aldi, High Street, Brandon	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Aldi, Lime Kiln Lane, Thetford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	0.4%	3	0.0%	0	1.1%	1	0.0%	0	1.1%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Clay Street, Soham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Fordhall Retail Park, Newmarket	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	0	0.0%	0
Asda, Meadow Centre, Stowmarket	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	0.6%	4	2.4%	3	1.1%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Co-op, Hall Street, Long Melford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Co-op, Kings Street, Mildenhall	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Co-op, Market Hill, Clare	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	7	0.0%	0	0.0%	0
Iceland, Cornhill, Bury St Edmunds	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crown Walk, Newmarket	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Burrels, Minstergate Street, Thetford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burrell Way, Thetford	1.1%	8	0.0%	0	0.0%	0	0.0%	0	3.5%	1	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
M&S Simply Food, Rougham Road Service Station, Bury St Edmunds	0.4%	3	0.0%	0	2.4%	2	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Buttermarket, Bury St Edmunds	0.8%	6	3.4%	4	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Guineas, Newmarket	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Morrisons, Victoria Road, Diss	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	1.4%	10	6.9%	7	0.0%	0	3.0%	1	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Forest Retail Park, Thetford	1.8%	13	0.0%	0	0.8%	1	0.0%	0	6.9%	2	7.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sainsbury's Superstore, Haycocks Road, Haverhill	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	11.1%	6	1.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11			
Sainsbury's Superstore, Lisle Lane, Ely	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Superstore, Mildenhall	1.5%	11	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fordham Road, Newmarket	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0
Tesco Superstore, St Saviours Interchange, Bury St Edmunds	1.7%	12	5.2%	5	4.3%	4	12.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	0.1%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Tesco Superstore, Cangle Road, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Metro, London Road, Brandon	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Horringer Road, Bury St Edmunds	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lawson Place, Bury St Edmunds	1.1%	8	6.8%	7	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Norwich Road, Thetford	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0
Waitrose, Bray's Lane, Ely	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Waitrose, Fred Archer Way, Newmarket	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	12	1.5%	1	1.7%	1
Waitrose, Hill Street, Saffron Walden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Waitrose, Robert Boby Way, Bury St Edmunds	1.1%	8	3.3%	3	3.0%	3	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Attleborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
Barrow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.4%	10	3.9%	4	0.8%	1	0.0%	0	9.4%	3	1.7%	2	0.0%	0	0.0%	0
Cambridge City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Clare Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Ely Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Haverhill Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	1.0%	0
Kedington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Newmarket Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Stanton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Thetford Town Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0
Internet / delivered	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Aldi, Lordscroft Lane, Haverhill	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Mere Street, Diss	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Thaxted Road, Saffron Walden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badwell Ash Village Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Lakenheath	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Linton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Soham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Co-op, Ness Road, Burwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Street, Sible Hedingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Co-op, The Street, Rickingham	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Barton Road, Bury St Edmunds	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glensford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Hockwold cum Wilton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Hopton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Haverhill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.1%	0	0.0%	0	0.0%	0
Ingham Village Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Feltwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Londis, Kenninghall Road, Banham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Buckenham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys of Sudbury, Great Eastern Road, Sudbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Roys of Thetford, Guildhall Street, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Brooks Road, Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bells Lane, Glensford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Spar, St Olaves Parade, Bury St Edmunds	0.5%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cambridge Road Industrial Estate, Milton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Thetford Road, Watton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Tesco Superstore, Victoria Road, Diss	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurston Village Centre	0.5%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weeting Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wickham St Paul Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	15	0.0%	0	4.1%	3	7.7%	2	5.0%	2	0.0%	0	2.3%	2	4.6%	2	1.4%	1	1.3%	0	2.3%	3	3.7%	1
(Nowhere else)	61.8%	443	64.9%	69	71.4%	60	51.5%	11	47.6%	17	57.7%	71	53.6%	45	63.1%	27	65.5%	37	58.5%	20	66.2%	72	69.1%	14
Weighted base:		718		106		84		22		35		124		85		42		57		33		109		20
Sample:		681		70		73		48		58		70		62		52		53		61		71		63

## Q08A Which internet / home delivery retailer do you also use for your top-up food shopping?

Those who said 'Internet / delivered' or 'Internet / collection (click and collect)' at Q08

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	100.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1		0		1		0		0		0		0		0		0		0		0		0
Sample:		1		0		1		0		0		0		0		0		0		0		0		0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [%]																							
Q09 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?																							
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 - 10%	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
11 - 20%	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	2	3.5%
21 - 30%	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.7%	1	3.2%	4	0.0%	0	0.7%	1	0.0%
31 - 40%	0.5%	5	0.0%	0	1.7%	2	0.0%	0	1.4%	1	0.6%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
41 - 50%	4.1%	45	8.7%	12	4.2%	5	3.6%	2	0.7%	0	1.3%	2	1.4%	2	3.7%	3	1.6%	2	0.8%	0	9.8%	16	1.3%
51 - 60%	3.5%	39	2.5%	3	2.3%	3	5.8%	3	2.7%	2	3.8%	6	4.8%	7	3.0%	2	0.0%	0	3.0%	2	6.2%	10	3.8%
61 - 70%	5.7%	63	4.2%	6	8.6%	10	3.2%	2	8.6%	5	9.5%	15	3.7%	5	4.2%	3	2.8%	3	9.2%	5	4.0%	6	6.7%
71 - 80%	21.1%	233	22.4%	31	18.0%	21	8.6%	4	14.3%	8	28.8%	47	27.0%	37	14.4%	12	23.1%	25	14.6%	8	21.1%	34	15.0%
81 - 90%	14.3%	157	23.8%	33	13.4%	16	14.5%	7	11.6%	7	21.1%	34	8.3%	11	13.2%	11	9.9%	11	17.1%	9	8.1%	13	15.7%
91 - 99%	4.4%	49	5.6%	8	12.5%	15	2.5%	1	11.0%	6	1.5%	3	2.4%	3	2.7%	2	3.8%	4	1.4%	1	2.2%	4	7.3%
100%	34.9%	384	24.2%	34	28.4%	33	55.4%	27	39.3%	23	23.5%	38	39.0%	54	48.3%	40	47.8%	52	38.5%	21	32.3%	52	35.2%
(Dont know)	9.7%	107	6.8%	9	11.0%	13	6.5%	3	10.4%	6	7.7%	12	10.7%	15	7.9%	6	7.1%	8	14.9%	8	14.5%	23	7.2%
(Refused)	0.6%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.0%	2	0.0%	0	0.6%	0	0.0%	0	2.0%
Mean:	85.76		84.60		86.07		90.59		89.20		82.92		85.77		89.54		88.87		88.66		81.82		83.96
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100



# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
<b>Q10 Where do you normally do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?</b>																								
Asda, Western Way, Bury St Edmunds	0.2%	2	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Buttermarket, Bury St Edmunds	0.6%	7	0.6%	1	1.4%	2	0.6%	0	0.0%	0	1.3%	2	1.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Matalan, Easlea Way, Bury St. Edmunds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	0.2%	2	0.0%	0	0.8%	1	0.9%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cornard Road, Sudbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Haycocks Road, Haverhill	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lisle Lane, Ely	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	0	7.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Tesco Extra, Fordham Road, Newmarket	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.7%	3	0.6%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	38.3%	422	68.7%	96	62.3%	73	50.1%	24	18.7%	11	43.1%	70	17.1%	24	1.8%	2	14.7%	16	39.0%	21	47.6%	77	26.5%	8
Cambourne Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cambridge City Centre	16.3%	180	4.6%	6	2.3%	3	9.9%	5	0.8%	0	1.5%	3	31.0%	43	52.5%	43	42.7%	46	4.8%	3	16.6%	27	3.0%	1
Diss Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Haverhill Town Centre	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	16.8%	18	1.4%	1	0.0%	0	0.0%	0
Ipswich Town Centre	0.4%	4	0.0%	0	2.4%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0
Ixworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	7
Mildenhall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Newmarket Town Centre	3.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	16.7%	23	0.7%	1	0.0%	0	0.0%	0	6.2%	10	0.0%	0
Norwich City Centre	5.6%	62	0.6%	1	1.5%	2	1.3%	1	49.7%	29	15.5%	25	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	8.9%	3
Peterborough City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Stowmarket Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	6	0.0%	0	0.0%	0
Swaffham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Thetford Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	2.3%	1	6.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Wisbech Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Beehive Centre, Cambridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.8%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11					
Cambridge Retail Park, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Forest Retail Park, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Freeport Village (Outlet Centre), Braintree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.4%	1
Grafton Centre, Cambridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Thetford Retail Park, Thetford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Internet / catalogue / TV shopping	16.8%	185	18.8%	26	25.8%	30	21.6%	11	13.8%	8	8.0%	13	21.3%	30	13.6%	11	10.6%	12
Abroad	0.2%	3	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Stortford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Brookfield Centre, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Central London	0.5%	5	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.9%	1	1.5%	2
Chelmsford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Colchester Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Dartmouth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herne Bay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, Grays	0.1%	1	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Manchester City Centre	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Saffron Walden Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	9	0.0%	0
Skegness Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Spalding Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Close, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Stanway, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
(Don't know / varies)	1.6%	18	0.0%	0	0.8%	1	4.7%	2	0.7%	0	1.8%	3	1.4%	2	1.1%	1	1.0%	1
(Don't do this type of shopping)	3.6%	40	1.8%	2	1.1%	1	5.9%	3	1.4%	1	8.5%	14	2.9%	4	6.2%	5	2.7%	3
Weighted base:	1102		139		118		49		58		162		139		82		109	
Sample:	1102		100		100		101		100		100		100		100		101	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
<b>Q10A Which internet / home delivery retailer do you use for your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?</b>																								
<i>Those who do said 'Internet / catalogue / TV shopping' at Q10</i>																								
Amazon	13.3%	24	0.0%	0	6.2%	2	0.0%	0	0.0%	0	8.8%	1	35.0%	10	0.0%	0	6.9%	1	3.3%	0	33.7%	9	11.2%	1
AO.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	2.3%	4	0.0%	0	0.0%	0	23.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	2
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.8%	1	3.7%	1	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	5.1%	9	26.1%	7	0.0%	0	0.0%	0	15.2%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	12.7%	1
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	4.0%	7	0.0%	0	2.6%	1	3.4%	0	5.9%	0	7.5%	1	12.6%	4	6.8%	1	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	3.2%	6	4.4%	1	5.7%	2	0.0%	0	7.0%	1	0.0%	0	4.7%	1	7.8%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Next	6.0%	11	0.0%	0	7.4%	2	8.7%	1	15.2%	1	31.6%	4	0.0%	0	14.7%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.5%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	3.4%	6	0.0%	0	18.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Afibel	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Ambrose Wilson	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charles Tyrwhitt	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chums	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	1.4%	3	0.0%	0	2.2%	1	0.0%	0	5.0%	0	0.0%	0	0.0%	0	4.9%	1	5.8%	1	3.3%	0	0.0%	0	0.0%	0
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	5.8%	1	3.3%	0	3.1%	1	2.8%	0
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
EAST	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	1.8%	3	9.6%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	1.2%	2	0.0%	0	2.2%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	3.3%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	3.2%	6	3.2%	1	5.3%	2	0.0%	0	5.0%	0	0.0%	0	6.7%	2	0.0%	0	8.1%	1	0.0%	0	0.0%	0	2.8%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Lands' End	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
M&Co	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1	0.0%	0	0.0%	0	0.0%	0
MandM Direct	3.7%	7	26.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	1.6%	3	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.2%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.4%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	3.3%	0
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Sports Direct	0.5%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vegetarian Shoes	1.4%	3	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%
Viking Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Stuff	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	3	0.0%
Wiggle	0.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	35.5%	66	14.0%	4	24.5%	7	53.9%	6	46.8%	4	35.7%	5	29.0%	9	51.2%	6	43.1%	5	66.8%	6	46.9%	13	26.6%
Weighted base:	185			26		30		11		8		13		11		12		10		27		7	
Sample:	177			10		29		14		14		10		15		14		19		12		21	

**Q11 How do you normally travel to (LOCATION MENTIONED AT Q10)?***Those who do clothes shopping at Q10 excluding those who said 'Internet / catalogue / TV shopping'*

Car / van (as driver)	76.6%	672	55.2%	61	93.9%	81	77.6%	28	83.2%	41	83.0%	112	77.9%	82	77.9%	51	69.2%	65	84.2%	36	73.9%	96	84.3%	20
Car / van (as passenger)	7.6%	67	7.1%	8	3.7%	3	15.1%	5	5.7%	3	7.6%	10	5.9%	6	5.4%	4	6.1%	6	10.4%	4	11.7%	15	8.6%	2
Bus, minibus or coach	6.7%	59	8.4%	9	1.6%	1	2.9%	1	2.6%	1	2.9%	4	6.0%	6	10.2%	7	13.0%	12	2.9%	1	11.5%	15	3.0%	1
Using park & ride facility	1.6%	14	0.0%	0	0.0%	0	0.0%	0	4.1%	2	2.2%	3	2.9%	3	4.4%	3	2.9%	3	0.0%	0	0.0%	0	3.2%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.6%	40	27.6%	31	0.0%	0	2.6%	1	0.0%	0	2.3%	3	3.2%	3	0.0%	0	2.1%	2	0.8%	0	0.0%	0	0.0%	0
Taxi	0.3%	3	0.8%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Train	1.0%	9	0.0%	0	0.0%	0	0.0%	0	4.4%	2	2.0%	3	1.3%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	2	0.9%	0
Bicycle	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Plane	0.2%	2	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.5%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.8%	1	0.8%	1	0.0%	0
Weighted base:	878			111		86		35		49		135		105		66		94		43		130		23
Sample:	877			87		69		78		84		84		77		78		82		76		84		78

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
<b>Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs &amp; DVDs, unexposed films for photographic use, etc.) (Excluding video games)?</b>												
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	0.3%	3	0.8%	1	0.8%	1	2.3%	1	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	0.5%	5	1.4%	2	2.3%	3	0.9%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cornard Road, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Haycocks Road, Haverhill	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Sainsbury's Superstore, Lisle Lane, Ely	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Mildenhall, Bury St Edmunds	0.5%	6	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	18
Tesco Extra, Fordham Road, Newmarket	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7
Tesco Superstore, Angel Drove, Ely	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, St Savoiors Interchange, Bury St Edmunds	1.0%	11	6.2%	9	0.7%	1	0.6%	0	0.0%	0	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bury St Edmunds Town Centre	10.1%	111	14.4%	20	17.6%	21	18.1%	9	5.2%	3	14.9%	24
Cambourne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	9
Downham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Haverhill Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Ipswich Town Centre	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	1.0%	11	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	1

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Norwich City Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Sudbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Thetford Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Bobby Way Retail Park, Bury St. Edmunds	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	31.9%	351	32.1%	45	35.7%	42	35.6%	17	28.2%	16	25.0%	41	27.3%	38	33.5%	27	42.7%	46	33.9%	18	32.0%	51	27.7%	9
Colchester Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Fordham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Superstore, Cangle Road, Haverhill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	2.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Superstore, Victoria Close, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolpit Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	11	0.7%	1	0.6%	1	0.6%	0	1.4%	1	1.2%	2	0.0%	0	0.8%	1	0.9%	1	6.9%	4	0.0%	0	2.0%	1
(Don't do this type of shopping)	43.1%	475	41.1%	57	40.1%	47	41.0%	20	48.6%	28	42.3%	68	57.2%	79	47.8%	39	37.4%	41	26.8%	15	40.6%	65	47.8%	15
Weighted base:	1102			139		118		49		58		162		139		82		109		54		161		31
Sample:	1102			100		100		101		100		100		100		100		100		101		100		100

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q12AWhich internet / home delivery retailer do you use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc. ) (Excluding video games)? Those who said 'Internet / catalogue / TV shopping' at Q12																								
Amazon	84.5%	297	78.5%	35	92.4%	39	64.0%	11	78.5%	13	94.3%	38	92.7%	35	75.9%	21	74.4%	35	96.2%	18	89.5%	46	75.9%	6
AO.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	0.8%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.4%	2	0.0%	0	0.0%	0	2.1%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambrose Wilson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	4.1%	14	15.3%	7	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	22.1%	6	0.0%	0	0.0%	0	1.9%	1	0.0%	0
JD Williams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Viking Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiggle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zavvi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.2%	32	6.2%	3	6.0%	3	33.9%	6	16.1%	3	0.0%	0
Weighted base:	351	45	42	17	16	41	38	27	46	18	51	9
Sample:	310	24	31	27	30	27	29	30	29	29	29	25

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
<b>Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?</b>																							
Asda, Meadow Centre, Stowmarket	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Western Way, Bury St Edmunds	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis at Home, Futura Park, Ipswich	0.2%	2	0.0%	0	0.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	0.2%	2	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Sainsbury's Superstore, Haycocks Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Sainsbury's Superstore, Mildenhall, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Tesco Extra, Fordham Road, Newmarket	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%
Attleborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Brandon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Bury St Edmunds Town Centre	9.8%	109	14.5%	20	23.2%	27	20.8%	10	6.6%	4	2.5%	4	2.4%	3	0.9%	1	8.3%	9	8.2%	4	14.9%	24	3.9%
Cambridge City Centre	7.9%	87	1.8%	2	0.0%	0	2.2%	1	0.0%	0	1.8%	3	22.1%	31	30.7%	25	7.5%	8	7.1%	4	7.7%	12	1.6%
Diss Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	12.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Downham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Ely Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%
Haverhill Town Centre	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	19.6%	21	4.0%	2	0.0%	0	0.0%
Ipswich Town Centre	0.3%	3	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Lynn Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%
Mildenhall Town Centre	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%
Newmarket Town Centre	2.0%	22	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	12.1%	17	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.7%
Norwich City Centre	1.7%	19	0.6%	1	0.0%	0	0.7%	0	13.9%	8	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%
Stowmarket Town Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	7	0.0%	0	0.0%
Swaffham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Thetford Town Centre	2.7%	29	0.0%	0	0.0%	0	0.0%	0	2.9%	2	13.9%	23	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	14.1%
Beehive Centre, Cambridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.9%	1	0.0%	0	0.7%	1	0.0%
Cambridge Retail Park, Cambridge	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	9	2.6%	2	2.3%	3	2.4%	1	4.5%	7	0.0%

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Forest Retail Park, Thetford	3.0%	33	0.0%	0	1.2%	1	0.0%	0	3.1%	2	16.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	5.9%	2
Pier Point Retail Park, Kings Lynn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Riverside Retail Park, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Boby Way Retail Park, Bury St. Edmunds	0.9%	10	2.0%	3	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
St Edmundsbury Retail Park, Bury St Edmunds	2.4%	27	16.7%	23	1.3%	2	2.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bartons Retail Park, Bury St Edmunds	0.2%	2	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Parkway Retail Park, Bury St Edmunds	0.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Thetford Retail Park, Thetford	1.2%	14	0.0%	0	0.7%	1	0.0%	0	0.0%	0	6.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Internet / catalogue / TV shopping	27.3%	301	27.8%	39	25.5%	30	38.4%	19	26.9%	16	20.3%	33	25.0%	35	22.5%	18	35.4%	38	20.8%	11	34.5%	56	20.6%	6
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Central London	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulbourn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hardwick Retail Park, King's Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Moreton Hall Retail Park, Bury St Edmunds	5.4%	60	18.2%	25	11.3%	13	4.7%	2	3.3%	2	0.7%	1	0.0%	0	0.0%	0	1.5%	2	1.9%	1	8.0%	13	0.7%	0
Ransomes Industrial Estate, Ipswich	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sweet Briar Retail Park, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Superstore, Victoria Close, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Stanway, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Watton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.3%	69	5.7%	8	10.8%	13	5.9%	3	8.3%	5	2.5%	4	1.7%	2	5.4%	4	7.6%	8	2.0%	1	11.5%	19	5.6%	2
(Don't do this type of shopping)	17.5%	193	7.7%	11	16.9%	20	20.5%	10	15.5%	9	24.7%	40	25.1%	35	26.5%	22	16.4%	18	23.6%	13	7.5%	12	12.4%	4
Weighted base:	1102			139		118		49		58		162		139		82		109		54		161		31
Sample:	1102			100		100		101		100		100		100		100		100		101		100		100

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
<b>Q13AWhich internet / home delivery retailer do you use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?</b>																								
<i>Those who said 'Internet / catalogue / TV shopping' at Q13</i>																								
Amazon	41.6%	125	16.3%	6	34.0%	10	43.3%	8	45.0%	7	64.4%	21	49.6%	17	34.4%	6	42.1%	16	53.7%	6	39.9%	22	70.0%	4
AO.com	5.0%	15	0.0%	0	9.4%	3	0.0%	0	3.0%	0	0.0%	0	2.9%	1	0.0%	0	25.0%	10	0.0%	0	1.8%	1	0.0%	0
Argos	0.6%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	9.3%	28	14.6%	6	2.6%	1	0.0%	0	7.8%	1	10.5%	3	2.9%	1	7.5%	1	2.1%	1	4.0%	0	23.7%	13	0.0%	0
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	0.6%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	5.5%	16	0.0%	0	3.1%	1	12.2%	2	0.0%	0	0.0%	0	12.7%	4	5.9%	1	11.5%	4	4.0%	0	5.1%	3	0.0%	0
Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Sainsbury's	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.1%	3	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.5%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambrose Wilson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dell	0.8%	3	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.3%	1	0.0%	0	2.2%	1	1.9%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.5%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.1%	1
Samsung	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toshiba	0.1%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Viking Direct	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiggle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	31.4%	94	59.6%	23	37.2%	11	38.8%	7	41.6%	6	10.6%	3	24.7%	9	48.7%	9	14.5%	6	34.3%	4	25.8%	14	26.7%	2
Weighted base:	301		39		30		19		16		33		35		18		38		11		56		6	
Sample:	232		21		30		24		16		21		24		19		25		15		26		11	

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
<b>Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?</b>													
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Fordhall Retail Park, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Asda, Meadow Centre, Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.7%	0	0.0%	0	0.0%
Asda, Western Way, Bury St Edmunds	0.1%	1	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
B&Q, Risbygate Street, Bury St. Edmunds	0.1%	1	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
B&Q, Woodhall Estate, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Homebase, Oaks Drive, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
John Lewis at Home, Futura Park, Ipswich	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Lidl, Bury Road, Stowmarket	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Victoria Road, Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	0.4%	5	1.2%	2	1.4%	2	2.6%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Sainsbury's Superstore, Haycocks Road, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%
Sainsbury's Superstore, Lisle Lane, Ely	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Sainsbury's Superstore, Mildenhall, Bury St Edmunds	0.6%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	20	0.0%
Wilko, Risbygate St, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Tesco Extra, Fordham Road, Newmarket	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%
Tesco Superstore, St Savioirs Interchange, Bury St Edmunds	0.7%	7	0.0%	0	1.8%	2	3.9%	2	0.0%	0	0.7%	1	0.7%
Tesco Superstore, Woodhall	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%



# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Business Park, Springlands Way, Sudbury																								
Attleborough Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Bury St Edmunds Town Centre	10.1%	112	14.8%	21	30.3%	36	34.2%	17	5.7%	3	3.8%	6	1.7%	2	0.0%	0	0.9%	1	10.6%	6	11.8%	19	3.2%	1
Cambourne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	9.0%	99	3.0%	4	0.0%	0	4.4%	2	0.0%	0	1.8%	3	24.8%	34	40.5%	33	8.5%	9	4.2%	2	6.5%	10	0.9%	0
Diss Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	14.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Ely Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Haverhill Town Centre	6.7%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.8%	8	56.4%	61	7.2%	4	0.0%	0	0.0%	0
Ipswich Town Centre	0.5%	5	0.0%	0	1.5%	2	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Kings Lynn Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Mildenhall Town Centre	1.2%	13	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	11	0.8%	0
Newmarket Town Centre	4.0%	45	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.8%	1	25.1%	35	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0
Norwich City Centre	0.9%	10	0.6%	1	0.0%	0	0.0%	0	10.7%	6	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.9%	10	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	9	0.0%	0	0.0%	0
Swaffham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Thetford Town Centre	3.4%	37	0.0%	0	0.0%	0	0.0%	0	2.9%	2	18.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	6
Anglia Retail Park, Ipswich	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre, Cambridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Cambridge Retail Park, Cambridge	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	2.5%	2	4.7%	5	0.0%	0	5.7%	9	0.0%	0
Forest Retail Park, Thetford	3.5%	38	0.0%	0	1.8%	2	0.0%	0	2.3%	1	17.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	12.9%	4
Pier Point Retail Park, Kings Lynn	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3
Robert Bobby Way Retail Park, Bury St. Edmunds	0.8%	9	2.7%	4	0.6%	1	0.0%	0	0.7%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Shawlands Retail Park, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
St Edmundsbury Retail Park, Bury St Edmunds	2.4%	26	13.7%	19	2.0%	2	7.7%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bartons Retail Park, Bury St Edmunds	1.0%	11	5.7%	8	0.6%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
The Parkway Retail Park, Bury St Edmunds	0.5%	5	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Thetford Retail Park, Thetford	1.4%	15	0.0%	0	0.7%	1	0.0%	0	1.5%	1	6.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3
Internet / catalogue / TV shopping	21.0%	231	16.9%	23	28.1%	33	22.2%	11	29.3%	17	15.2%	25	12.5%	17	21.6%	18	14.6%	16	24.7%	13	32.0%	51	20.8%	6
B&Q, Newmarket Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bacton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Bournemouth Town Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulbourn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hall Road Retail Park, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Hardwick Retail Park, King's Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lakeside Shopping Centre, West Thurrock Way, Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Methwold Parish	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Moreton Hall Retail Park, Bury St Edmunds	6.5%	71	26.4%	37	13.7%	16	2.1%	1	4.6%	3	0.8%	1	3.0%	4	0.0%	0	1.3%	1	1.9%	1	3.9%	6	1.3%	0
Nottingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ransomes Industrial Estate, Ipswich	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Close, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Stanway, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Watton Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Whitton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
(Don't know / varies)	3.7%	41	0.7%	1	11.6%	14	5.4%	3	6.8%	4	1.4%	2	3.7%	5	2.1%	2	2.2%	2	2.5%	1	3.6%	6	3.0%	1
(Don't do this type of shopping)	8.7%	96	9.9%	14	3.2%	4	4.7%	2	4.7%	3	8.7%	14	13.7%	19	9.1%	7	10.7%	12	8.3%	5	10.0%	16	2.0%	1
Weighted base:	1102			139		118		49		58		162		139		82		109		54		161		31
Sample:	1102			100		100		101		100		100		100		100		100		101		100		100

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11																							
<b>Q14AWhich internet / home delivery retailer do you use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?</b>																																													
<i>Those who said 'Internet / catalogue / TV shopping' at Q14</i>																																													
Amazon	11.3%	26	4.9%	1	7.7%	3	21.2%	2	31.2%	5	8.6%	2	35.2%	6	12.2%	2	10.2%	2	2.4%	0	4.2%	2	4.5%	0																					
AO.com	18.4%	43	34.9%	8	9.6%	3	17.8%	2	20.3%	3	33.3%	8	12.5%	2	9.3%	2	9.2%	1	25.5%	3	11.2%	6	48.2%	3																					
Argos	9.9%	23	0.0%	0	2.8%	1	0.0%	0	0.0%	0	10.2%	3	0.0%	0	3.6%	1	0.0%	0	7.3%	1	34.2%	18	4.5%	0																					
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
B&Q	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Currys	13.2%	30	8.5%	2	21.9%	7	3.3%	0	0.0%	0	26.0%	6	0.0%	0	3.0%	1	39.9%	6	3.3%	0	13.9%	7	0.0%	0																					
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ebay	1.0%	2	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	6.8%	1	0.0%	0	0.0%	0	0.0%	0																					
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
John Lewis	12.2%	28	0.0%	0	14.6%	5	19.3%	2	10.0%	2	8.6%	2	22.7%	4	14.6%	3	12.8%	2	2.8%	0	15.9%	8	6.4%	0																					
Littlewoods	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0																					
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Tesco	1.9%	4	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	2	3.6%	1	4.2%	1	0.0%	0	0.0%	0	3.2%	0																					
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ambrose Wilson	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Co-op Electricals	2.0%	5	10.7%	3	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.8%	2	0.0%	0	2.4%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1
Viking Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiggle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	27.5%	64	41.0%	10	28.1%	9	29.0%	3	33.4%	6	13.3%	3	17.2%	3	45.2%	8	16.8%	3	58.6%	8	18.6%	10	23.5%	2
Weighted base:	231		23		33		11		17		25		17		18		16		13		51		6	
Sample:	209		13		30		25		25		17		15		18		13		14		22		17	

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																								
Aldi, High Street, Brandon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Meadow Centre, Stowmarket	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	0.2%	3	0.6%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bury Road, Stowmarket	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Beddingfield Way, Bury St Edmunds	0.3%	4	2.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Haycocks Road, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lisle Lane, Ely	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Sainsbury's Superstore, Mildenhall, Bury St Edmunds	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Wilko, Risbygate St, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Fordham Road, Newmarket	2.1%	24	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	11.3%	16	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0
Tesco Superstore, Angel Drove, Ely	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, St Savioirs Interchange, Bury St Edmunds	0.8%	9	1.5%	2	1.2%	1	1.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Attleborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Bury St Edmunds Town Centre	21.1%	232	62.1%	87	33.5%	39	44.2%	22	5.4%	3	19.4%	31	10.1%	14	0.9%	1	2.5%	3	9.2%	5	15.5%	25	8.2%	3
Cambridge City Centre	2.7%	29	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	7.3%	10	12.6%	10	2.3%	3	1.8%	1	3.3%	5	0.0%	0
Clare Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Diss Town Centre	1.4%	16	0.0%	0	0.0%	0	0.0%	0	26.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Centre												
Ely Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	5.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Ixworth Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Town Centre	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	4.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	1.0%	11	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Swaffham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Town Centre	3.8%	42	0.0%	0	0.7%	1	0.0%	0	5.9%	3	21.7%	35
Wisbech Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
The Parkway Retail Park, Bury St Edmunds	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Retail Park, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet / catalogue / TV shopping	26.8%	296	21.8%	30	37.7%	44	25.4%	12	27.4%	16	24.7%	40
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwell Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Colchester Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garboldisham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Glensford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Long Melford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park, New Costessey, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Mundford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cangle Road, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.1%	3
Tesco Superstore, Victoria Close, Diss	0.4%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0
Waitrose, Station Road, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Watton Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
(Don't know / varies)	3.6%	40	2.6%	4	7.9%	9	2.7%	1	0.8%	0	1.9%	3
(Don't do this type of shopping)	15.0%	166	8.3%	12	12.5%	15	20.4%	10	9.1%	5	14.2%	23

West Suffolk Household Survey  
for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weighted base:	1102	139	118	49	58	162	139	82	109	54	161	31
Sample:	1102	100	100	101	100	100	100	100	100	101	100	100



West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q15AWhich internet / home delivery retailer do you use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																								
Those who said 'Internet / catalogue / TV shopping' at Q15																								
Amazon	81.9%	242	96.8%	29	93.1%	41	68.9%	9	87.0%	14	89.9%	36	80.1%	29	87.3%	21	62.4%	21	70.2%	8	68.1%	26	89.0%	8
AO.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	1.2%	4	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	6.0%	2	0.0%	0	0.0%	0	6.6%	1
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AbeBooks	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambrose Wilson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Book People	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Viking Direct	0.7%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterstones	2.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	18.6%	7	2.2%
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wiggle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wordery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	11.9%	35	3.2%	1	3.3%	1	28.2%	4	10.0%	2	10.1%	4	17.2%	6	7.7%	2	29.3%	10	29.8%	3	5.3%	2	2.2%
Weighted base:	296		30		44		12		16		40		36		24		34		12		38		9
Sample:	280		15		32		25		29		25		26		29		26		18		28		27

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
<b>Q16 Where do you normally do most of your household's shopping for games &amp; toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?</b>												
Aldi, Girling Street, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fordhall Retail Park, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Meadow Centre, Stowmarket	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Glasswells, Newmarket Road, Bury St Edmunds	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	0.1%	1	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's Superstore, Haycocks Road, Haverhill	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Sainsbury's Superstore, Lisle Lane, Ely	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mildenhall, Bury St Edmunds	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Risbygate St, Bury St Edmunds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco Extra, Fordham Road, Newmarket	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Angel Drove, Ely	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Superstore, St Savoiirs Interchange, Bury St Edmunds	1.1%	12	6.3%	9	0.7%	1	3.1%	2	0.0%	0	0.6%	1
Attleborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Braintree Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Brandon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Bury St Edmunds Town Centre	13.6%	150	28.9%	40	17.7%	21	30.8%	15	3.7%	2	12.0%	19
Cambourne Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cambridge City Centre	3.2%	35	0.0%	0	1.2%	1	0.9%	0	0.0%	0	6.6%	9
Clare Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Diss Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	15.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Ely Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0
Haverhill Town Centre	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.8%	4	24.7%	27	2.8%	2	0.0%	0	0.0%	0
Ipswich Town Centre	0.5%	6	3.1%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4
Lakenheath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Mildenhall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Newmarket Town Centre	5.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	35	0.7%	1	0.0%	0	0.0%	0	13.9%	22	0.7%	0
Norwich City Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	6.8%	4	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Stanton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	7	0.0%	0	0.0%	0
Swaffham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	0
Thetford Town Centre	4.2%	46	0.0%	0	1.2%	1	0.0%	0	5.2%	3	24.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Anglia Retail Park, Ipswich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre, Cambridge	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.6%	3	0.9%	1	0.0%	0	0.7%	1	0.0%	0
Chapelfield Shopping Centre, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Riverside Retail Park, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Robert Boby Way Retail Park, Bury St. Edmunds	0.6%	7	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park, Bury St Edmunds	0.3%	3	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studland Retail Park, Newmarket	1.5%	17	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%	0
Thetford Retail Park, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Internet / catalogue / TV shopping	21.0%	231	21.2%	29	25.9%	30	20.2%	10	22.4%	13	19.7%	32	17.3%	24	18.2%	15	27.7%	30	18.0%	10	17.4%	28	30.4%	9
Banham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cavendish Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Copdock Mill Interchange, Ipswich	0.3%	3	0.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
East Harling Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltwell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Hundon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lavenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Moreton Hall Retail Park, Bury St Edmunds	1.1%	12	6.1%	9	1.9%	2	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%
Stadbroke Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Kilverstone, Thetford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Tesco Superstore, Radwinter Road, Saffron Walden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Victoria Close, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tollgate Shopping Park, Stanway, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%
Waitrose, Robert Boby Way, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	2.8%	30	2.1%	3	0.8%	1	7.4%	4	1.5%	1	1.4%	2	1.2%	2	5.4%	4	1.2%	1	1.2%	1	6.2%	10	4.9%
(Don't do this type of shopping)	29.9%	330	26.1%	36	44.3%	52	26.3%	13	37.1%	22	22.2%	36	33.9%	47	43.1%	35	23.6%	26	23.4%	13	25.2%	41	30.4%
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q16AWhich internet / home delivery retailer do you use for your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																								
Those who said 'Internet / catalogue / TV shopping' at Q16																								
Amazon	59.2%	137	57.1%	17	72.2%	22	31.9%	3	63.1%	8	63.6%	20	77.8%	19	31.0%	5	71.5%	22	35.8%	3	44.2%	12	59.7%	6
AO.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Asda	0.5%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	2.3%	5	0.0%	0	0.0%	0	0.0%	0	9.4%	1	3.6%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.5%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambrose Wilson	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create and Craft	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby House	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	6	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Early Learning Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	2	0.0%	0
Pet Supermarket	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Smyths Toys	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	6.7%	1
Steam	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tails.com	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Viking Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiggle	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zooplus	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	27.5%	64	35.1%	10	20.4%	6	65.0%	6	19.6%	3	20.0%	6	17.3%	4	59.7%	9	7.5%	2	39.1%	4	41.4%	12	10.9%	1
Weighted base:	231		29		30		10		13		32		24		15		30		10		28		9	
Sample:	183		16		26		17		16		15		12		15		14		15		17		20	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
<b>Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?</b>												
Asda, Clay Street, Soham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Easlea Way, Bury St. Edmunds	1.7%	19	6.6%	9	7.2%	8	0.0%	0	0.0%	0	0.0%	0
Glasswells, Newmarket Road, Bury St Edmunds	3.6%	39	10.3%	14	6.9%	8	5.7%	3	3.1%	2	0.0%	0
Homebase, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oaks Drive, Newmarket	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Waldingfield Road/Northern Road, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis at Home, Futura Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Attleborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Braintree Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Bury St Edmunds Town Centre	18.5%	204	27.3%	38	32.8%	39	27.6%	14	6.5%	4	22.1%	36
Cambourne Town Centre	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	10.3%	114	3.4%	5	0.0%	0	8.7%	4	0.0%	0	2.5%	4
Clare Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	1.5%	17	0.0%	0	0.0%	0	0.0%	0	27.4%	16	0.6%	1
Downham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ely Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Haverhill Town Centre	3.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakenheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	3.1%	35	0.0%	0	0.0%	0	0.6%	0	0.0%	0	21.8%	30
Norwich City Centre	1.1%	12	0.0%	0	0.0%	0	1.0%	0	9.1%	5	3.1%	5
Red Lodge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Stanton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Stowmarket Town Centre	0.2%	2	0.0%	0	0.6%	1	0.9%	0	2.1%	1	0.0%	0
Sudbury Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swaffham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Town Centre	3.1%	34	0.7%	1	0.8%	1	0.0%	0	4.4%	3	15.1%	24
Wisbech Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre, Cambridge	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Braintree Retail Park, Braintree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cambridge Retail Park, Cambridge	0.8%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.7%	1	3.2%	4	0.0%	0	0.7%	1	0.7%	0
Forest Retail Park, Thetford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Pier Point Retail Park, Kings Lynn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Riverside Retail Park, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Robert Bobby Way Retail Park, Bury St. Edmunds	0.5%	5	0.0%	0	1.4%	2	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.7%	1	0.0%	0
Shawlands Retail Park, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park, Bury St Edmunds	2.1%	23	3.4%	5	10.3%	12	5.1%	2	0.0%	0	0.7%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Studland Retail Park, Newmarket	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0
The Bartons Retail Park, Bury St Edmunds	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Parkway Retail Park, Bury St Edmunds	0.3%	3	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Thetford Retail Park, Thetford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Internet / catalogue / TV shopping	8.1%	89	14.1%	20	12.9%	15	9.9%	5	11.8%	7	4.9%	8	8.6%	12	5.9%	5	3.2%	3	9.0%	5	5.6%	9	1.7%	1
Aldi, Norwich Road, Fakenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Brentwood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Central London	0.4%	4	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	2	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dereham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Halstead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Herne Bay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Tottenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
IKEA, Wembley	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Longwater Retail Park, New Costessey, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton Hall Retail Park, Bury St Edmunds	1.5%	16	0.8%	1	4.0%	5	3.4%	2	0.0%	0	1.4%	2	1.7%	2	0.0%	0	1.3%	1	1.5%	1	1.1%	2	0.0%	0
Ransomes Industrial Estate, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sawston Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Norwich												
Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Centre Retail Park, Diss	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Watton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.1%	101	5.6%	8	14.4%	17	11.1%	5	6.2%	4	11.5%	19
(Don't do this type of shopping)	19.4%	214	23.9%	33	7.5%	9	21.6%	11	21.9%	13	23.9%	39
Weighted base:	1102	139	118	49	58	162	139	82	109	54	161	31
Sample:	1102	100	100	101	100	100	100	100	100	101	100	100

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11																							
<b>Q17A Which internet / home delivery retailer do you use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?</b>																																													
<i>Those who said 'Internet / catalogue / TV shopping' at Q17</i>																																													
Amazon	2.8%	3	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0																					
AO.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Currys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ebay	11.6%	10	34.7%	7	13.3%	2	8.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	1	0.0%	0	0.0%	0	0.0%	0																					
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ikea	2.8%	3	12.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
John Lewis	3.3%	3	0.0%	0	0.0%	0	7.4%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	2	26.9%	1	0.0%	0	0.0%	0	0.0%	0																					
Littlewoods	2.2%	2	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0																					
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Marks & Spencer	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.8%	0																					
Next	17.7%	16	47.5%	9	42.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ambrose Wilson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	1.1%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	1.7%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Viking Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiggle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	55.6%	50	0.0%	0	33.1%	5	83.9%	4	93.1%	6	100.0%	8	100.0%	12	50.8%	2	42.0%	1	81.7%	4	66.7%	6	54.1%	0
Weighted base:		89		20		15		5		7		8		12		5		3		5		9		1
Sample:		61		5		11		7		7		4		4		6		4		5		6		2

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
<b>Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b>												
Aldi, High Street, Brandon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Risbygate Street, Bury St. Edmunds	13.3%	147	45.6%	64	24.3%	29	36.0%	18	4.7%	3	1.7%	3
B&Q, Woodhall Estate, Sudbury	1.4%	15	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Glasswells, Newmarket Road, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Homebase, Ashdon Road, Saffron Walden	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Newmarket Road, Cambridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Homebase, Oaks Drive, Newmarket	11.5%	127	3.2%	4	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Homebase, Walingfield Road/Northern Road, Sudbury	1.0%	11	1.2%	2	0.7%	1	0.7%	0	0.0%	0	0.0%	0
Lidl, Burrell Way, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Haycocks Road, Haverhill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Wilko, Risbygate St, Bury St Edmunds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fordham Road, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, St Savioirs Interchange, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Attleborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Braintree Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Bury St Edmunds Town Centre	7.0%	77	10.3%	14	27.5%	32	21.8%	11	2.6%	2	3.0%	5
Cambridge City Centre	2.3%	25	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	7
Clare Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	19.7%	11	0.0%	0
Downham Market Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Haverhill Town Centre	5.5%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ipswich Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Mildenhall Town Centre	2.0%	22	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0



# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Newmarket Town Centre	3.5%	38	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	1	25.1%	35	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.7%	0
Norwich City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Stowmarket Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sudbury Town Centre	0.9%	10	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	9	0.0%	0	0.0%	0
Thetford Town Centre	4.4%	48	0.0%	0	0.0%	0	0.0%	0	2.8%	2	27.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3
Anglia Retail Park, Ipswich	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Retail Park, Cambridge	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Cambridge Road Retail Park, Park Road, Haverhill	4.2%	47	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	3	35.3%	38	7.0%	4	0.0%	0	0.0%	0
Forest Retail Park, Thetford	5.4%	59	0.0%	0	1.5%	2	0.0%	0	9.2%	5	26.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	10
Grafton Centre, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Retail Park, Haverhill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Pier Point Retail Park, Kings Lynn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3
Riverside Retail Park, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Bobby Way Retail Park, Bury St. Edmunds	0.8%	9	4.9%	7	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawlands Retail Park, Sudbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0
St Edmundsbury Retail Park, Bury St Edmunds	1.1%	12	4.6%	6	2.1%	3	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studland Retail Park, Newmarket	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
The Bartons Retail Park, Bury St Edmunds	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Parkway Retail Park, Bury St Edmunds	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Retail Park, Thetford	1.6%	17	0.0%	0	0.7%	1	0.0%	0	9.3%	5	5.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Internet / catalogue / TV shopping	1.4%	15	0.0%	0	0.6%	1	0.0%	0	5.4%	3	1.3%	2	2.0%	3	1.8%	2	0.0%	0	0.0%	0	2.6%	4	1.7%	1
Aldi, Mere Street, Diss	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Boundary Road, Hellesdon, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Bacton Village Centre	0.1%	2	0.0%	0	0.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Industrial Estate, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cotton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Garden Centre, Victoria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Road, Diss																								
East Harling Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enterprise Park, Bury St Edmunds	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordham Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Great Shelford Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Industrial Estate, King's Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Hardwick Retail Park, King's Lynn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2
Homebase, Hall Road, Norwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson, Cratfield Road, Bury St Edmunds	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson, Dereham Road, Fakenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Moreton Hall Retail Park, Bury St Edmunds	6.1%	68	20.4%	28	25.9%	31	4.9%	2	5.1%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Saffron Walden Town Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	14	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sawston Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Albion Court, Studlands Park Avenue, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Screwfix, Bunting Road, Bury St Edmunds	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Burrell Way, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simpsons Nursery & Garden Centre, Station Road, Fordham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Ferry Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Thetford Garden Centre, Kilverstone, Thetford	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Hollands Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Walsham-le-Willows Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, London Road, Thetford	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Wyevale Garden Centre, Banks End, Wyton, Huntingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Wymondham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvale Garden Centre,	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Rougham Road, Bury St Edmunds																								
(Don't know / varies)	3.1%	35	1.8%	2	2.2%	3	9.8%	5	6.5%	4	2.3%	4	0.0%	0	10.2%	8	1.0%	1	4.2%	2	2.8%	4	3.8%	1
(Don't do this type of shopping)	10.6%	117	6.2%	9	4.6%	5	9.9%	5	11.2%	7	18.1%	29	8.8%	12	17.6%	14	5.0%	5	8.5%	5	13.7%	22	11.6%	4
Weighted base:		1102		139		118		49		58		162		139		82		109		54		161		31
Sample:		1102		100		100		101		100		100		100		100		100		101		100		100

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11																							
<b>Q18AWhich internet / home delivery retailer do you use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b>																																													
<i>Those who said 'Internet / catalogue / TV shopping' at Q18</i>																																													
Amazon	26.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	52.2%	2	0.0%	0																					
AO.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
B&Q	14.9%	2	0.0%	0	0.0%	0	0.0%	0	38.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	1	0.0%	0																					
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Currys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ebay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Ambrose Wilson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																					

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	18.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Viking Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wiggle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	40.4%	6	0.0%	0	100.0%	1	0.0%	0	61.2%	2	54.1%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	23.9%	1	100.0%
Weighted base:	15		0		1		0		3		2		3		2		0		0		4		1
Sample:	18		0		1		0		5		2		2		2		0		0		4		2

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.</b>																								
Aldi, Girling Street, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Aldi, High Street, Brandon	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	4.2%	1
Aldi, Lime Kiln Lane, Thetford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	0.6%	7	0.6%	1	1.6%	2	0.7%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Asda, Beehive Centre, Coldhams Lane, Cambridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Clay Street, Soham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Asda, Fordhall Retail Park, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Meadow Centre, Stowmarket	0.6%	6	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	2.2%	24	10.5%	15	0.7%	1	14.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	0
Homebase, Waldingfield Road/Northern Road, Sudbury	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burrell Way, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	0.4%	4	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	1.8%	20	6.8%	9	4.8%	6	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Haycocks Road, Haverhill	2.1%	23	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	10.4%	9	8.0%	9	3.5%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Lisle Lane, Ely	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Sainsbury's Superstore, Mildenhall, Bury St Edmunds	0.8%	9	0.6%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	1.6%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Wilko, Risbygate St, Bury St Edmunds	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Tesco Extra, Fordham Road, Newmarket	4.8%	53	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0	20.9%	29	2.0%	2	0.0%	0	0.0%	0	13.3%	21	0.0%	0
Tesco Superstore, Angel Drove, Ely	0.8%	9	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Tesco Superstore, St Savioirs Interchange, Bury St Edmunds	3.4%	37	9.9%	14	8.4%	10	9.1%	4	1.5%	1	1.4%	2	1.6%	2	0.0%	0	0.0%	0	0.7%	0	2.2%	4	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	1.0%	11	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	10	0.0%	0	0.0%	0
Attleborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3
Bury St Edmunds Town Centre	20.6%	227	62.5%	87	47.1%	56	47.5%	23	11.2%	6	13.3%	22	3.4%	5	0.8%	1	0.7%	1	4.5%	2	13.7%	22	8.1%	3
Cambridge City Centre	4.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	10	20.4%	17	11.2%	12	0.6%	0	2.8%	5	0.9%	0
Clare Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0
Diss Town Centre	1.4%	16	0.0%	0	0.0%	0	0.0%	0	27.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3
Ely Town Centre	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	13	0.0%	0
Haverhill Town Centre	7.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	12	61.5%	67	5.2%	3	0.0%	0	0.0%	0
Ipswich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3
Mildenhall Town Centre	2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	29	0.0%	0
Newmarket Town Centre	8.2%	90	0.0%	0	0.0%	0	0.9%	0	0.0%	0	4.9%	8	50.0%	69	0.0%	0	0.0%	0	0.0%	0	7.5%	12	2.0%	1
Norwich City Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Stowmarket Town Centre	0.4%	4	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	18	0.0%	0	0.0%	0
Thetford Town Centre	5.5%	60	0.0%	0	1.3%	2	0.0%	0	4.4%	3	31.3%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	5
Cambridge Retail Park, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
St Edmundsbury Retail Park, Bury St Edmunds	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studland Retail Park, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Retail Park, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Internet / catalogue / TV shopping	7.1%	79	3.6%	5	16.9%	20	6.4%	3	11.1%	6	4.7%	8	4.0%	6	5.3%	4	1.6%	2	9.5%	5	9.9%	16	12.8%	4
Aldi, Lisle Lane, Ely	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Botesdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwell Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
East Harling Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Halstead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Hardwick Industrial Estate, King's Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0



# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Linton Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton Hall Retail Park, Bury St Edmunds	0.1%	1	0.0%	0	0.7%	1	0.9%	0	0.0%	0	0.0%	0
Redenhall with Harleston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Saffron Walden Town Centre	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, London Road, Brandon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Tesco Superstore, Cangle Road, Haverhill	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Tesco Superstore, Cedars Link Road, Stowmarket	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	0.9%	10	0.0%	0	0.0%	0	0.0%	0	4.3%	2	3.6%	6
Tesco Superstore, Radwinter Road, Saffron Walden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Victoria Close, Diss	0.5%	5	0.0%	0	0.0%	0	0.0%	0	9.0%	5	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Thaxted Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Castle Acre Road, Swaffham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fred Archer Way, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Robert Boby Way, Bury St Edmunds	0.1%	1	0.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Witchford Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
(Don't know / varies)	3.4%	38	0.7%	1	5.4%	6	5.9%	3	3.0%	2	1.9%	3
(Don't do this type of shopping)	4.8%	53	1.8%	2	0.8%	1	3.1%	2	8.4%	5	15.0%	24
Weighted base:	1102		139		118		49		58		162	
Sample:	1102		100		100		101		100		100	

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q19AWhich internet / home delivery retailer do you use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.</b>																								
<i>Those who said 'Internet / catalogue / TV shopping' at Q19</i>																								
Amazon	16.6%	13	23.4%	1	16.6%	3	0.0%	0	8.7%	1	33.2%	3	35.9%	2	32.2%	1	100.0%	2	8.7%	0	0.0%	0	0.0%	0
AO.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	4.9%	4	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0	16.2%	3	0.0%	0
Asda	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	42.8%	2
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	2	0.0%	0	0.0%	0
Currys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	1.6%	1	0.0%	0	0.0%	0	0.0%	0	18.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	11.4%	9	0.0%	0	0.0%	0	9.6%	0	0.0%	0	0.0%	0	0.0%	0	37.9%	2	0.0%	0	0.0%	0	43.9%	7	0.0%	0
Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	2.3%	2	23.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	24.7%	19	0.0%	0	45.2%	9	79.1%	2	53.9%	3	0.0%	0	21.2%	1	0.0%	0	0.0%	0	25.1%	1	6.3%	1	23.8%	1
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambrose Wilson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	10.7%	8	16.7%	1	0.0%	0	0.0%	0	6.2%	0	48.8%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	0	20.0%	3	0.0%	0
Beauty Box	0.9%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	0.5%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dental Direct	1.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	2.6%	2	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	3.5%	3	0.0%	0	4.7%	1	0.0%	0	0.0%	0	8.7%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Superdrug	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Body Shop	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Viking Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wiggle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	11.2%	9	36.5%	2	7.9%	2	11.3%	0	6.2%	0	18.0%	1	17.9%	1	29.9%	1	0.0%	0	6.2%	0	0.0%	0	17.6%
Weighted base:	79		5		20		3		6		8		6		4		2		5		16		4
Sample:	77		5		16		3		9		6		5		5		2		9		8		9

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
<b>Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).</b>																								
Aldi, High Street, Brandon	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Aldi, Lime Kiln Lane, Thetford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	0.4%	4	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Asda, Beehive Centre, Coldhams Lane, Cambridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Meadow Centre, Stowmarket	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	2.0%	22	10.6%	15	0.7%	1	9.9%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burrell Way, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bury Road, Stowmarket	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	0.6%	6	0.0%	0	0.0%	0	0.0%	0	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	1.3%	14	5.0%	7	4.2%	5	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Haycocks Road, Haverhill	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	8.2%	7	12.6%	14	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Lisle Lane, Ely	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Sainsbury's Superstore, Mildenhall, Bury St Edmunds	0.8%	9	1.2%	2	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	2.3%	25	0.0%	0	1.7%	2	0.0%	0	0.0%	0	13.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Tesco Extra, Fordham Road, Newmarket	4.2%	47	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	24.7%	34	2.0%	2	0.0%	0	0.0%	0	6.6%	11	0.0%	0
Tesco Superstore, Angel Drove, Ely	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	13	0.0%	0
Tesco Superstore, St Savoiirs Interchange, Bury St Edmunds	3.1%	34	3.9%	5	10.7%	13	7.7%	4	0.0%	0	4.7%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	14.7%	8	0.0%	0	0.0%	0
Attleborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Barrow Town Centre	0.2%	3	0.0%	0	0.0%	0	4.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Brandon Town Centre	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	4
Bury St Edmunds Town Centre	19.7%	217	72.9%	102	45.6%	54	48.6%	24	5.3%	3	6.7%	11	2.4%	3	0.0%	0	0.0%	0	6.3%	3	10.1%	16	4.1%	1
Cambourne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	15.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clare Town Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	20.2%	11	0.0%	0	0.0%	0
Diss Town Centre	1.7%	19	0.0%	0	0.0%	0	0.0%	0	32.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3
Ely Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	12	0.0%	0
Haverhill Town Centre	8.1%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10	70.4%	77	5.4%	3	0.0%	0	0.0%	0
Ipswich Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ixworth Town Centre	0.3%	4	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Kings Lynn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Lakenheath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Mildenhall Town Centre	5.2%	57	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	56	0.0%	0
Newmarket Town Centre	9.0%	99	0.0%	0	0.0%	0	0.9%	0	0.0%	0	4.9%	8	54.8%	76	0.0%	0	0.0%	0	0.0%	0	9.0%	14	0.0%	0
Norwich City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Red Lodge Town Centre	0.4%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Stanton Town Centre	0.2%	3	0.0%	0	1.3%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	13	0.0%	0	0.0%	0
Swaffham Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Thetford Town Centre	5.5%	60	0.0%	0	1.3%	2	0.0%	0	3.7%	2	31.4%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	6
Internet / catalogue / TV shopping	2.7%	29	0.8%	1	7.1%	8	6.0%	3	4.2%	2	1.8%	3	1.0%	1	0.0%	0	1.5%	2	5.0%	3	1.2%	2	12.1%	4
Botesdale Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwell Village Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Rickinghall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Harling Village Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	12.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmswell Village Centre	0.6%	7	0.0%	0	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltwell Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2
Fordham Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulbourn Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glemsford Village Centre	0.4%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Halstead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Hartest Village Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hepworth Village Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilverstone Village Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavenham Village Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linton Village Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford Village Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Moreton Hall Retail Park,	0.4%	4	2.4%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Bury St Edmunds												
Rickingham Village Centre	0.2%	2	0.0%	0	0.9%	1	0.0%	0	1.5%	1	0.0%	0
Saffron Walden Town Centre	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soham Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, London Road, Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brocks Road, Swaffham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cangle Road, Haverhill	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Close, Diss	0.4%	5	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thaxted Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurston Village Centre	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Boby Way, Bury St Edmunds	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsham-le-Willows Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Watton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickhambrook Village Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Woolpit Village Centre	0.2%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	27	0.6%	1	2.8%	3	4.0%	2	0.7%	0	2.4%	4
(Don't do this type of shopping)	5.2%	57	1.2%	2	0.6%	1	6.3%	3	6.3%	4	9.8%	16
Weighted base:	1102		139		118		49		58		162	
Sample:	1102		100		100		101		100		100	

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
<b>Q20AWhich internet / home delivery retailer do you use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).</b>																								
<i>Those who said 'Internet / catalogue / TV shopping' at Q20</i>																								
Amazon	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
AO.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	2
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.3%	1	0.0%	0	7.7%	0
Currys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	4.6%	1	0.0%	0	0.0%	0	0.0%	0	23.1%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	68.0%	20	0.0%	0	100.0%	8	85.5%	2	76.9%	2	100.0%	3	0.0%	0	0.0%	0	50.0%	1	47.7%	1	50.0%	1	30.0%	1
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambrose Wilson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Superdrug	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tiffany & Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Viking Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Watch Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wiggle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	5.4%	2	100.0%	1	0.0%	0	14.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	29		1		8		3		2		3		1		0		2		3		2		4
Sample:	25		1		3		2		3		1		1		0		2		4		2		6

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
Asda, Western Way, Bury St Edmunds	0.2%	2	0.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells, Newmarket Road, Bury St Edmunds	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Ashdon Road, Saffron Walden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oaks Drive, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Buttermarket, Bury St Edmunds	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Easlea Way, Bury St. Edmunds	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bedingfield Way, Bury St Edmunds	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Haycocks Road, Haverhill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.8%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mildenhall, Bury St Edmunds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Thetford, Forest Retail Park, Thetford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, Fordham Road, Newmarket	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Superstore, St Savioirs Interchange, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Attleborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.8%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	21.6%	238	53.6%	75	30.8%	36	46.7%	23	6.1%	4	21.0%	34	5.0%	7	0.0%	0	3.8%	4	12.3%	7	28.3%	46	11.3%	3
Cambourne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	10.5%	116	1.4%	2	0.7%	1	2.3%	1	0.8%	0	1.8%	3	24.8%	34	23.0%	19	31.3%	34	4.2%	2	11.9%	19	0.9%	0
Diss Town Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	23.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Haverhill Town Centre	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	23.4%	25	1.8%	1	0.0%	0	0.0%	0
Ipswich Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Mildenhall Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Newmarket Town Centre	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	26	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0
Norwich City Centre	2.3%	25	0.0%	0	0.8%	1	0.7%	0	14.7%	9	7.9%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.6%	2
Sudbury Town Centre	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	18	0.0%	0	0.0%	0
Swaffham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Thetford Town Centre	2.1%	24	0.0%	0	0.7%	1	0.0%	0	0.8%	0	13.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Beehive Centre, Cambridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Retail Park, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Freeport Village (Outlet Centre), Braintree	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Retail Park, Haverhill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park, Bury St Edmunds	0.5%	6	1.4%	2	0.0%	0	0.0%	0	0.8%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
The Parkway Retail Park, Bury St Edmunds	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	10.4%	115	2.9%	4	18.1%	21	2.8%	1	17.4%	10	15.1%	24	8.5%	12	6.8%	6	6.4%	7	9.6%	5	12.3%	20	12.8%	4
Abroad	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	1	0.0%	0	0.9%	1	0.6%	1	0.7%	0	0.9%	1	0.0%	0
Aldi, Lisle Lane, Ely	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Central London	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
IKEA, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Moreton Hall Retail Park, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, London Road, Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Close, Diss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.6%	72	5.2%	7	9.4%	11	3.3%	2	7.3%	4	8.0%	13	13.3%	18	6.2%	5	1.5%	2	2.7%	1	4.0%	6	6.5%	2
(Don't do this type of shopping)	31.2%	344	32.2%	45	36.0%	42	38.5%	19	24.3%	14	27.4%	44	26.4%	37	43.3%	36	27.1%	29	31.4%	17	28.1%	45	49.2%	15
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q21AWhich internet / home delivery retailer do you use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
Those who said 'Internet / catalogue / TV shopping' at Q21																								
Amazon	26.3%	30	0.0%	0	16.8%	4	0.0%	0	38.4%	4	39.2%	10	0.0%	0	42.6%	2	13.5%	1	0.0%	0	45.2%	9	20.6%	1
AO.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	7.9%	9	0.0%	0	11.8%	3	0.0%	0	16.8%	2	9.4%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	10.1%	2	0.0%	0
Ebuyer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	8.8%	10	0.0%	0	0.0%	0	26.0%	0	0.0%	0	0.0%	0	79.7%	9	0.0%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0
Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	1.1%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	4.8%	6	0.0%	0	25.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AbeBooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Afibel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambrose Wilson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beauty Box	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charles Tyrwhitt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Electricals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create and Craft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dental Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby House	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EAST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gear Best	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genuine Gems	0.3%	0	0.0%	0	0.0%	0	22.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsmiths	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	2	0.0%	0	0.0%	0	0.0%	0
Golf Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groupon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haith's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewlett-Packard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyperdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Itunes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Greed	1.8%	2	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&Co	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	2.1%	2	23.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	1
Pet Planet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Christian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Hahn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PriceRunner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Psbooks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	0	0.0%	0	0.0%	0
RDO Kitchens & Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reiss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samsung	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Smyths Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Steam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Studio	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tails.com	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Book People	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tiffany & Co	0.3%	0	0.0%	0	0.0%	0	26.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toshiba	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vegetarian Shoes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Viking Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Watch Shop	1.8%	2	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White Stuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wiggle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wordery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zavvi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zooplus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	39.6%	45	76.1%	3	22.9%	5	26.0%	0	32.8%	3	46.8%	11	11.8%	1	44.0%	2	57.2%	4	59.4%	3	44.7%	9	63.7%
Weighted base:	115			4		21		1		10		24		12		6		7		5		20	
Sample:	91			4		17		4		10		12		4		7		7		7		12	

Meanscore: [Number of visits per week]

**Q22 How often do you or your household visit Bury St Edmunds for shopping and other town centre uses?**

Daily	1.6%	18	6.9%	10	2.9%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%
4-6 days a week	0.5%	6	3.1%	4	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2-3 days a week	6.5%	71	26.2%	36	5.7%	7	15.3%	7	0.7%	0	3.3%	5	4.9%	7	0.0%	0	0.7%	1	6.2%	3	2.1%	3	2.0%
One day a week	17.6%	194	40.4%	56	30.3%	36	40.6%	20	8.4%	5	16.8%	27	13.9%	19	0.0%	0	4.8%	5	13.5%	7	10.7%	17	4.4%
Every two weeks	15.1%	166	12.9%	18	30.3%	36	20.5%	10	10.7%	6	18.4%	30	10.3%	14	0.9%	1	8.6%	9	9.7%	5	20.3%	33	11.8%
Monthly	19.0%	210	7.6%	11	15.5%	18	10.4%	5	18.7%	11	31.6%	51	19.0%	26	2.4%	2	21.8%	24	23.5%	13	26.7%	43	18.9%
Once every two months	7.8%	86	1.8%	3	5.2%	6	2.6%	1	10.9%	6	5.4%	9	13.7%	19	7.2%	6	12.3%	13	8.0%	4	9.6%	15	10.8%
Three-four times a year	8.7%	96	0.0%	0	6.7%	8	0.0%	0	20.1%	12	7.6%	12	10.3%	14	11.3%	9	15.0%	16	7.9%	4	8.5%	14	20.1%
Once a year	4.3%	47	0.6%	1	0.6%	1	0.9%	0	4.6%	3	2.0%	3	10.7%	15	5.5%	5	3.4%	4	5.0%	3	6.2%	10	11.4%
Less often	1.4%	15	0.0%	0	0.6%	1	0.0%	0	0.7%	0	0.8%	1	0.7%	1	0.0%	0	1.2%	1	4.2%	2	5.0%	8	0.9%
Never	16.7%	185	0.0%	0	2.1%	2	0.9%	0	23.6%	14	14.1%	23	16.5%	23	70.7%	58	31.4%	34	15.2%	8	10.4%	17	16.9%
(Don't know)	0.4%	4	0.0%	0	0.0%	0	0.6%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.0%	0	0.6%	1	2.0%
(Varies)	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.9%	1	0.0%	0	0.7%
Mean:	0.62			1.73		0.83		1.40		0.25		0.45		0.39		0.03		0.20		0.73		0.36	
Weighted base:	1102			139		118		49		58		162		139		82		109		54		161	
Sample:	1102			100		100		101		100		100		100		100		100		101		100	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q23 In order of importance, what are your two main reasons for visiting Bury St Edmunds Town Centre?</b>																								
<i>Those who visit Bury St Edmunds at Q22</i>																								
<b>Main Reason</b>																								
For food shopping	13.4%	123	23.9%	33	7.6%	9	33.0%	16	10.5%	5	6.1%	9	10.7%	12	5.4%	1	18.1%	13	11.2%	5	12.6%	18	4.3%	1
For non-food shopping	50.4%	462	44.3%	62	64.0%	74	43.5%	21	42.8%	19	54.2%	75	32.8%	38	63.2%	15	46.6%	35	51.1%	24	59.7%	86	52.2%	13
To shop at the market(s)	3.1%	29	4.4%	6	3.5%	4	1.2%	1	4.5%	2	2.5%	3	4.6%	5	7.1%	2	3.3%	2	1.4%	1	1.3%	2	2.5%	1
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafes / restaurants	4.1%	38	3.6%	5	4.5%	5	5.1%	2	3.2%	1	5.9%	8	7.0%	8	0.0%	0	3.4%	3	0.7%	0	1.8%	3	7.1%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	5	0.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.7%	1	2.2%	2	0.7%	0	0.0%	0	3.2%	1
To visit financial services such as banks and other financial institutions	2.5%	23	6.1%	8	3.1%	4	5.6%	3	2.0%	1	0.8%	1	1.2%	1	2.2%	1	0.0%	0	0.7%	0	2.5%	4	0.8%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	0	0.0%	0	0.8%	0
To visit a medical service (hospital, doctors, dentists, opticians)	1.6%	15	2.3%	3	0.6%	1	0.9%	0	2.7%	1	0.0%	0	0.9%	1	0.0%	0	4.1%	3	6.8%	3	0.7%	1	3.7%	1
To get petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
To visit the cinema	2.6%	24	0.0%	0	1.8%	2	0.0%	0	7.4%	3	0.8%	1	10.5%	12	0.0%	0	0.0%	0	1.0%	0	3.3%	5	1.1%	0
To visit a park	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
To visit other gyms / health and fitness facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.8%	3	0.0%	0
For other leisure activities	0.9%	8	1.8%	3	0.0%	0	0.0%	0	2.9%	1	0.8%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0
To meet family	1.1%	10	0.6%	1	1.6%	2	0.0%	0	3.4%	2	2.5%	3	1.9%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.2%	11	1.4%	2	0.8%	1	0.0%	0	2.8%	1	0.0%	0	1.7%	2	3.1%	1	0.9%	1	1.5%	1	1.8%	3	2.4%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	3.5%	32	3.3%	5	4.5%	5	4.5%	2	2.3%	1	2.1%	3	1.2%	1	0.0%	0	1.1%	1	5.8%	3	7.5%	11	3.6%	1
For education as a student (e.g. student at college, university, or other third level education)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
To access public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
for onward travel (e.g. train station, bus station)																								
To do the school run	0.4%	4	0.0%	0	0.7%	1	0.9%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	9.3%	85	5.0%	7	6.8%	8	4.1%	2	12.8%	6	11.3%	16	12.5%	15	10.4%	2	17.6%	13	10.4%	5	6.0%	9	14.1%	4
(Dont know)	3.5%	32	2.6%	4	0.6%	1	0.0%	0	0.0%	0	10.1%	14	9.8%	11	3.6%	1	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Weighted base:	917		139		115		48		44		139		116		24		75		46		144		26	
Sample:	900		100		97		100		82		86		81		33		75		85		83		78	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Secondary Reason																								
For food shopping	7.7%	71	12.3%	17	5.2%	6	7.1%	3	11.0%	5	6.3%	9	14.0%	16	8.4%	2	3.6%	3	12.2%	6	2.8%	4	0.8%	0
For non-food shopping	21.9%	201	25.5%	36	15.4%	18	24.4%	12	17.5%	8	24.3%	34	24.2%	28	2.2%	1	23.4%	17	22.9%	11	24.1%	35	11.9%	3
To shop at the market(s)	2.8%	25	6.1%	9	2.3%	3	1.4%	1	5.0%	2	3.1%	4	1.9%	2	3.1%	1	0.9%	1	3.3%	2	1.2%	2	1.1%	0
To visit bars / pubs	1.3%	12	1.8%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	0	4.8%	7	0.0%	0
To visit cafes / restaurants	10.7%	98	8.2%	11	7.7%	9	20.6%	10	3.0%	1	5.8%	8	12.0%	14	4.5%	1	10.2%	8	11.3%	5	19.6%	28	8.2%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.7%	6	2.6%	4	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.7%	16	5.9%	8	2.1%	2	6.7%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.7%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	1.7%	16	6.1%	9	0.0%	0	1.2%	1	0.0%	0	1.4%	2	0.9%	1	0.0%	0	0.0%	0	1.7%	1	0.7%	1	6.6%	2
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	3.5%	32	0.0%	0	2.3%	3	0.0%	0	6.3%	3	6.9%	10	2.4%	3	0.0%	0	0.0%	0	0.0%	0	8.2%	12	8.5%	2
To visit a park	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.4%	4	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
To visit the theatre or musical venues	0.6%	6	0.0%	0	0.7%	1	0.0%	0	0.9%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.0%	0
To visit night time venues e.g. nightclub	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.6%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	1.7%	2	0.0%	0	0.9%	1	0.8%	0	0.0%	0	1.9%	0
To meet family	2.6%	24	0.0%	0	0.6%	1	0.7%	0	2.8%	1	5.8%	8	3.8%	4	3.1%	1	2.2%	2	0.0%	0	4.8%	7	0.0%	0
To meet friends	1.0%	9	1.3%	2	0.0%	0	6.6%	3	1.8%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0
To visit the theatre	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.9%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
For work	1.0%	10	0.0%	0	1.8%	2	1.4%	1	1.1%	0	1.0%	1	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.4%	1
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
To do the school run	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
For a day out / window shop / walk about (Dont know)	10.2%	94	8.6%	12	8.8%	10	5.1%	2	5.6%	2	7.1%	10	8.5%	10	8.5%	2	23.8%	18	13.5%	6	11.5%	17	17.5%	5
	29.8%	273	19.7%	27	51.2%	59	20.0%	10	40.0%	18	33.0%	46	23.8%	28	64.3%	15	31.6%	24	20.4%	9	19.5%	28	36.1%	9
Weighted base:		917		139		115		48		44		139		116		24		75		46		144		26
Sample:		900		100		97		100		82		86		81		33		75		85		83		78

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Any Reason</b>																								
For food shopping	21.1%	194	36.2%	50	12.8%	15	40.1%	19	21.5%	10	12.4%	17	24.7%	29	13.8%	3	21.7%	16	23.3%	11	15.4%	22	5.1%	1
For non-food shopping	72.3%	663	69.9%	97	79.4%	92	67.9%	33	60.3%	27	78.5%	109	57.0%	66	65.5%	16	70.0%	52	74.0%	34	83.8%	121	64.1%	16
To shop at the market(s)	5.9%	54	10.5%	15	5.8%	7	2.6%	1	9.5%	4	5.6%	8	6.5%	8	10.3%	2	4.2%	3	4.7%	2	2.5%	4	3.7%	1
To visit bars / pubs	1.3%	12	1.8%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	0	4.8%	7	0.0%	0
To visit cafes / restaurants	14.8%	136	11.8%	16	12.1%	14	25.7%	12	6.3%	3	11.7%	16	19.0%	22	4.5%	1	13.6%	10	12.0%	6	21.4%	31	15.3%	4
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.2%	11	3.2%	5	0.0%	0	3.3%	2	0.9%	0	0.0%	0	0.0%	0	2.7%	1	2.2%	2	2.8%	1	0.0%	0	3.2%	1
To visit financial services such as banks and other financial institutions	4.2%	38	12.0%	17	5.2%	6	12.3%	6	2.9%	1	0.8%	1	1.2%	1	2.2%	1	0.0%	0	2.5%	1	2.5%	4	2.5%	1
To visit other service providers (e.g. travel agent, estate agent etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	0	0.0%	0	0.8%	0
To visit a medical service (hospital, doctors, dentists, opticians)	3.3%	30	8.4%	12	0.6%	1	2.1%	1	2.7%	1	1.4%	2	1.7%	2	0.0%	0	4.1%	3	8.4%	4	1.4%	2	10.2%	3
To get petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
To visit the cinema	6.1%	56	0.0%	0	4.1%	5	0.0%	0	13.8%	6	7.7%	11	12.9%	15	0.0%	0	0.0%	0	1.0%	0	11.5%	17	9.6%	2
To visit a park	0.4%	4	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
To visit other gyms / health and fitness facilities	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.4%	4	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
To visit the theatre or musical venues	0.9%	9	0.0%	0	0.7%	1	0.0%	0	0.9%	0	1.8%	3	2.1%	2	0.0%	0	0.9%	1	1.7%	1	0.8%	1	0.0%	0
To visit night time venues e.g. nightclub	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.5%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	0	1.8%	3	0.0%	0
For other leisure activities	1.5%	13	1.8%	3	0.7%	1	0.0%	0	2.9%	1	1.6%	2	2.9%	3	0.0%	0	2.0%	1	0.8%	0	0.6%	1	1.9%	0
To meet family	3.7%	34	0.6%	1	2.2%	3	0.7%	0	6.2%	3	8.2%	11	5.7%	7	5.4%	1	2.2%	2	0.0%	0	4.8%	7	0.0%	0
To meet friends	2.2%	20	2.7%	4	0.8%	1	6.6%	3	4.6%	2	0.0%	0	1.7%	2	8.9%	2	0.9%	1	1.5%	1	3.0%	4	2.4%	1
To visit the theatre	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.9%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
For work	4.6%	42	3.3%	5	6.2%	7	5.9%	3	3.4%	2	3.1%	4	3.8%	4	0.0%	0	1.1%	1	5.8%	3	8.3%	12	6.9%	2
For education as a student (e.g. student at college, university, or other third level education)	0.3%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
To do the school run	0.5%	5	0.0%	0	0.7%	1	1.5%	1	0.0%	0	1.0%	1	0.9%	1	0.0%	0	1.1%	1	0.8%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
For a day out / window shop / walk about	19.6%	179	13.6%	19	15.6%	18	9.2%	4	18.5%	8	18.4%	26	21.1%	24	18.9%	5	41.4%	31	23.9%	11	17.5%	25	31.6%	8
Weighted base:		917		139		115		48		44		139		116		24		75		46		144		26
Sample:		900		100		97		100		82		86		81		33		75		85		83		78

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q24 What do you like about Bury St Edmunds Town Centre? [MR]</b>																								
<i>Those who visit Bury St Edmunds at Q22</i>																								
Nothing / very little	8.1%	74	9.8%	14	5.1%	6	6.8%	3	16.5%	7	3.3%	5	2.6%	3	15.3%	4	7.4%	5	8.5%	4	13.5%	20	14.6%	4
Attractive environment / nice place	35.6%	327	38.1%	53	28.6%	33	28.2%	14	37.6%	17	35.1%	49	46.9%	54	22.9%	5	34.5%	26	49.8%	23	29.8%	43	37.4%	10
Close to friends or relatives	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%	1	1.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	17.3%	159	29.4%	41	33.2%	38	41.7%	20	4.0%	2	12.2%	17	6.5%	7	0.0%	0	4.2%	3	11.0%	5	14.1%	20	16.4%	4
Close to work	1.0%	9	0.7%	1	0.7%	1	0.0%	0	0.0%	0	2.1%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Compact	12.2%	112	14.1%	20	13.3%	15	12.3%	6	9.4%	4	13.4%	19	7.5%	9	9.4%	2	7.6%	6	15.0%	7	15.7%	23	7.6%	2
Easy to get to by bike	0.7%	7	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	3.3%	30	0.0%	0	7.9%	9	0.6%	0	1.3%	1	0.0%	0	5.9%	7	12.7%	3	1.1%	1	0.7%	0	5.8%	8	3.2%	1
Easy to park	8.2%	75	0.0%	0	12.0%	14	3.1%	2	6.9%	3	7.4%	10	10.9%	13	23.2%	6	5.9%	4	5.5%	3	13.7%	20	6.2%	2
Good facilities in general	1.4%	13	0.0%	0	0.0%	0	1.9%	1	1.1%	0	2.9%	4	1.0%	1	0.0%	0	1.1%	1	2.1%	1	2.7%	4	1.1%	0
Good food stores	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	2.9%	26	1.8%	3	3.1%	4	2.8%	1	6.5%	3	3.9%	5	3.7%	4	4.5%	1	2.2%	2	3.2%	1	0.7%	1	3.8%	1
Good range of non-food shops	21.7%	199	20.2%	28	27.0%	31	8.0%	4	15.8%	7	39.9%	56	4.6%	5	0.0%	0	24.0%	18	40.0%	18	17.3%	25	24.6%	6
Good range of independent shops	8.5%	78	11.3%	16	3.6%	4	13.7%	7	9.2%	4	4.5%	6	14.5%	17	9.8%	2	6.7%	5	5.5%	3	7.2%	10	15.2%	4
Good range of 'high street' retailers/ multiples	5.9%	54	10.0%	14	0.8%	1	10.0%	5	2.0%	1	3.6%	5	8.7%	10	0.0%	0	7.2%	5	7.9%	4	5.4%	8	5.6%	1
Affordable shops	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality shops	1.4%	13	1.8%	3	0.7%	1	0.0%	0	0.9%	0	3.1%	4	1.7%	2	3.1%	1	0.0%	0	1.4%	1	0.0%	0	4.4%	1
The street markets	3.1%	29	1.2%	2	1.8%	2	5.0%	2	3.1%	1	0.7%	1	5.1%	6	5.8%	1	12.1%	9	2.6%	1	1.3%	2	2.5%	1
Makes a change from other places	0.8%	8	0.0%	0	0.0%	0	1.9%	1	2.8%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.4%	2	0.0%	0
Quiet	2.2%	20	1.9%	3	6.1%	7	0.6%	0	4.7%	2	1.4%	2	1.4%	2	5.3%	1	2.0%	1	1.0%	0	0.7%	1	0.0%	0
Safe and secure	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	0
The street markets	3.6%	33	2.6%	4	1.5%	2	4.7%	2	3.0%	1	0.7%	1	7.8%	9	9.9%	2	7.7%	6	5.2%	2	2.0%	3	2.7%	1
Traditional	4.7%	43	6.6%	9	7.4%	9	3.9%	2	0.0%	0	1.9%	3	4.4%	5	2.7%	1	5.8%	4	7.5%	3	3.5%	5	8.4%	2
Traffic free shopping centre	0.6%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Abbey Gardens	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	4.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Arc Shopping Centre	1.7%	16	3.1%	4	0.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	6	6.6%	3	0.0%	0	0.0%	0
Busy / lively	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.5%	5	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.8%	0	0.0%	0	0.0%	0
Clean	0.7%	7	0.0%	0	0.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.6%	4	2.4%	1
Debenhams store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.1%	0
Easy to get to on foot	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	1.9%	17	3.1%	4	6.7%	8	1.6%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	0	0.7%	1	1.9%	0
Free / cheap parking	1.6%	15	4.9%	7	0.0%	0	2.0%	1	0.0%	0	1.0%	1	3.8%	4	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	0.7%	7	2.0%	3	1.3%	1	0.0%	0	2.0%	1	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Good banking facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Good cinema	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access to stores	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled parking spaces	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for night time activities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities generally	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0
Good mix between the old and the new areas	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
Good parks for children	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Good swimming pool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good theatre	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Modern	0.3%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice parks / green areas	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.7%	2	0.0%	0	1.3%	1	2.1%	1	0.0%	0	0.8%	0
Open / spacious	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0
Pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
The Body Shop store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Dont know)	0.9%	8	0.6%	1	0.6%	1	0.6%	0	2.9%	1	0.0%	0	2.1%	2	3.6%	1	0.9%	1	2.5%	1	0.0%	0	0.0%	0
Weighted base:	917		139		115		48		44		139		116		24		75		46		144		26	
Sample:	900		100		97		100		82		86		81		33		75		85		83		78	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q25 What could be improved about Bury St Edmunds that would make you visit more often? [MR]																								
Better access by road	2.4%	26	1.4%	2	4.5%	5	3.1%	2	1.7%	1	0.0%	0	1.8%	3	0.8%	1	8.0%	9	1.3%	1	1.6%	3	3.0%	1
Better public transport	3.0%	33	0.7%	1	1.7%	2	1.2%	1	0.8%	0	0.0%	0	1.9%	3	0.8%	1	8.8%	10	0.6%	0	9.2%	15	4.4%	1
Better signposting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Cleaner streets	0.3%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Facilities which would assist you if shopping with children	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	11.2%	123	10.4%	15	24.8%	29	24.3%	12	10.6%	6	8.3%	14	9.8%	14	1.7%	1	7.7%	8	10.5%	6	10.1%	16	8.9%	3
More / better town centre events	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.3%	26	3.1%	4	5.8%	7	1.9%	1	2.6%	2	4.9%	8	0.8%	1	0.0%	0	0.7%	1	0.8%	0	0.6%	1	2.8%	1
More / better value or affordable shops	0.2%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better entertainment	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.4%	5	0.7%	1	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More / better food shops	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0
More / better parking	11.4%	126	16.7%	23	24.0%	28	16.2%	8	10.2%	6	8.0%	13	6.9%	10	5.6%	5	6.8%	7	14.0%	8	9.9%	16	8.2%	3
More / better pedestrianised streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	0
More / better public conveniences	0.5%	5	0.6%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0
More / better seats / flower displays	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More national multiple shops / High Street shops	2.6%	29	2.8%	4	0.6%	1	4.8%	2	1.6%	1	0.7%	1	2.3%	3	0.0%	0	0.6%	1	1.8%	1	8.7%	14	2.7%	1
More independent shops	3.0%	33	4.5%	6	0.7%	1	9.1%	4	4.2%	2	0.7%	1	7.5%	10	1.3%	1	0.6%	1	1.8%	1	2.7%	4	1.3%	0
Street markets - better range and quality of offer	0.3%	3	0.0%	0	0.7%	1	0.9%	0	0.0%	0	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
A garden centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A more central train station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Better disabled access	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bring back the cattle market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bring back the tourist information centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.5%	17	3.1%	4	2.9%	3	0.0%	0	0.8%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	3	1.4%	2	2.4%	1



West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Don't move the Post Office	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fill the empty stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%
Hollister store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ikea store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Improve the link of the old and new areas	0.1%	1	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve the pavements	0.3%	3	0.0%	0	0.8%	1	2.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
John Lewis store	0.3%	4	0.0%	0	1.4%	2	0.0%	0	1.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeland store	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Later opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less busy	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Less traffic congestion	1.6%	18	6.4%	9	3.0%	3	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.7%	0	0.7%	1	2.0%
Liven the centre up	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More clothing stores	0.6%	7	2.6%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%
More compact	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More disabled parking	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
More for young people to do	1.3%	15	9.8%	14	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More undercover shopping	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nicer / more attractive environment	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No more development	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park & Ride service	0.7%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%
Primark store	0.7%	7	2.4%	3	0.0%	0	5.1%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%
Reduce speed limits closer to the town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Remove the Arc Shopping Centre	0.4%	4	1.7%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Remove the Debenhams store	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Resurface the roads	0.3%	3	1.8%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nothing	54.3%	598	28.4%	40	40.8%	48	34.3%	17	60.9%	35	69.6%	113	64.7%	90	64.8%	53	66.0%	72	50.3%	27	53.6%	86	56.6%
(Don't know)	5.5%	60	6.7%	9	3.1%	4	3.2%	2	5.4%	3	1.3%	2	6.2%	9	21.8%	18	3.7%	4	4.1%	2	2.8%	5	10.8%
Weighted base:		1102		139		118		49		58		162		139		82		109		54		161	
Sample:		1102		100		100		101		100		100		100		100		100		101		100	

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Meanscore: [Number of visits per week]																								
Q26 How often do you or your household visit Newmarket for shopping and other town centre uses?																								
Daily	2.0%	22	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	11	4.1%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	4	2.0%	1
4-6 days a week	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	11	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
2-3 days a week	2.9%	32	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	17.3%	24	0.7%	1	0.0%	0	0.0%	0	3.9%	6	2.0%	1
One day a week	9.3%	102	0.0%	0	0.8%	1	6.6%	3	0.0%	0	0.7%	1	40.3%	56	3.8%	3	4.2%	5	0.0%	0	20.7%	33	0.0%	0
Every two weeks	3.8%	42	0.0%	0	1.7%	2	3.1%	2	0.8%	0	1.3%	2	7.3%	10	2.6%	2	0.6%	1	0.0%	0	14.3%	23	0.0%	0
Monthly	5.9%	65	7.5%	10	1.5%	2	12.3%	6	1.0%	1	0.0%	0	9.2%	13	5.4%	4	6.3%	7	0.7%	0	13.2%	21	1.7%	1
Once every two months	3.9%	43	4.5%	6	0.8%	1	3.1%	1	0.0%	0	1.5%	3	3.5%	5	0.8%	1	5.4%	6	6.3%	3	9.5%	15	4.7%	1
Three-four times a year	4.9%	54	5.8%	8	1.5%	2	4.3%	2	2.7%	2	3.2%	5	0.0%	0	2.4%	2	6.6%	7	0.0%	0	14.0%	23	11.9%	4
Once a year	3.7%	41	4.5%	6	5.9%	7	5.2%	3	7.3%	4	1.3%	2	0.0%	0	4.7%	4	5.9%	6	4.1%	2	2.5%	4	6.4%	2
Less often	1.4%	16	0.6%	1	3.9%	5	1.5%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	3.1%	3	2.6%	1	0.7%	1	3.6%	1
Never	61.0%	672	75.8%	106	84.0%	99	62.7%	31	88.2%	51	85.4%	139	8.7%	12	78.6%	64	67.8%	74	85.7%	47	18.3%	30	67.0%	21
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
(Varies)	0.1%	2	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Mean:	0.38		0.08		0.02		0.14		0.01		0.41		1.54		0.09		0.08		0.01		0.61		0.20	
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	

# West Suffolk Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q27 In order of importance, what are your two main reasons for visiting Newmarket Town Centre?</b>																								
<i>Those who visit Newmarket at Q26</i>																								
<b>Main Reason</b>																								
For food shopping	28.3%	122	2.5%	1	0.0%	0	14.5%	3	0.0%	0	9.7%	2	52.2%	66	26.4%	5	19.2%	7	10.7%	1	28.4%	37	2.8%	0
For non-food shopping	34.1%	147	39.4%	13	37.6%	7	24.2%	4	31.3%	2	21.2%	5	17.5%	22	46.6%	8	44.1%	15	26.4%	2	48.8%	64	26.1%	3
To shop at the market(s)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafes / restaurants	2.0%	9	2.5%	1	4.2%	1	7.0%	1	6.9%	0	5.7%	1	1.1%	1	6.2%	1	1.9%	1	4.1%	0	0.0%	0	4.8%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.9%	1	2.0%	0
To visit financial services such as banks and other financial institutions	5.2%	23	0.0%	0	5.0%	1	4.0%	1	6.9%	0	0.0%	0	10.7%	13	3.6%	1	0.0%	0	0.0%	0	4.8%	6	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	4.8%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.1%	9	7.5%	3	9.1%	2	0.0%	0	39.9%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.9%	1	0.0%	0
To meet family	2.2%	10	8.8%	3	15.8%	3	5.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
To meet friends	2.0%	9	0.0%	0	8.4%	2	3.6%	1	0.0%	0	4.1%	1	1.6%	2	4.3%	1	3.8%	1	0.0%	0	0.0%	0	12.3%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	8.2%	35	2.9%	1	10.8%	2	22.6%	4	0.0%	0	44.5%	11	4.7%	6	0.0%	0	8.1%	3	0.0%	0	5.7%	8	12.3%	1
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
for onward travel (e.g. train station, bus station)																								
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	12.1%	52	33.1%	11	9.1%	2	16.2%	3	15.0%	1	14.7%	3	6.1%	8	4.3%	1	16.8%	6	53.0%	4	7.6%	10	30.1%	3
(Dont know)	1.5%	6	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.0%	1	0.0%	0	5.8%	0	2.0%	3	2.4%	0
Weighted base:		430		34		19		18		7		24		126		18		35		8		132		10
Sample:		388		25		18		39		13		14		92		25		40		15		81		26

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Secondary Reason																								
For food shopping	5.5%	24	0.0%	0	5.0%	1	17.6%	3	0.0%	0	0.0%	0	8.3%	10	7.3%	1	3.8%	1	0.0%	0	4.3%	6	6.1%	1
For non-food shopping	23.6%	101	7.8%	3	21.6%	4	4.6%	1	0.0%	0	20.5%	5	39.1%	49	14.1%	2	18.8%	7	0.0%	0	22.2%	29	11.8%	1
To shop at the market(s)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
To visit bars / pubs	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit cafes / restaurants	8.6%	37	9.9%	3	0.0%	0	6.2%	1	13.8%	1	0.0%	0	9.2%	12	7.4%	1	1.9%	1	0.0%	0	12.0%	16	21.0%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	9	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	1.8%	8	0.0%	0	0.0%	0	5.0%	1	5.8%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
To get petrol	0.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
To visit other gyms / health and fitness facilities	0.4%	2	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.3%	14	10.4%	4	4.2%	1	5.6%	1	0.0%	0	0.0%	0	3.2%	4	3.6%	1	2.3%	1	0.0%	0	2.6%	3	0.0%	0
To meet family	0.7%	3	2.5%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	9.9%	1	0.0%	0	2.0%	0
To meet friends	0.9%	4	2.9%	1	9.9%	2	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	0.7%	3	0.0%	0	0.0%	0	2.0%	0	0.0%	0	5.7%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
For a day out / window shop / walk about (Dont know)	9.3%	40	31.1%	10	11.9%	2	10.2%	2	6.9%	0	0.0%	0	4.7%	6	20.9%	4	9.5%	3	4.1%	0	8.1%	11	8.5%	1
Weighted base:	39.4%	169	35.4%	12	42.4%	8	42.8%	8	73.5%	5	63.2%	15	22.9%	29	40.0%	7	58.6%	21	86.0%	7	40.5%	53	50.6%	5
Sample:		430		34		19		18		7		24		126		18		35		8		132		10
		388		25		18		39		13		14		92		25		40		15		81		26

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Any Reason																								
For food shopping	33.8%	145	2.5%	1	5.0%	1	32.1%	6	0.0%	0	9.7%	2	60.5%	77	33.7%	6	23.0%	8	10.7%	1	32.8%	43	9.0%	1
For non-food shopping	57.7%	248	47.2%	16	59.2%	11	28.8%	5	31.3%	2	41.7%	10	56.6%	72	60.7%	11	62.9%	22	26.4%	2	71.0%	93	37.9%	4
To shop at the market(s)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
To visit bars / pubs	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit cafes / restaurants	10.6%	46	12.4%	4	4.2%	1	13.2%	2	20.7%	1	5.7%	1	10.3%	13	13.5%	2	3.8%	1	4.1%	0	12.0%	16	25.9%	3
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.9%	1	2.0%	0
To visit financial services such as banks and other financial institutions	8.8%	38	0.0%	0	5.0%	1	4.0%	1	6.9%	0	0.0%	0	18.1%	23	3.6%	1	0.0%	0	0.0%	0	9.3%	12	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	2.7%	11	0.0%	0	0.0%	0	5.0%	1	5.8%	0	0.0%	0	4.7%	6	0.0%	0	3.8%	1	0.0%	0	1.8%	2	4.8%	0
To get petrol	0.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
To visit other gyms / health and fitness facilities	0.4%	2	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	5.4%	23	17.9%	6	13.3%	3	5.6%	1	39.9%	3	0.0%	0	3.2%	4	3.6%	1	4.5%	2	0.0%	0	3.5%	5	0.0%	0
To meet family	3.0%	13	11.3%	4	15.8%	3	7.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	1	9.9%	1	0.9%	1	2.0%	0
To meet friends	2.9%	13	2.9%	1	18.3%	3	5.6%	1	0.0%	0	4.1%	1	1.6%	2	4.3%	1	3.8%	1	0.0%	0	0.6%	1	12.3%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	8.9%	38	2.9%	1	10.8%	2	24.6%	4	0.0%	0	50.3%	12	4.7%	6	3.6%	1	8.1%	3	0.0%	0	6.4%	8	12.3%	1
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
For a day out / window shop / walk about	21.3%	92	64.2%	22	21.1%	4	26.4%	5	21.9%	2	14.7%	3	10.8%	14	25.2%	4	26.3%	9	57.1%	4	15.7%	21	38.5%	4
Weighted base:		430		34		19		18		7		24		126		18		35		8		132		10
Sample:		388		25		18		39		13		14		92		25		40		15		81		26



# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q28 What do you like about Newmarket Town Centre? [MR]																								
Those who visit Newmarket at Q26																								
Nothing / very little	32.9%	141	39.9%	13	39.8%	7	27.7%	5	12.7%	1	4.9%	1	39.6%	50	30.1%	5	13.0%	5	59.5%	5	35.1%	46	25.5%	3
Attractive environment / nice place	16.4%	70	14.9%	5	7.7%	1	13.4%	2	12.7%	1	48.6%	11	13.2%	17	12.2%	2	22.0%	8	4.1%	0	13.3%	17	47.9%	5
Close to friends or relatives	0.5%	2	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	6.1%	1
Close to home	16.4%	70	0.0%	0	0.0%	0	3.6%	1	6.9%	0	4.9%	1	31.6%	40	17.3%	3	0.0%	0	4.1%	0	18.8%	25	0.0%	0
Close to work	2.1%	9	0.0%	0	0.0%	0	20.7%	4	0.0%	0	4.9%	1	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	8.9%	38	17.3%	6	5.0%	1	18.0%	3	5.8%	0	5.7%	1	4.4%	6	3.6%	1	9.7%	3	0.0%	0	12.7%	17	2.8%	0
Easy to get to by bus	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Easy to get to by car	3.0%	13	0.0%	0	0.0%	0	5.6%	1	5.8%	0	4.9%	1	1.7%	2	3.6%	1	1.9%	1	4.1%	0	4.8%	6	0.0%	0
Easy to park	8.1%	35	9.3%	3	5.0%	1	5.6%	1	12.7%	1	5.7%	1	4.2%	5	23.4%	4	13.1%	5	8.3%	1	9.3%	12	5.6%	1
Good facilities in general	1.0%	4	0.0%	0	0.0%	0	3.3%	1	0.0%	0	5.7%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.1%	2	0.0%	0	1.5%	2	0.0%	0
Good pubs, cafés or restaurants	1.7%	7	7.5%	3	4.2%	1	0.0%	0	5.8%	0	0.0%	0	0.8%	1	3.1%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Good range of non-food shops	3.1%	13	2.5%	1	4.2%	1	2.0%	0	0.0%	0	0.0%	0	0.8%	1	3.1%	1	8.0%	3	4.1%	0	4.9%	6	2.8%	0
Good range of independent shops	3.4%	15	7.8%	3	4.2%	1	4.3%	1	6.9%	0	0.0%	0	1.7%	2	11.0%	2	6.9%	2	5.8%	0	2.0%	3	5.2%	1
Good range of 'high street' retailers/ multiples	2.5%	11	9.9%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	3.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Affordable shops	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality shops	2.8%	12	0.0%	0	4.2%	1	0.0%	0	0.0%	0	4.9%	1	0.8%	1	0.0%	0	2.3%	1	0.0%	0	6.4%	8	0.0%	0
The street markets	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.6%	7	2.5%	1	9.1%	2	0.0%	0	15.0%	1	0.0%	0	0.0%	0	3.6%	1	7.6%	3	0.0%	0	0.0%	0	0.0%	0
Quiet	0.9%	4	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.9%	1	3.6%	1	4.2%	1	0.0%	0	0.0%	0	2.0%	0
Safe and secure	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
The street markets	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0
Traditional	2.6%	11	2.5%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	3.6%	1	8.1%	3	4.1%	0	2.2%	3	21.5%	2
Traffic free shopping centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Bon Marche store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0
Clean	0.4%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to the racecourse	0.8%	3	3.4%	1	0.0%	0	0.0%	0	25.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0
Familiar / know where everything is	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	1.0%	4	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Good entertainment for children	0.5%	2	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities generally	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Good public toilets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Marks & Spencer store	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Open / spacious	0.3%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Pandora store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
TK Maxx store	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0
Waitrose store	0.7%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.0%	0
(Dont know)	2.2%	9	2.9%	1	4.2%	1	5.3%	1	0.0%	0	5.7%	1	1.9%	2	5.0%	1	1.9%	1	0.0%	0	0.8%	1	2.4%	0
Weighted base:	430			34		19		18		7		24		126		18		35		8		132		10
Sample:	388			25		18		39		13		14		92		25		40		15		81		26

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q29 What could be improved about Newmarket that would make you visit more often? [MR]																								
Better access by road	0.6%	6	0.0%	0	1.5%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.3%	4	0.0%	0
Better public transport	2.0%	22	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.8%	1	7.1%	8	0.7%	0	5.9%	10	3.9%	1
Better signposting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.9%	10	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.6%	29	0.7%	1	0.7%	1	2.5%	1	0.8%	0	1.8%	3	11.5%	16	2.0%	2	0.0%	0	0.0%	0	3.1%	5	0.0%	0
More / better town centre events	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	6.2%	68	5.4%	7	7.4%	9	1.5%	1	0.0%	0	6.6%	11	13.2%	18	1.6%	1	9.4%	10	3.2%	2	4.6%	7	4.3%	1
More / better value or affordable shops	0.5%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	1.2%	1	0.0%	0	0.7%	1	2.8%	1
More / better entertainment	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0
More / better parking	5.9%	65	0.6%	1	3.8%	4	3.4%	2	1.8%	1	5.5%	9	5.4%	8	4.5%	4	8.1%	9	1.8%	1	16.1%	26	2.9%	1
More / better pedestrianised streets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	0
More / better public conveniences	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.6%	3	0.0%	0
More / better services	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	1	1.6%	3	0.0%	0
More national multiple shops / High Street shops	9.1%	101	4.8%	7	7.2%	8	7.4%	4	0.0%	0	0.0%	0	17.5%	24	3.4%	3	5.9%	6	6.7%	4	27.0%	44	4.2%	1
More independent shops	5.9%	65	3.2%	4	0.8%	1	2.3%	1	2.1%	1	0.0%	0	17.6%	24	0.7%	1	1.5%	2	6.4%	3	16.4%	26	2.5%	1
Street markets - physical improvements	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0
Street markets - better range and quality of offer	1.0%	11	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	6.7%	9	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridges for the horses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cheaper parking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close the nightclubs earlier	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the empty stores	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea store	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the Marks & Spencer store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access / layout of the car park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Less bookmakers	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	2.0%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Less busy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less cafes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less estate agents	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less mobile phone shops	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.7%	8	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.7%	1	3.1%	1
Liven the centre up	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
More / better leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More carnivals and fates	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing stores	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More concerts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More department stores	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
More for young people to do	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More information on the bus services available	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More street crossings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer / more attractive environment	0.6%	7	1.8%	3	0.8%	1	0.9%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.9%	0
Nicer atmosphere / friendlier people	0.2%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revamp / update it	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0
Stop cyclists riding in the pedestrianised area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	59.0%	650	67.3%	94	73.3%	86	58.8%	29	86.6%	50	69.6%	113	28.4%	39	64.9%	53	66.9%	73	78.8%	43	30.3%	49	68.2%	21
(Don't know)	10.5%	115	18.4%	26	9.0%	11	17.8%	9	7.3%	4	14.0%	23	2.4%	3	19.6%	16	2.5%	3	4.9%	3	9.3%	15	12.5%	4
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Meanscore: [Number of visits per week]																								
Q30 How often do you or your household visit Haverhill for shopping and other town centre uses?																								
Daily	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.7%	0	0.0%	0	0.0%	0
4-6 days a week	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	14	0.6%	0	0.0%	0	0.0%	0
2-3 days a week	2.7%	29	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	23.1%	25	3.8%	2	0.0%	0	0.0%	0
One day a week	5.6%	62	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	11.5%	9	41.1%	45	11.8%	6	0.0%	0	0.0%	0
Every two weeks	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.8%	6	0.9%	1	8.5%	5	0.0%	0	0.0%	0
Monthly	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7	7.3%	8	2.4%	1	0.0%	0	0.0%	0
Once every two months	2.3%	25	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	8	1.6%	2	4.5%	4	5.1%	6	6.3%	3	0.9%	1	0.0%	0
Three-four times a year	0.9%	10	0.7%	1	0.8%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.7%	6	0.6%	1	2.4%	1	0.0%	0	0.0%	0
Once a year	1.3%	15	1.2%	2	0.8%	1	1.9%	1	0.0%	0	0.0%	0	4.1%	6	4.2%	3	0.0%	0	2.4%	1	0.0%	0	2.7%	1
Less often	0.7%	8	0.0%	0	0.7%	1	0.6%	0	1.7%	1	0.6%	1	2.2%	3	0.0%	0	0.0%	0	1.0%	1	0.5%	1	0.7%	0
Never	81.8%	901	97.5%	136	97.7%	115	94.3%	46	97.4%	57	94.5%	153	90.7%	126	54.1%	44	3.1%	3	59.6%	32	98.6%	159	96.6%	30
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Mean:	0.23		0.00		0.00		0.06		0.00		0.01		0.01		0.23		1.99		0.35		0.00		0.00	
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	

# West Suffolk Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q31 In order of importance, what are your two main reasons for visiting Haverhill Town Centre?</b>																								
<i>Those who visit Haverhill at Q30</i>																								
<b>Main Reason</b>																								
For food shopping	34.0%	68	0.0%	0	0.0%	0	10.8%	0	36.8%	1	0.0%	0	30.7%	4	36.4%	14	37.9%	40	44.6%	10	0.0%	0	0.0%	0
For non-food shopping	19.0%	38	0.0%	0	35.1%	1	0.0%	0	26.4%	0	10.8%	1	0.0%	0	15.2%	6	24.2%	25	19.7%	4	0.0%	0	19.9%	0
To shop at the market(s)	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	3.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	38.2%	1	0.0%	0
To visit cafes / restaurants	4.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	3	11.8%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	11.9%	24	52.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	4	13.6%	14	15.0%	3	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	4	0.0%	0	0.9%	1	2.4%	1	61.8%	1	0.0%	0
To get petrol	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	6.8%	2	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
To meet family	1.4%	3	0.0%	0	0.0%	0	32.8%	1	0.0%	0	0.0%	0	7.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	19.9%	0
To meet friends	6.3%	13	0.0%	0	0.0%	0	0.0%	0	36.8%	1	89.2%	8	0.0%	0	1.4%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	4.4%	9	0.0%	0	64.8%	2	45.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	1.7%	0	0.0%	0	60.4%	1
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
for onward travel (e.g. train station, bus station)																							
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
For a day out / window shop / walk about	3.4%	7	47.9%	2	0.0%	0	10.8%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	2	8.0%	2	0.0%	0	0.0%
(Dont know)	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	3.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%
Weighted base:		201		3		3		3		2		9		13		38		105		22		2	
Sample:		217		4		3		5		3		2		10		47		96		42		2	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Secondary Reason																								
For food shopping	11.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	15.8%	6	13.7%	14	5.3%	1	0.0%	0	0.0%	0
For non-food shopping	33.4%	67	0.0%	0	0.0%	0	32.8%	1	36.8%	1	89.2%	8	15.4%	2	31.4%	12	38.5%	41	14.3%	3	0.0%	0	0.0%	0
To shop at the market(s)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit cafes / restaurants	5.5%	11	23.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	13.6%	3	38.2%	1	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	36.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	6.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	8.0%	8	15.3%	3	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	0.8%	2	0.0%	0	0.0%	0	12.8%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	4.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6	0.0%	0	16.6%	4	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	1.5%	0	0.0%	0	0.0%	0
To visit the library	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	1	0.0%	0	2.0%	1	0.0%	0	7.0%	2	0.0%	0	0.0%	0
To meet friends	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	3	0.0%	0	1.8%	2	2.1%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0



West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
For a day out / window shop / walk about (Dont know)	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	0.0%	0	7.9%	8	3.5%	1	0.0%	0	0.0%	0
	19.2%	39	76.1%	3	100.0%	3	54.4%	2	26.4%	0	0.0%	0	36.8%	5	29.5%	11	9.2%	10	15.6%	3	61.8%	1	100.0%	1
Weighted base:		201		3		3		3		2		9		13		38		105		22		2		1
Sample:		217		4		3		5		3		2		10		47		96		42		2		3

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Any Reason																								
For food shopping	45.3%	91	0.0%	0	0.0%	0	10.8%	0	36.8%	1	0.0%	0	39.8%	5	52.1%	20	51.6%	54	49.8%	11	0.0%	0	0.0%	0
For non-food shopping	52.4%	105	0.0%	0	35.1%	1	32.8%	1	63.2%	1	100.0%	9	15.4%	2	46.5%	18	62.7%	66	34.0%	7	0.0%	0	19.9%	0
To shop at the market(s)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	38.2%	1	0.0%	0
To visit cafes / restaurants	10.1%	20	23.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	3	11.8%	4	7.7%	8	13.6%	3	38.2%	1	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	36.8%	1	0.0%	0	0.0%	0	3.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	18.2%	36	52.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	5	21.7%	23	30.3%	7	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	4.2%	8	0.0%	0	0.0%	0	12.8%	0	0.0%	0	0.0%	0	30.5%	4	1.4%	1	1.5%	2	2.4%	1	61.8%	1	0.0%	0
To get petrol	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	6.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	7	0.0%	0	23.4%	5	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	1.5%	0	0.0%	0	0.0%	0
To visit the library	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
To meet family	3.1%	6	0.0%	0	0.0%	0	32.8%	1	0.0%	0	10.8%	1	7.7%	1	4.0%	2	0.0%	0	7.0%	2	0.0%	0	19.9%	0
To meet friends	9.0%	18	0.0%	0	0.0%	0	0.0%	0	36.8%	1	89.2%	8	23.4%	3	1.4%	1	5.2%	5	2.1%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	4.6%	9	0.0%	0	64.8%	2	45.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	3.8%	1	0.0%	0	60.4%	1
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
For a day out / window shop / walk about	8.9%	18	47.9%	2	0.0%	0	10.8%	0	0.0%	0	0.0%	0	15.4%	2	2.0%	1	10.0%	11	11.5%	3	0.0%	0	0.0%	0
Weighted base:		201		3		3		3		2		9		13		38		105		22		2		1
Sample:		217		4		3		5		3		2		10		47		96		42		2		3

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q32 What do you like about Haverhill Town Centre? [MR]</b>																								
<i>Those who visit Haverhill at Q30</i>																								
Nothing / very little	37.6%	75	52.2%	2	64.8%	2	43.6%	1	63.2%	1	0.0%	0	42.9%	6	33.5%	13	38.7%	41	36.5%	8	100.0%	2	60.4%	1
Attractive environment / nice place	3.3%	7	0.0%	0	0.0%	0	12.8%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.1%	4	2.9%	1	0.0%	0	0.0%	0
Close to friends or relatives	1.2%	2	0.0%	0	0.0%	0	32.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Close to home	32.3%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	25.2%	9	46.0%	49	26.6%	6	0.0%	0	0.0%	0
Compact	2.4%	5	23.9%	1	0.0%	0	0.0%	0	36.8%	1	0.0%	0	0.0%	0	4.6%	2	0.6%	1	4.4%	1	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	0	0.0%	0	0.0%	0	10.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.8%	4	0.0%	0	0.0%	0	0.0%	0	36.8%	1	0.0%	0	0.0%	0	3.7%	1	0.6%	1	4.7%	1	0.0%	0	0.0%	0
Good facilities in general	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	1.5%	0	0.0%	0	0.0%	0
Good food stores	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	3.7%	7	0.0%	0	0.0%	0	12.8%	0	0.0%	0	10.8%	1	0.0%	0	11.4%	4	0.6%	1	5.3%	1	0.0%	0	0.0%	0
Good range of independent shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of 'high street' retailers/ multiples	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Affordable shops	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	89.2%	8	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
The street markets	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.4%	1	23.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.5%	1	0.0%	0	35.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Busy / lively	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Clean	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Familiar / know where everything is	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	0.6%	1	0.0%	0	35.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Good banking facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Good cinema	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	18.9%	4	0.0%	0	0.0%	0
Good leisure facilities generally	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good public toilets	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Good swimming pool	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice parks / green areas	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Tesco store	0.2%	0	0.0%	0	0.0%	0	10.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.8%	5	2.3%	1	4.1%	4	0.0%	0	0.0%	0	39.7%	0
Weighted base:	201			3		3		3		2		9		13		38		105		22		2		1
Sample:	217			4		3		5		3		2		10		47		96		42		2		3

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
<b>Q33 What could be improved about Haverhill that would make you visit more often? [MR]</b>												
Better access by road	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.8%	9	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Facilities which would assist you if shopping with children	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Free car parking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better town centre events	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
More / better comparison retailers (i.e. non-food shops)	4.4%	49	0.6%	1	0.0%	0	3.5%	2	1.0%	1	0.0%	0
More / better value or affordable shops	0.5%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More / better entertainment	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better places for eating out (e.g. cafes and restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.2%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.7%	1
More / better parking	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1
More / better pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
More / better public conveniences	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More / better services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More national multiple shops / High Street shops	6.2%	68	0.7%	1	0.0%	0	4.6%	2	0.0%	0	4.9%	8
More independent shops	2.5%	27	0.7%	1	0.0%	0	3.2%	2	0.0%	0	0.7%	1
Street markets - better range and quality of offer	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bypass	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Better security	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Cheaper leisure centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Fill the empty stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ikea store	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Improved cycling paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Less banks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Less bookmakers	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Less cafes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Less charity shops	1.1%	12	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	1
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Less hairdressers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Less takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McDonald's restaurant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
More clothing stores	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	8.3%	9	1.2%	1	0.0%	0	0.0%	0
More department stores	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
More for young people to do	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
More money invested in the centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Move the prison	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer / more attractive environment	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.1%	8	4.9%	3	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Revamp / update it	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	68.1%	750	74.2%	103	78.2%	92	63.8%	31	80.3%	47	81.9%	133	52.8%	73	66.3%	54	20.0%	22	78.6%	43	79.0%	127	79.5%	25
(Don't know)	16.6%	183	21.9%	31	17.8%	21	24.8%	12	16.0%	9	11.3%	18	34.3%	47	16.4%	13	3.1%	3	2.4%	1	12.5%	20	19.6%	6
Weighted base:	1102			139		118		49		58		162		139		82		109		54		161		31
Sample:	1102			100		100		101		100		100		100		100		100		101		100		100

Meanscore: [Number of visits per week]

## Q34 How often do you or your household visit Mildenhall for shopping and other town centre uses?

Daily	1.0%	11	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0
4-6 days a week	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%	0
2-3 days a week	4.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	3	28.5%	46	0.0%	0
One day a week	4.3%	47	2.5%	4	1.7%	2	1.6%	1	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	36	3.6%	1
Every two weeks	1.5%	17	0.0%	0	2.4%	3	3.4%	2	0.7%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	10	2.0%	1
Monthly	1.7%	19	0.0%	0	0.0%	0	1.6%	1	2.6%	2	1.3%	2	4.5%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	7	5.8%	2
Once every two months	1.2%	13	0.0%	0	0.8%	1	1.6%	1	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	8	3.0%	1
Three-four times a year	1.9%	20	0.6%	1	0.6%	1	3.4%	2	2.2%	1	3.3%	5	4.0%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	3	7.1%	2
Once a year	1.8%	20	0.7%	1	0.0%	0	0.0%	0	0.7%	0	5.8%	9	1.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	5	5.0%	2
Less often	0.9%	10	1.3%	2	0.6%	1	2.5%	1	0.7%	0	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.7%	1
Never	80.1%	882	94.9%	132	93.2%	110	86.0%	42	93.1%	54	83.3%	135	85.5%	119	98.9%	81	99.0%	108	94.2%	51	17.7%	28	71.7%	22
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Mean:		0.27		0.03		0.08		0.04		0.01		0.13		0.02		0.00		0.00		0.12		1.53		0.07
Weighted base:		1102		139		118		49		58		162		139		82		109		54		161		31
Sample:		1102		100		100		101		100		100		100		100		100		101		100		100

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q35 In order of importance, what are your two main reasons for visiting Mildenhall Town Centre?</b>																								
<i>Those who visit Mildenhall at Q30</i>																								
<b>Main Reason</b>																								
For food shopping	30.7%	67	0.0%	0	0.0%	0	25.7%	2	0.0%	0	26.4%	7	5.0%	1	0.0%	0	0.0%	0	0.0%	0	42.8%	57	9.5%	1
For non-food shopping	13.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	4	27.4%	5	0.0%	0	0.0%	0	0.0%	0	13.7%	18	27.2%	2
To shop at the market(s)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
To visit bars / pubs	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
To visit cafes / restaurants	7.7%	17	0.0%	0	9.8%	1	6.2%	0	11.9%	0	29.5%	8	20.0%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	12.8%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.8%	4	11.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
To visit financial services such as banks and other financial institutions	3.6%	8	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.3%	3	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	3.0%	7	0.0%	0	0.0%	0	15.0%	1	0.0%	0	4.2%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	12.3%	1
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To visit the theatre or musical venues	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.9%	6	0.0%	0	25.2%	2	0.0%	0	30.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	5.1%	0
To meet family	7.7%	17	47.1%	3	0.0%	0	20.5%	1	10.1%	0	3.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	9	7.2%	1
To meet friends	3.1%	7	0.0%	0	0.0%	0	17.8%	1	33.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	9.9%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	9.7%	21	0.0%	0	56.7%	5	10.4%	1	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	83.6%	3	7.7%	10	9.9%	1
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
for onward travel (e.g. train station, bus station)																								
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	3.9%	9	13.8%	1	8.3%	1	4.4%	0	0.0%	0	5.0%	1	14.9%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
(Dont know)	5.6%	12	0.0%	0	0.0%	0	0.0%	0	14.0%	1	0.0%	0	5.0%	1	100.1%	1	100.0%	1	16.4%	1	6.0%	8	3.3%	0
Weighted base:		220		7		8		7		4		27		20		1		1		3		133		9
Sample:		174		6		7		14		9		16		17		1		1		2		76		25



# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Secondary Reason																								
For food shopping	15.2%	33	0.0%	0	36.8%	3	4.4%	0	0.0%	0	3.6%	1	15.7%	3	0.0%	0	0.0%	0	83.6%	3	17.1%	23	6.1%	1
For non-food shopping	21.6%	48	0.0%	0	8.3%	1	6.2%	0	0.0%	0	9.2%	3	14.9%	3	0.0%	0	0.0%	0	0.0%	0	30.5%	40	6.1%	1
To shop at the market(s)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.8%	0
To visit bars / pubs	0.5%	1	0.0%	0	0.0%	0	6.2%	0	11.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
To visit cafes / restaurants	4.1%	9	0.0%	0	25.2%	2	7.1%	0	0.0%	0	7.2%	2	8.0%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.6%	1	0.0%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To visit financial services such as banks and other financial institutions	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	8.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	18	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.7%	2	0.0%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.1%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
For other leisure activities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To meet family	1.0%	2	0.0%	0	0.0%	0	13.4%	1	10.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
To meet friends	1.4%	3	0.0%	0	8.3%	1	0.0%	0	10.1%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To visit the theatre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
For work	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	13.2%	1
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
To do the school run	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
For a day out / window shop / walk about (Dont know)	1.7%	4	13.8%	1	0.0%	0	13.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
	37.0%	81	86.2%	6	21.4%	2	32.6%	2	68.0%	3	71.6%	19	45.7%	9	100.1%	1	100.0%	1	16.4%	1	24.0%	32	64.4%	6
Weighted base:		220		7		8		7		4		27		20		1		1		3		133		9
Sample:		174		6		7		14		9		16		17		1		1		2		76		25

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
<b>Any Reason</b>																								
For food shopping	45.9%	101	0.0%	0	36.8%	3	30.1%	2	0.0%	0	29.9%	8	20.7%	4	0.0%	0	0.0%	0	83.6%	3	59.9%	79	15.6%	1
For non-food shopping	35.4%	78	0.0%	0	8.3%	1	6.2%	0	0.0%	0	24.3%	7	42.3%	8	0.0%	0	0.0%	0	0.0%	0	44.2%	59	33.3%	3
To shop at the market(s)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	2.8%	0
To visit bars / pubs	1.7%	4	0.0%	0	0.0%	0	6.2%	0	11.9%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.4%	0
To visit cafes / restaurants	11.8%	26	0.0%	0	35.0%	3	13.3%	1	11.9%	0	36.7%	10	28.0%	6	0.0%	0	0.0%	0	0.0%	0	3.8%	5	12.8%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.5%	5	11.7%	1	0.0%	0	6.2%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
To visit financial services such as banks and other financial institutions	6.2%	14	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	13	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.3%	3	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	11.4%	25	0.0%	0	0.0%	0	15.0%	1	0.0%	0	4.2%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	15.7%	21	12.3%	1
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	1.2%	3	0.0%	0	0.0%	0	6.2%	0	0.0%	0	4.2%	1	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.6%	1	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To visit the theatre or musical venues	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
For other leisure activities	3.3%	7	0.0%	0	25.2%	2	0.0%	0	30.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	5.1%	0
To meet family	8.7%	19	47.1%	3	0.0%	0	33.9%	2	20.1%	1	3.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	10	7.2%	1
To meet friends	4.5%	10	0.0%	0	8.3%	1	17.8%	1	43.9%	2	3.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	3	9.9%	1
To visit the theatre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
For work	10.7%	23	0.0%	0	56.7%	5	10.4%	1	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	83.6%	3	8.4%	11	23.1%	2
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
To do the school run	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
For a day out / window shop / walk about	5.6%	12	27.5%	2	8.3%	1	17.8%	1	0.0%	0	5.0%	1	14.9%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Weighted base:		220		7		8		7		4		27		20		1		1		3		133		9
Sample:		174		6		7		14		9		16		17		1		1		2		76		25

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q36 What do you like about Mildenhall Town Centre? [MR]																								
Those who visit Mildenhall at Q30																								
Nothing / very little	22.0%	48	50.8%	4	31.5%	3	55.8%	4	56.1%	2	29.0%	8	39.5%	8	0.0%	0	0.0%	0	16.4%	1	11.1%	15	57.2%	5
Attractive environment / nice place	6.8%	15	13.8%	1	8.3%	1	0.0%	0	21.9%	1	4.2%	1	20.7%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0
Close to friends or relatives	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	7.2%	1
Close to home	35.9%	79	0.0%	0	0.0%	0	5.2%	0	0.0%	0	10.0%	3	5.8%	1	0.0%	0	0.0%	0	0.0%	0	55.7%	74	8.8%	1
Close to work	1.5%	3	0.0%	0	25.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.8%	0
Compact	5.5%	12	35.4%	3	0.0%	0	0.0%	0	0.0%	0	7.2%	2	9.9%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	5	2.8%	0
Easy to get to by bus	0.9%	2	0.0%	0	25.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.3%	3	0.0%	0	0.0%	0	10.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Easy to park	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	2.8%	0
Good facilities in general	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Good pubs, cafés or restaurants	5.0%	11	0.0%	0	9.8%	1	0.0%	0	11.9%	0	29.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.2%	1
Good range of non-food shops	4.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3	0.0%	0	0.0%	0	0.0%	0	83.6%	3	2.5%	3	2.8%	0
Good range of independent shops	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.3%	0
Good range of 'high street' retailers/ multiples	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
High quality shops	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Makes a change from other places	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.4%	0
The street markets	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8	0.0%	0
Traditional	4.6%	10	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	10	0.0%	0
Traffic free shopping centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Crafty/luscious store	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0
Familiar / know where everything is	4.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	11	0.0%	0
Free / cheap parking	0.1%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Good leisure facilities generally	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good museum	0.1%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice church	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice parks / green areas	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's store	0.7%	1	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wilko store	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Dont know)	2.3%	5	0.0%	0	0.0%	0	13.4%	1	10.1%	0	0.0%	0	5.0%	1	100.1%	1	100.0%	1	0.0%	0	0.0%	0	8.4%	1
Weighted base:	220			7		8		7		4		27		20		1		1		3		133		9
Sample:	174			6		7		14		9		16		17		1		1		2		76		25

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q37 What could be improved about Mildenhall that would make you visit more often? [MR]																								
Better access by road	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.5%	1	0.0%	0
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Free car parking	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.8%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
More / better town centre events	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.6%	29	4.9%	7	1.7%	2	0.6%	0	0.7%	0	1.5%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	13	6.1%	2
More / better value or affordable shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
More / better entertainment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More / better food shops	1.5%	16	1.8%	3	0.0%	0	0.9%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	10	2.7%	1
More / better parking	1.8%	20	0.6%	1	0.8%	1	0.0%	0	0.8%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	15	4.5%	1
More / better seats / flower displays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More national multiple shops / High Street shops	5.7%	62	1.5%	2	0.0%	0	0.9%	0	0.0%	0	0.7%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	32.8%	53	8.8%	3
More independent shops	2.4%	26	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	13.9%	22	4.7%	1
Street markets - better range and quality of offer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the Marks & Spencer store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less cafes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Less estate agents	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Less takeaways	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	12	0.0%	0
Liven the centre up	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Make the old army base into an airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing stores	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
More disabled parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Nicer / more attractive environment	0.6%	6	0.0%	0	0.7%	1	0.9%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Nicer atmosphere / friendlier people	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Resurface the roads	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Revamp / update it	0.4%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.0%	1
TK Maxx store	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0
Nothing	70.4%	776	70.3%	98	76.2%	90	62.8%	31	82.4%	48	87.1%	141	61.2%	85	75.2%	62	90.1%	98	96.9%	53	31.6%	51	64.9%	20
(Don't know)	16.3%	180	22.6%	32	20.6%	24	33.3%	16	13.2%	8	7.8%	13	31.9%	44	24.1%	20	9.9%	11	2.4%	1	4.7%	7	12.6%	4
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Sample:	1102	100		100		101		100		100		100		100		100		101		100		100		
Meanscore: [Number of visits per week]																								
Q38 How often do you or your household visit Brandon for shopping and other town centre uses?																								
Daily	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
4-6 days a week	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.0%	1
2-3 days a week	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	4
One day a week	3.7%	40	0.0%	0	1.7%	2	0.0%	0	0.7%	0	13.1%	21	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.9%	14
Every two weeks	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3
Monthly	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	3.9%	1
Once every two months	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	2.8%	1
Three-four times a year	2.1%	23	1.8%	3	0.8%	1	0.0%	0	2.1%	1	7.2%	12	0.0%	0	0.8%	1	1.9%	2	0.0%	0	2.0%	3	1.6%	0
Once a year	0.8%	9	0.0%	0	0.0%	0	0.7%	0	1.4%	1	1.8%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.8%	0
Less often	0.3%	4	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Never	89.0%	981	97.5%	136	97.5%	115	99.3%	49	91.3%	53	62.9%	102	95.4%	132	98.2%	80	97.1%	106	100.0%	54	92.3%	149	17.3%	5
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Mean:	0.12	0.00		0.02		0.00		0.04		0.53		0.02		0.00		0.00		0.00		0.03		1.15		
Weighted base:	1102	139		118		49		58		162		139		82		109		54		161		31		
Sample:	1102	100		100		101		100		100		100		100		100		101		100		100		

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q39 In order of importance, what are your two main reasons for visiting Brandon Town Centre?</b>																								
<i>Those who visit Brandon at Q30</i>																								
<b>Main Reason</b>																								
For food shopping	43.6%	53	0.0%	0	0.0%	0	0.0%	0	24.0%	1	50.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.9%	4	64.7%	17
For non-food shopping	12.4%	15	0.0%	0	0.0%	0	0.0%	0	7.9%	0	10.0%	6	31.1%	2	0.0%	0	0.0%	0	0.0%	0	35.4%	4	8.6%	2
To shop at the market(s)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
To visit bars / pubs	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafes / restaurants	10.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.7%	3	0.0%	0	68.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
To visit financial services such as banks and other financial institutions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a medical service (hospital, doctors, dentists, opticians)	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	4.3%	1
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	4.7%	6	0.0%	0	0.0%	0	100.1%	0	15.8%	1	2.3%	1	0.0%	0	42.2%	1	65.3%	2	0.0%	0	0.0%	0	1.8%	0
To meet family	2.2%	3	0.0%	0	0.0%	0	0.0%	0	9.3%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	1.6%	0
To meet friends	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	11.1%	13	72.0%	3	31.5%	1	0.0%	0	24.0%	1	4.2%	3	47.2%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	1	8.7%	2
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
for onward travel (e.g. train station, bus station)																								
To do the school run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out / window shop / walk about	3.0%	4	28.0%	1	0.0%	0	0.0%	0	7.9%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	1.8%	0
(Dont know)	5.5%	7	0.0%	0	0.0%	0	0.0%	0	11.0%	1	3.5%	2	21.7%	1	57.8%	1	34.7%	1	0.0%	0	0.0%	0	2.4%	1
Weighted base:		121		4		3		0		5		60		6		2		3		0		12		26
Sample:		154		2		2		1		8		42		4		2		2		0		11		80

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Secondary Reason																								
For food shopping	7.6%	9	0.0%	0	68.5%	2	0.0%	0	9.3%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	3	10.2%	3
For non-food shopping	10.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	5
To shop at the market(s)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafes / restaurants	5.1%	6	0.0%	0	0.0%	0	0.0%	0	24.0%	1	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
To visit financial services such as banks and other financial institutions	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
To visit a medical service (hospital, doctors, dentists, opticians)	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	2.7%	1
To get petrol	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.8%	1	0.0%	0	31.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.0%	1	0.0%	0	0.0%	0	0.0%	0	24.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	1.1%	0
To meet friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
For a day out / window shop / walk about (Dont know)	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	1.9%	0
	58.1%	70	100.0%	4	0.0%	0	100.1%	0	42.6%	2	57.8%	35	100.0%	6	100.0%	2	100.0%	3	0.0%	0	50.8%	6	47.9%	12
Weighted base:		121		4		3		0		5		60		6		2		3		0		12		26
Sample:		154		2		2		1		8		42		4		2		2		0		11		80

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Any Reason																								
For food shopping	51.2%	62	0.0%	0	68.5%	2	0.0%	0	33.3%	2	52.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.4%	7	74.9%	19
For non-food shopping	23.3%	28	0.0%	0	0.0%	0	0.0%	0	7.9%	0	23.8%	14	31.1%	2	0.0%	0	0.0%	0	0.0%	0	35.4%	4	27.8%	7
To shop at the market(s)	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
To visit bars / pubs	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafes / restaurants	15.0%	18	0.0%	0	0.0%	0	0.0%	0	24.0%	1	24.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	4.2%	5	0.0%	0	68.5%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
To visit financial services such as banks and other financial institutions	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
To visit a medical service (hospital, doctors, dentists, opticians)	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	2	7.1%	2
To get petrol	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.8%	1	0.0%	0	31.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	5.7%	7	0.0%	0	0.0%	0	100.1%	0	39.8%	2	2.3%	1	0.0%	0	42.2%	1	65.3%	2	0.0%	0	0.0%	0	1.8%	0
To meet family	3.5%	4	0.0%	0	0.0%	0	0.0%	0	9.3%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	2	2.7%	1
To meet friends	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work	14.7%	18	72.0%	3	31.5%	1	0.0%	0	24.0%	1	11.3%	7	47.2%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	1	8.7%	2
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To do the school run	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
For a day out / window shop / walk about	5.1%	6	28.0%	1	0.0%	0	0.0%	0	7.9%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	2	3.7%	1
Weighted base:	121			4		3		0		5		60		6		2		3		0		12		26
Sample:	154			2		2		1		8		42		4		2		2		0		11		80
Q40 What do you like about Brandon Town Centre? [MR]																								
Those who visit Brandon at Q30																								
Nothing / very little	36.0%	44	100.0%	4	31.5%	1	0.0%	0	42.6%	2	30.6%	18	21.7%	1	42.2%	1	65.3%	2	0.0%	0	44.9%	6	34.9%	9
Attractive environment / nice place	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	15.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Close to friends or relatives	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	34.3%	41	0.0%	0	68.5%	2	0.0%	0	0.0%	0	45.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	3	38.0%	10
Close to work	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	47.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Compact	4.8%	6	0.0%	0	0.0%	0	0.0%	0	48.0%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Easy to get to by car	0.3%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Good facilities in general	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Good food stores	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Good pubs, cafés or restaurants	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	15.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Good range of non-food shops	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Good range of independent shops	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0
Quiet	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	3.2%	1
Traditional	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	4.9%	1
Aldi store	2.9%	4	0.0%	0	0.0%	0	0.0%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	2	3.4%	1
Familiar / know where everything is	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheap parking	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Good bowling alley	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
The Perfume Shop store	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	57.8%	1	34.7%	1	0.0%	0	0.0%	0	1.8%	0
Weighted base:	121			4		3		0		5		60		6		2		3		0		12		26
Sample:	154			2		2		1		8		42		4		2		2		0		11		80

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q41 What could be improved about Brandon that would make you visit more often? [MR]																								
Better access by road	0.9%	10	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	7.2%	2
Better public transport	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	2	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.5%	1	2.7%	1
Cleaner streets	0.5%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Free car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
More / better comparison retailers (i.e. non-food shops)	2.3%	25	0.6%	1	1.7%	2	0.0%	0	1.5%	1	5.6%	9	3.2%	4	0.0%	0	0.0%	0	5.6%	3	0.0%	0	14.9%	5
More / better value or affordable shops	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More / better places for eating out (e.g. cafes and restaurants)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
More / better parking	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
More national multiple shops / High Street shops	1.5%	16	0.7%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.1%	8	5.3%	2
More independent shops	1.9%	21	0.7%	1	0.0%	0	0.7%	0	0.0%	0	3.0%	5	1.4%	2	0.0%	0	1.0%	1	0.0%	0	5.8%	9	7.3%	2
Street markets - physical improvements	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.5%	5	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
A bypass	0.3%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3
Better security	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bring back the bingo hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Create more tourism	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the railway crossing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Less busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less ethnic shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Less traffic congestion	1.1%	12	0.0%	0	0.8%	1	0.9%	0	0.8%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	5
More / better leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
More banking facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More department stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
More disabled parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Nicer / more attractive environment	0.3%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Remove the railway crossing / make it a bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Remove the traffic lights	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Resurface the roads	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Revamp / update it	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	2.5%	1
Sainsbury's store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unlock the church on Church Lane	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	72.1%	795	71.0%	99	76.3%	90	64.2%	31	81.7%	47	69.6%	113	50.4%	70	75.4%	62	89.1%	97	89.3%	49	80.3%	129	24.3%	8
(Don't know)	17.9%	198	25.9%	36	20.4%	24	32.8%	16	10.0%	6	5.8%	9	44.3%	61	23.8%	20	9.2%	10	4.4%	2	7.1%	11	5.8%	2
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	

**Q42 Do you or your household ever visit the following leisure attractions? [MR/PR]**

Bingo / casino / bookmaker	4.8%	53	5.1%	7	10.7%	13	5.1%	2	5.4%	3	9.3%	15	2.9%	4	0.9%	1	2.1%	2	1.3%	1	2.0%	3	4.3%	1
Cinema	60.7%	669	67.1%	94	60.2%	71	71.6%	35	59.3%	34	64.9%	105	57.6%	80	55.0%	45	52.0%	57	60.2%	33	63.3%	102	44.8%	14
Gym / health club / sports facility	20.9%	231	29.5%	41	23.3%	27	15.6%	8	12.0%	7	7.5%	12	28.0%	39	19.5%	16	25.2%	27	17.7%	10	25.3%	41	8.1%	3
Theatre/ concert / music venue	39.7%	438	62.7%	87	43.0%	51	38.4%	19	52.9%	31	40.1%	65	37.2%	52	31.7%	26	34.6%	38	27.7%	15	27.7%	45	33.4%	10
Museum / gallery or place of historical / cultural interest	28.2%	311	41.5%	58	27.7%	33	23.5%	11	22.6%	13	21.4%	35	33.9%	47	32.2%	26	17.0%	18	19.6%	11	31.9%	51	22.9%	7
Pub / bar / nightclub	52.4%	578	55.6%	77	59.4%	70	52.0%	25	55.3%	32	42.9%	70	58.4%	81	45.9%	38	50.7%	55	55.7%	30	54.7%	88	36.1%	11
Restaurant / café	74.9%	826	85.7%	119	75.2%	89	85.1%	42	80.5%	47	53.0%	86	82.1%	114	66.4%	54	70.9%	77	78.1%	43	82.2%	132	74.5%	23
Family entertainment (e.g. tenpin bowling, skating rink)	25.6%	282	43.0%	60	39.9%	47	15.2%	7	26.7%	15	29.6%	48	11.4%	16	10.9%	9	15.2%	16	16.3%	9	30.0%	48	18.1%	6
Outdoor sporting event (eg. Football, Horse Racing, Speedway)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.7%	0
Don't visit / do ANY leisure activities	10.7%	118	6.2%	9	9.7%	11	6.3%	3	9.4%	5	10.8%	17	6.6%	9	17.4%	14	19.1%	21	10.7%	6	10.6%	17	16.4%	5
Weighted base:		1102		139		118		49		58		162		139		82		109		54		161		31
Sample:		1102		100		100		101		100		100		100		100		100		101		100		100

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q43 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?</b>																								
<i>Those who said 'Bingo / casino / bookmaker' at Q42</i>																								
Breckland Bingo, Brandon	3.3%	2	0.0%	0	13.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Ipswich	4.8%	3	35.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, Bury St Edmunds	5.9%	3	13.7%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	1	0.0%	0
Attleborough	2.3%	1	0.0%	0	0.0%	0	0.0%	0	39.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betfred, High Street, Brandon	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	0
Betfred, High Street, Newmarket	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	5.4%	3	11.6%	1	16.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral, All Saints Road, Newmarket	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	1	0.0%	0
Downham & Clackclose Conservative Club, Bridge Street, Downham Market	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	0
Drinkstone	1.3%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltwell	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	0
Gala Bingo, St James Street, Kings Lynn	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.3%	1
Great Yeldham	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	0	0.0%	0	0.0%	0
Haverhill	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	100.0%	2	0.0%	0	0.0%	0	0.0%	0
Ladbrokes, Mildenhall, Bury St Edmunds	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	37.2%	1	0.0%	0	0.0%	0
Paddy Power, High Street, Newmarket	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.1%	0	0.0%	0	0.0%	0
The Palace Casino, Church Plain, Great Yarmouth	3.1%	2	16.2%	1	0.0%	0	0.0%	0	15.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford	22.0%	12	0.0%	0	6.3%	1	0.0%	0	45.9%	1	62.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winners Bingo, Guildhall Street, Thetford	19.0%	10	11.6%	1	43.8%	6	100.0%	2	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.1%	3	11.6%	1	14.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		53		7		13		2		3		15		4		1		2		1		3		1
Sample:		44		6		8		1		5		7		4		1		3		2		3		4



# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Meanscore: [Number of visits per month]																								
Q43AHow often do you or your household go to play bingo or visit casinos or bookmakers?																								
Those who said 'Bingo / casino / bookmaker' at Q42																								
More than once a week	9.5%	5	0.0%	0	6.3%	1	0.0%	0	0.0%	0	7.6%	1	25.0%	1	0.0%	0	29.5%	1	0.0%	0	37.2%	1	15.6%	0
Once a week	12.7%	7	11.6%	1	7.4%	1	0.0%	0	12.8%	0	9.0%	1	25.0%	1	0.0%	0	29.5%	1	0.0%	0	31.4%	1	37.2%	0
Once a fortnight	7.7%	4	0.0%	0	5.3%	1	0.0%	0	0.0%	0	7.6%	1	25.0%	1	0.0%	0	41.1%	1	45.9%	0	0.0%	0	0.0%	0
Once a month	10.7%	6	13.7%	1	7.4%	1	100.0%	2	39.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	14.6%	8	46.9%	3	0.0%	0	0.0%	0	33.1%	1	15.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	1	0.0%	0
Once every six months	33.5%	18	0.0%	0	59.9%	8	0.0%	0	15.2%	0	53.1%	8	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.3%	1
Once a year	3.8%	2	27.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a year	2.2%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.1%	0	0.0%	0	0.0%	0
(Dont know / varies)	5.4%	3	0.0%	0	7.4%	1	0.0%	0	0.0%	0	7.6%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.76		0.86		1.19		1.00		1.10		1.41		3.55		0.00		4.36		0.92		4.39		2.83	
Weighted base:	53		7		13		2		3		15		4		1		2		1		3		1	
Sample:	44		6		8		1		5		7		4		1		3		2		3		4	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q44 Where do you or members of your household normally go to the cinema?																								
Those who said 'Cinema' at Q42																								
Abbeygate Cinema, Bury St Edmunds	12.3%	82	34.3%	32	27.3%	19	33.9%	12	4.0%	1	7.2%	8	4.2%	3	0.0%	0	0.0%	0	3.3%	1	4.7%	5	4.7%	1
Cineworld, Bury St Edmunds	52.6%	352	63.9%	60	70.1%	50	63.0%	22	50.8%	17	86.0%	90	33.0%	26	0.0%	0	1.2%	1	37.4%	12	63.9%	65	57.7%	8
Cineworld, Cambridge	6.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	23	17.9%	8	0.0%	0	0.0%	0	13.7%	14	0.0%	0
Cineworld, Haverhill	14.8%	99	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	6.8%	5	55.0%	25	95.3%	54	45.1%	15	0.0%	0	0.0%	0
The Stable, Newmarket	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Cambridge	3.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	14.1%	11	5.3%	2	0.0%	0	0.0%	0	6.7%	7	1.5%	0
Vue, Norwich	1.4%	9	0.0%	0	0.0%	0	1.2%	0	17.2%	6	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Arts Picturehouse, St Andrew's Street, Cambridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	0.3%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Freeport Leisure, Charter Way, Braintree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0
Cineworld, Tower Field Park Abbots, Kings Ripton Road, Huntingdon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Haverhill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Arts Centre, High Street, Haverhill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Hollywood Cinema, Anglia Square, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Majestic Cinema, Tower Street, King's Lynn	0.8%	6	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	4
Norwich Cinema City, St Andrews Street, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Odeon IMAX, Wherry Road, Norwich	1.4%	9	0.0%	0	0.0%	0	0.0%	0	19.4%	7	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Regal Theatre, Ipswich Street, Stowmarket	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Screen, Audley End Road, Saffron Walden	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Apex, Charter Square, Bury St Edmunds	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
The Grafton Centre, East Road, Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Light Cinema, Cambridge Leisure Park, Clifton Way, Cambridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Maltings, Ship Lane, Ely	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Thetford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	15	1.8%	2	1.1%	1	0.0%	0	1.6%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	5.3%	2	7.3%	7	0.0%	0
Weighted base:	669			94		71		35		34		105		80		45		57		33		102		14
Sample:	572			62		61		62		46		52		47		52		48		57		49		36

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of visits per month]																							
Q44AHow often do you or your household go to the cinema?																							
Those who said 'Cinema' at Q42																							
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	0.4%	3	2.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a fortnight	9.0%	61	18.2%	17	10.6%	8	6.1%	2	3.7%	1	1.1%	1	17.4%	14	3.3%	2	17.3%	10	0.0%	0	4.9%	5	9.0%
Once a month	26.3%	176	21.2%	20	17.9%	13	49.9%	17	21.9%	8	27.7%	29	15.4%	12	24.4%	11	30.4%	17	38.9%	13	32.7%	33	20.9%
Once every two months	36.5%	244	35.9%	34	32.7%	23	28.0%	10	42.7%	15	40.5%	43	37.7%	30	32.0%	14	32.3%	18	35.7%	12	42.0%	43	23.2%
Once every six months	19.3%	129	13.4%	12	32.8%	23	10.0%	4	21.9%	8	13.7%	14	21.8%	17	30.0%	14	16.5%	9	20.3%	7	15.2%	15	41.3%
Once a year	2.9%	19	5.5%	5	3.2%	2	1.2%	0	8.2%	3	2.0%	2	1.5%	1	1.9%	1	1.2%	1	1.0%	0	3.3%	3	1.8%
Less than once a year	0.6%	4	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
(Dont know / varies)	4.9%	33	2.7%	2	0.9%	1	4.8%	2	0.0%	0	15.0%	16	4.5%	4	8.4%	4	2.4%	1	3.0%	1	2.0%	2	3.8%
Mean:	0.72		0.90		0.63		0.82		0.62		0.63		0.77		0.58		0.87		0.63		0.68		0.61
Weighted base:	669		94		71		35		34		105		80		45		57		33		102		14
Sample:	572		62		61		62		46		52		47		52		48		57		49		36

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q45 Where do you or members of your household normally go to use a gym / healthclub / sports facility?</b>																								
<i>Those who said 'Gym / health club / sports facility' at Q42</i>																								
8 Perfect U, Victoria Way, Newmarket	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbeycroft Leisure, Brandon (Brandon Leisure Centre)	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	0
Abbeycroft Leisure, Bury St Edmunds (Bury St Edmunds Leisure Centre)	12.2%	28	36.1%	15	29.7%	8	37.0%	3	17.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1	0.0%	0	0.0%	0
Abbeycroft Leisure, Haverhill (Haverhill Leisure Centre)	7.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	57.8%	16	0.0%	0	0.0%	0	0.0%	0
Abbeycroft Leisure, Newmarket (Newmarket Leisure Centre)	10.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.4%	15	0.0%	0	0.0%	0	0.0%	0	25.5%	10	0.0%	0
Altrium Club, Newham Street, Ely	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0
Bedford Lodge, Bury Road, Newmarket	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Breckland Leisure & Waterworld, Croxton Road, Thetford	4.0%	9	0.0%	0	20.1%	6	0.0%	0	17.5%	1	19.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	0
Clarice House, Horringer Road, Bury St Edmunds	1.6%	4	6.4%	3	0.0%	0	14.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dome Leisure Centre, Mildenhall	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0
Dome Leisure Centre, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Downham Market Sports Centre, Bexwell Road, Downham Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	1
Feel Good Fitness, Haverhill	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.9%	9	4.0%	0	0.0%	0	0.0%	0
Fitta Bodies Gymnasium, Thingoe Hill, Bury St Edmunds	3.0%	7	16.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymaphobics, St Johns Street, Bury St Edmunds	0.9%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Leisure Centre, Sudbury	0.8%	2	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	1	0.0%	0	0.0%	0
LA Fitness, Easlea Road, Moreton Hall, Bury St Edmunds	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton Hall Health Club, Mount Road, Bury St Edmunds	3.7%	9	9.2%	4	14.2%	4	4.7%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Real Bodies Health and	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Fitness, Haverhill													
Sudbury Sports Centre, Tudor Road, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bannatynes, Horringer Court, Horringer Road, Bury St Edmunds	0.3%	1	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0	0.0%
Barrow	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%
Beckenham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0	0.0%
Body Concept, Roman Way, Thetford	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%
Bottisham Sports Centre, Lode Road, Bottisham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%
Brandon Leisure Centre, Church Road, Brandon	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1	0.0%
British Sugar, Hollow Road, Bury St Edmunds	0.2%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%
Burwell Sports Centre, Buntings Path, Burwell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%
Bury St Edmunds	0.1%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%
Bury St Edmunds RUFC, Haberden, Southgate Green, Bury St Edmunds	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	4.0%
Diss Leisure Centre, Victoria Road, Diss	0.4%	1	0.0%	0	0.0%	0	0.0%	0	12.6%	1	0.0%	0	0.0%
Drinkstone Village Hall, Drinkstone	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ely	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Energise, Low Road, Pentney, King's Lynn, Norfolk	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fakeover, Station Road Industrial Estate, Elmswell, Bury St Edmunds	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fight For Life, Milner Road, Chilton Industrial Estate, Sudbury	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%
Haverhill Leisure Centre, Ehringshausen Way, Haverhill	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
Hessett	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Heywood Sports & Leisure Club, Walcot Green, Diss	0.4%	1	0.0%	0	0.0%	0	0.0%	0	12.6%	1	0.0%	0	0.0%
Inspire Fitness, Hampstead Avenue, Mildenhall,	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Lord Butler Fitness & Leisure Centre, Peaslands Road, Saffron Walden	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Mildenhall	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Newmarket	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Norwich Heath & Racquets Club, Drayton High Road, Hellesdon	0.2%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rattlesden	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Lodge Sports Pavillion, Hundred Acre Way, Red Lodge	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Ross Peers Sports Centre, College Close, Soham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Saffron Walden	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportdirect Fitness, Easlea Road Moreton Hall Estate, Bury St Edmunds	2.9%	7	0.0%	0	22.9%	6	4.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gainsborough Health Club & Spa, Cavendish, Sudbury	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	0.0%	0
The Old School Hall, Main Street Long Melford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0
The Paradise Centre, Newnham Street, Ely	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Thetford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	0
Thetford Golf Club, Brandon Road, Thetford	0.1%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Triple J Fitness, The Grip Industrial Estate, Linton, Cambridge	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.3%	26	24.8%	10	0.0%	0	15.9%	1	19.3%	1	0.0%	0	7.2%	3	12.8%	2	0.0%	0	3.4%	0	19.6%	8	8.2%	0
Weighted base:		231		41		27		8		7		12		39		16		27		10		41		3
Sample:		172		20		15		18		12		9		21		15		18		16		19		9

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Meanscore: [Number of visits per month]																								
Q45AHow often do you or your household go a gym / healthclub / sports facility?																								
Those who said 'Gym / health club / sports facility' at Q42																								
More than once a week	56.4%	130	74.9%	31	43.0%	12	63.7%	5	30.0%	2	71.8%	9	43.4%	17	41.3%	7	55.3%	15	67.1%	6	62.9%	26	41.3%	1
Once a week	23.1%	53	2.0%	1	30.7%	8	14.8%	1	39.9%	3	28.2%	3	48.9%	19	21.4%	3	14.6%	4	22.3%	2	17.5%	7	37.5%	1
Once a fortnight	7.7%	18	16.6%	7	20.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	4	2.4%	1	3.4%	0	0.0%	0	0.0%	0
Once a month	5.9%	14	2.0%	1	3.4%	1	3.9%	0	17.5%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	3.4%	0	19.6%	8	0.0%	0
Once every two months	3.3%	8	0.0%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0	3.6%	1	0.0%	0	20.2%	6	0.0%	0	0.0%	0	11.4%	0
Once every six months	1.6%	4	2.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2	0.0%	0	4.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	1.9%	4	2.0%	1	0.0%	0	17.5%	1	6.8%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	0
Mean:	5.79		6.57		5.11		6.95		4.51		6.87		5.68		4.74		5.24		6.37		5.93		5.39	
Weighted base:	231		41		27		8		7		12		39		16		27		10		41		3	
Sample:	172		20		15		18		12		9		21		15		18		16		19		9	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
<b>Q46 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?</b>																							
<i>Those who said 'Theatre / concert / music venue' at Q42</i>																							
Kings Theatre, Newmarket	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
ADC Theatre, Cambridge	2.5%	11	0.0%	0	0.0%	0	7.1%	1	0.0%	0	1.8%	1	4.6%	2	19.5%	5	2.1%	1	2.1%	0	0.0%	0	0.0%
Cambridge Arts Theatre	6.2%	27	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	26.7%	14	11.9%	3	7.8%	3	2.1%	0	13.7%	6	0.0%
Cambridge Corn Exchange, Cambridge	4.2%	18	3.8%	3	0.0%	0	1.6%	0	0.0%	0	3.9%	3	4.6%	2	12.3%	3	4.3%	2	2.1%	0	9.9%	4	2.8%
The Apex, Bury St Edmunds	11.8%	51	21.7%	19	16.0%	8	17.3%	3	8.1%	2	17.7%	12	4.2%	2	6.3%	2	0.0%	0	14.1%	2	2.2%	1	2.0%
The Quay Theatre, Sudbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%
The Regent Theatre, Ipswich	2.5%	11	2.9%	3	8.4%	4	14.9%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%
The Wolsey Theatre, Ipswich	1.1%	5	0.0%	0	1.6%	1	0.0%	0	10.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%
Theatre Royal, Bury St Edmunds	21.0%	92	42.8%	37	32.9%	17	39.4%	7	7.5%	2	8.1%	5	10.7%	6	2.9%	1	5.4%	2	23.9%	4	22.9%	10	5.1%
Theatre Royal, Norwich	12.6%	55	1.9%	2	5.8%	3	4.1%	1	51.7%	16	41.7%	27	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	2	36.1%
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Botesdale Village Hall, Botesdale	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%
Central London	18.7%	82	10.9%	9	21.1%	11	5.4%	1	7.9%	2	3.5%	2	30.0%	15	30.5%	8	35.8%	13	27.8%	4	30.5%	14	12.3%
East Harling	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%
Haverhill Arts Centre, High Street, Haverhill	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	14.9%	6	3.0%	0	0.0%	0	0.0%
Kings Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Kings Lynn Corn Exchange	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%
Manchester	0.6%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mercury Theatre, Balmerne Gate, Colchester	0.2%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%
Newmarket Racecourse, Rowley Mile Stands, Newmarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%
Nomads, Kings Theatre, Fitzroy Street, Newmarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Albert Hall, Kensington Gore, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Royal Hippodrome Theatre, Seaside Road, Eastbourne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%
Saffron Hall, Audley End Road, Saffron Walden	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Shakespeares Globe, New Globe Walk, Bankside	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%
The Brook, Brook Street, Soham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%



# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
University of East Anglia, Norwich Research Park, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1
West Road Concert Hall, West Road, Cambridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.7%	51	12.2%	11	12.4%	6	7.9%	1	6.5%	2	21.2%	14	4.2%	2	8.3%	2	22.6%	8	0.0%	0	9.0%	4	2.8%	0
Weighted base:	438		87		51		19		31		65		52		26		38		15		45		10	
Sample:	458		62		54		44		53		38		40		34		34		39		29		31	

Meanscore: [Number of visits per month]

## Q46A How often do you or your household visit the theatre, watch a concert or watch live music?

Those who said 'Theatre / concert / music venue' at Q42

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.9%	4	1.0%	1	1.6%	1	1.9%	0	0.0%	0	2.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	6.1%	27	10.1%	9	3.1%	2	7.0%	1	4.7%	1	2.1%	1	4.6%	2	0.0%	0	22.9%	9	2.1%	0	2.2%	1	0.0%	0
Once every two months	22.4%	98	13.7%	12	19.7%	10	39.1%	7	20.3%	6	18.8%	12	44.5%	23	28.6%	7	19.2%	7	18.8%	3	17.9%	8	17.9%	2
Once every six months	43.2%	189	55.9%	49	42.5%	22	28.5%	5	46.0%	14	21.2%	14	33.3%	17	21.1%	5	49.0%	18	49.6%	7	68.9%	31	61.8%	6
Once a year	15.7%	69	12.6%	11	22.1%	11	16.8%	3	23.3%	7	20.9%	14	13.8%	7	24.5%	6	3.6%	1	20.5%	3	6.8%	3	16.0%	2
Less than once a year	2.7%	12	0.0%	0	8.1%	4	0.0%	0	4.4%	1	1.5%	1	1.9%	1	8.4%	2	1.8%	1	2.1%	0	1.9%	1	2.4%	0
(Dont know / varies)	8.9%	39	6.9%	6	2.9%	1	6.7%	1	0.0%	0	33.5%	22	1.9%	1	15.4%	4	3.6%	1	4.7%	1	2.2%	1	2.0%	0
Mean:		0.33		0.34		0.28		0.41		0.32		0.33		0.36		0.30		0.44		0.34		0.26		0.23
Weighted base:		438		87		51		19		31		65		52		26		38		15		45		10
Sample:		458		62		54		44		53		38		40		34		34		39		29		31

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
<b>Q47 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?</b>																								
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q42</i>																								
Ancient Museum of Thetford, Thetford	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitzwilliam Museum, Cambridge	18.3%	57	3.7%	2	0.0%	0	17.4%	2	4.3%	1	7.2%	3	38.5%	18	41.1%	11	28.3%	5	20.6%	2	25.1%	13	6.3%	0
Greene King Brewery Museum, Bury St Edmunds	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Grimes Graves, Thetford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Museum, Ipswich	0.1%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Museum, King Street, Mildenhall	1.5%	5	0.0%	0	0.0%	0	2.6%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0
Moyse's Hall Museum, Bury St Edmunds	9.0%	28	12.6%	7	30.4%	10	21.6%	2	0.0%	0	23.1%	8	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Museum of East Anglian Life, Crowe Street , Stowmarket	1.4%	4	0.0%	0	9.6%	3	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Science and Technology, Cambridge	5.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.9%	1	0.0%	0	0.0%	0	29.6%	15	0.0%	0
National Horseracing Museum, Newmarket	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich Castle Museum and Gallery, Norwich	0.8%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1
St Edmundsbury Cathedral, Bury St Edmunds	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Suffolk Regiment Museum, Bury St Edmunds	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.6%	5	2.0%	1	0.0%	0	3.1%	0	3.1%	0	0.0%	0	4.6%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
British Museum, Great Russell Street, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Bury St Edmunds	0.4%	1	1.4%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	1.5%	5	1.7%	1	2.9%	1	3.7%	0	0.0%	0	0.0%	0	2.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	0
Central London	27.9%	87	48.8%	28	37.6%	12	25.0%	3	29.9%	4	13.2%	5	27.4%	13	14.6%	4	25.2%	5	34.2%	4	16.3%	8	20.2%	1
Charles Burrell Museum, Minstergate, Thetford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0
Edinburgh	0.8%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.8%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kentwell Hall, Long Melford, Sudbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Kingswinford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
National Portrait Gallery, St. Martin's Place, London	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	3.4%	0
Natural History Museum, Cromwell Road, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	4.1%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Oxburgh Hall, Oxburgh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Saffron Walden	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Sandy	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sedgwick	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hunter Gallery, Coconut House, Hall Street, Long Melford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Thetford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Time & Tide Museum, Blackfriars Road, Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1
Victoria & Albert Museum, Cromwell Road, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	22.8%	71	19.6%	11	17.1%	6	20.3%	2	32.9%	4	37.9%	13	19.0%	9	31.2%	8	33.6%	6	29.4%	3	11.5%	6	24.3%	2
Weighted base:	311		58		33		11		13		35		47		26		18		11		51		7	
Sample:	314		37		28		29		26		21		37		32		18		26		32		28	

Meanscore: [Number of visits per month]

## Q47A How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?

Those who said 'Museum / gallery or place of historical / cultural interest' at Q42

More than once a week	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.0%	1	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	0
Once a month	5.9%	18	1.4%	1	6.2%	2	3.7%	0	12.9%	2	0.0%	0	8.8%	4	6.9%	2	30.0%	6	4.2%	0	1.7%	1	7.0%	0
Once every two months	16.1%	50	11.1%	6	7.3%	2	23.6%	3	18.8%	2	14.4%	5	20.2%	9	23.2%	6	0.0%	0	9.1%	1	25.8%	13	15.0%	1
Once every six months	37.5%	116	39.5%	23	45.3%	15	59.1%	7	25.8%	3	30.8%	11	30.0%	14	42.9%	11	35.5%	7	39.8%	4	38.3%	20	29.5%	2
Once a year	23.7%	74	37.2%	22	31.8%	10	7.3%	1	24.2%	3	6.6%	2	20.8%	10	10.5%	3	24.4%	5	21.5%	2	27.1%	14	31.3%	2
Less than once a year	9.0%	28	5.8%	3	7.3%	2	6.3%	1	12.2%	2	25.9%	9	10.6%	5	2.9%	1	5.1%	1	13.4%	1	3.6%	2	13.3%	1
(Dont know / varies)	6.6%	20	4.9%	3	2.1%	1	0.0%	0	6.1%	1	22.2%	8	4.6%	2	9.4%	2	5.1%	1	9.1%	1	3.6%	2	0.0%	0
Mean:		0.32		0.20		0.23		0.28		0.32		0.18		0.58		0.45		0.42		0.34		0.26		0.32
Weighted base:		311		58		33		11		13		35		47		26		18		11		51		7
Sample:		314		37		28		29		26		21		37		32		18		26		32		28

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
<b>Q48 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for pub / bar / nightclub / music venue?</b>																							
<i>Those who said 'Pub / bar / nightclub' at Q42</i>																							
Attleborough	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barrow	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brandon	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Bury St Edmunds	29.8%	172	84.5%	65	65.4%	46	78.9%	20	4.4%	1	9.2%	6	15.9%	13	0.0%	0	0.0%	0	14.3%	4	15.5%	14	17.3%
Cambridge	5.6%	32	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.3%	2	9.7%	8	18.5%	7	10.0%	6	1.1%	0	10.0%	9	0.0%
Clare	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	4	0.0%	0	0.0%
Diss	0.9%	5	0.0%	0	0.0%	0	0.0%	0	16.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ely	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8	0.0%	0	0.0%
Haverhill	8.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	77.1%	43	12.6%	4	0.0%	0	0.0%
Ipswich	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ixworth	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mildenhall	4.3%	25	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	22	0.0%
Newmarket	8.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.2%	37	1.4%	1	0.0%	0	0.0%	0	13.0%	11	0.0%
Norwich	3.2%	19	0.0%	0	2.5%	2	0.0%	0	15.4%	5	15.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%
Stowmarket	1.3%	7	0.0%	0	10.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	7	0.0%	0	0.0%
Swaffham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Thetford	6.4%	37	0.0%	0	0.0%	0	0.0%	0	1.2%	0	49.0%	34	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	13.0%
Aldershot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bacton	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bardwell	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barningham	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton Mills	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Beck Row	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Belchamp St. Paul	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%
Beyton	0.5%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bressingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burrough Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burwell	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canterbury	1.2%	7	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cavendish	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%
Chippenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Dalham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Harling	0.5%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Feltwell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%
Fincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Forden	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Fulbourn	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Glemsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%
Gooderstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Great Abington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Great Barton	0.3%	2	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawkedon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
Hessett	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hockwold Cum Wilton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%
Hopton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horseheath	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Hundon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%
Huntington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Hythe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Isleham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Kirtling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lavenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
Lidgate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Long Melford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%
Market Weston	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Mundford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%
Norton	0.3%	1	0.0%	0	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radwinter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Rattlesden	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reach	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgrave	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redwood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%
Rickinghall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%
Snettisham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Soham	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	8	0.0%
Stanningfield	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Steeple Bumpstead	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%
Swaffham Bulbeck	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornham	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurston	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Titchwell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Walsham-le-Willows	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Watton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
West Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Winfarthing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worlington	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%
(Don't know / varies)	7.5%	44	2.1%	2	5.7%	4	14.7%	4	26.6%	9	9.1%	6	8.8%	7	9.5%	4	5.4%	3	11.4%	3	1.6%	1	7.0%
Weighted base:	578		77		70		25		32		70		81		38		55		30		88		11
Sample:	503		43		55		48		48		38		52		47		34		54		48		36

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Meanscore: [Number of visits per month]																								
Q48AHow often do you or your household go to a pub / bar / nightclub / music venue?																								
Those who said 'Pub / bar / nightclub' at Q42																								
More than once a week	7.1%	41	11.4%	9	0.0%	0	3.3%	1	20.0%	6	3.6%	3	10.3%	8	8.0%	3	4.4%	2	5.7%	2	6.9%	6	6.3%	1
Once a week	26.4%	152	26.0%	20	23.1%	16	21.3%	5	8.3%	3	16.2%	11	37.9%	31	20.9%	8	52.0%	29	22.3%	7	23.2%	20	20.3%	2
Once a fortnight	17.4%	101	20.4%	16	17.6%	12	20.3%	5	11.1%	4	13.8%	10	24.6%	20	18.4%	7	7.8%	4	29.9%	9	12.9%	11	22.5%	3
Once a month	26.0%	150	17.4%	14	32.3%	23	43.2%	11	31.2%	10	34.1%	24	12.1%	10	40.0%	15	20.0%	11	26.7%	8	26.7%	23	18.8%	2
Once every two months	11.0%	64	12.7%	10	13.0%	9	1.7%	0	9.5%	3	15.7%	11	10.4%	8	5.1%	2	5.8%	3	9.0%	3	13.7%	12	20.0%	2
Once every six months	5.7%	33	3.3%	3	11.5%	8	3.6%	1	7.2%	2	14.6%	10	2.9%	2	1.7%	1	0.0%	0	1.3%	0	5.0%	4	12.2%	1
Once a year	2.6%	15	5.6%	4	0.0%	0	0.0%	0	11.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	7	0.0%	0
Less than once a year	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	3.5%	20	3.2%	2	2.5%	2	6.6%	2	1.2%	0	1.9%	1	0.0%	0	6.1%	2	10.0%	6	5.1%	2	3.7%	3	0.0%	0
Mean:	2.38		2.70		1.73		2.11		2.57		1.70		3.01		2.42		3.13		2.39		2.17		2.08	
Weighted base:	578		77		70		25		32		70		81		38		55		30		88		11	
Sample:	503		43		55		48		48		38		52		47		34		54		48		36	

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
<b>Q49 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?</b>																								
<i>Those who said 'Restaurant / café' at Q42</i>																								
Attleborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Braintree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0
Brandon	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Bury St Edmunds	38.3%	316	90.4%	108	81.2%	72	80.1%	33	14.4%	7	23.1%	20	17.1%	19	2.8%	2	6.3%	5	27.3%	12	22.7%	30	39.3%	9
Cambridge	8.8%	73	0.0%	0	0.0%	0	2.2%	1	1.0%	0	1.3%	1	23.6%	27	26.6%	14	19.6%	15	0.0%	0	10.4%	14	1.1%	0
Clare	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.3%	2	0.0%	0	0.0%	0
Diss	1.0%	8	0.0%	0	0.0%	0	0.0%	0	17.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
Ely	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	13.0%	17	0.0%	0
Haverhill	5.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.1%	3	50.7%	39	4.5%	2	0.0%	0	0.0%	0
Ipswich	0.5%	5	1.0%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Lynn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Lakenheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Mildenhall	4.4%	37	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	36	0.0%	0
Newmarket	7.8%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.3%	51	1.0%	1	0.0%	0	0.0%	0	9.5%	13	0.0%	0
Norwich	2.5%	21	0.0%	0	0.9%	1	0.0%	0	22.5%	11	9.3%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	5.1%	1
Stanton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket	0.4%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	10	0.0%	0	0.0%	0
Swaffham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Thetford	4.5%	37	1.1%	1	0.9%	1	0.7%	0	1.7%	1	38.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
Aldeburgh	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bacton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardwell	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Mills	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Belchamp St. Paul	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Beyton	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Stortford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blo Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwell	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	0.8%	7	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cavendish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Cockfield	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Harling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elveden	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltwell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Fressingfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glensford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Great Abington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barton	0.9%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0
Hartest	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Heywood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Hockwold Cum Wilton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Hopton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Hundon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Hythe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Isleham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kedington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kirtling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavenham	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Leavenheath	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Linton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Market Weston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Eleigh	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mundford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
North Lopham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radwinter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickinghall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ridgewell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Risby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Saffron Walden	2.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	19	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Snettisham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Soham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Stanningfield	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Bumpstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sturmer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	0	0.0%	0	0.0%	0
Thaxted	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurston	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Row	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Don't know / varies)	9.0%	74	0.7%	1	3.5%	3	11.6%	5	18.8%	9	8.8%	8	5.4%	6	19.3%	10	15.5%	12	21.3%	9	5.9%	8	16.5%	4
Weighted base:		826		119		89		42		47		86		114		54		77		43		132		23
Sample:		813		80		81		80		76		59		78		67		67		78		75		72



West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Meanscore: [Number of visits per month]																								
Q49AHow often do you or your household eat out (e.g. cafes and restaurants)?																								
Those who said 'Restaurant / café' at Q42																								
More than once a week	3.3%	27	5.4%	6	0.0%	0	7.1%	3	2.7%	1	1.1%	1	3.8%	4	1.4%	1	2.4%	2	4.7%	2	4.4%	6	3.0%	1
Once a week	17.0%	141	16.4%	20	12.5%	11	24.0%	10	18.1%	8	9.2%	8	24.3%	28	15.3%	8	21.4%	17	10.1%	4	17.7%	23	14.6%	3
Once a fortnight	24.7%	204	36.1%	43	20.8%	18	17.6%	7	23.3%	11	15.2%	13	25.8%	29	27.7%	15	29.0%	22	33.4%	14	19.5%	26	18.1%	4
Once a month	30.9%	255	27.8%	33	39.8%	35	27.5%	11	26.8%	13	49.0%	42	23.1%	26	32.6%	18	27.4%	21	19.4%	8	30.1%	40	32.5%	7
Once every two months	13.5%	112	7.9%	9	15.0%	13	17.4%	7	17.5%	8	7.7%	7	12.8%	15	4.3%	2	11.0%	8	19.9%	8	21.1%	28	21.9%	5
Once every six months	5.3%	44	0.7%	1	10.1%	9	2.6%	1	8.1%	4	12.2%	11	4.4%	5	8.7%	5	5.4%	4	7.2%	3	0.9%	1	3.6%	1
Once a year	2.1%	17	2.1%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	2.1%	2	1.1%	0	6.3%	8	0.9%	0
Less than once a year	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	2.9%	24	3.5%	4	0.0%	0	3.8%	2	3.4%	2	5.6%	5	4.6%	5	5.6%	3	1.2%	1	4.3%	2	0.0%	0	5.4%	1
Mean:	1.88		2.21		1.41		2.34		1.84		1.39		2.20		1.74		2.00		1.83		1.87		1.72	
Weighted base:	826		119		89		42		47		86		114		54		77		43		132		23	
Sample:	813		80		81		80		76		59		78		67		67		78		75		72	

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
<b>Q50 Where do you or members of your household normally go for family entertainment attractions (e.g. tenpin bowling, skating rink)?</b>																								
<i>Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q42</i>																								
Bowling Centre, Riverside, Norwich	2.8%	8	0.0%	0	0.0%	0	0.0%	0	24.3%	4	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Bowl, Bury St Edmunds	43.1%	122	83.1%	50	82.2%	39	53.3%	4	22.7%	4	20.4%	10	0.0%	0	0.0%	0	10.5%	2	4.3%	0	27.3%	13	9.5%	1
Curve Motion (roller skating), Lark Valley Business Park, Bury St Edmunds	2.4%	7	7.8%	5	1.7%	1	18.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Norwich	0.8%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin (used to be called Megabowl), Cambridge Leisure Park, Clifton Way, Cambridge	9.0%	25	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.8%	10	63.6%	6	38.2%	6	0.0%	0	2.5%	1	0.0%	0
Mr G's Bowling Centre, Market Hill, Brandon	13.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	7	56.8%	3
Strikes Bowling, Byford Road, Sudbury	5.2%	15	0.0%	0	0.0%	0	24.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.6%	6	82.1%	7	0.0%	0	0.0%	0
Braintree	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Cambridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Central London	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	2	0.0%	0	5.1%	0	0.0%	0	0.0%	0
Great Yarmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haven, Ormesby Road, Caister-on-Sea	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Arts Centre, High Street, Haverhill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
High Lodge, Thetford Forest	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	7	0.0%	0
Ipswich	0.7%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jumppin Jacks Funhouse, Gregory Road, Mildenhall	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	7	0.0%	0
Norwich	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RAF Lakenheath, Chester Street, Lakenheath	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	1
Rollerworld & Quasar, Eastgate Industrial Estate Moorside, Moorside, Colchester	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ross Peers, College Close, Soham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strikes Bowling Centre, Angel Drove, Ely	3.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	15.6%	8	0.0%	0
Theatre Royal, Bury St Edmunds	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Don't know / varies)	10.4%	29	3.3%	2	7.1%	3	4.1%	0	32.3%	5	13.0%	6	26.6%	4	18.1%	2	4.1%	1	8.6%	1	9.1%	4	13.1%	1
Weighted base:		282		60		47		7		15		48		16		9		16		9		48		6
Sample:		199		31		33		14		20		24		10		10		13		11		17		16

Meanscore: [Number of visits per month]

Q50AHow often do you or your household visit family entertainment attractions?

Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q42

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.5%	4	4.2%	3	0.0%	0	4.8%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0
Once a fortnight	6.6%	19	11.4%	7	0.0%	0	12.3%	1	7.9%	1	0.0%	0	0.0%	0	0.0%	0	33.6%	6	0.0%	0	7.8%	4	4.3%	0
Once a month	10.0%	28	7.5%	4	7.4%	3	0.0%	0	6.7%	1	2.4%	1	0.0%	0	0.0%	0	8.9%	1	19.0%	2	31.1%	15	0.0%	0
Once every two months	24.0%	68	21.7%	13	28.7%	14	27.6%	2	22.7%	4	29.1%	14	40.5%	6	22.6%	2	22.9%	4	63.1%	6	5.3%	3	20.6%	1
Once every six months	29.0%	82	36.4%	22	49.5%	23	28.5%	2	31.1%	5	26.7%	13	0.0%	0	49.4%	4	19.2%	3	13.7%	1	11.5%	6	43.0%	2
Once a year	22.9%	65	16.9%	10	9.0%	4	5.7%	0	31.7%	5	39.5%	19	32.9%	5	18.3%	2	9.8%	2	4.3%	0	34.4%	17	9.5%	1
Less than once a year	1.8%	5	1.9%	1	5.3%	3	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
(Dont know / varies)	4.3%	12	0.0%	0	0.0%	0	17.1%	1	0.0%	0	2.4%	1	20.3%	3	9.7%	1	5.7%	1	0.0%	0	7.8%	4	17.5%	1
Mean:	0.51		0.67		0.33		0.77		0.43		0.27		0.61		0.26		0.98		0.54		0.60		0.59	
Weighted base:	282		60		47		7		15		48		16		9		16		9		48		6	
Sample:	199		31		33		14		20		24		10		10		13		11		17		16	

Q51 Where do you or members of your household normally go to watch an outdoor sporting event (eg. Football, Horse Racing, Speedway)

Those who said 'Outdoor sporting event' at Q42

Ely	49.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Lynn	8.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0		0
Newmarket	41.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Weighted base:		2		0		0		0		0		0		1		0		0		1		0		0
Sample:		3		0		0		0		0		0		1		0		0		1		0		1

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q52 What improvements could be made to West Suffolk's leisure offer that would make you visit / partake in leisure activities more often? [MR]																								
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	3.0%	33	1.4%	2	0.7%	1	0.7%	0	3.8%	2	6.0%	10	1.6%	2	4.0%	3	2.6%	3	2.0%	1	4.9%	8	3.7%	1
A theatre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	1.6%	3	0.0%	0
A multi-screen cinema	3.1%	34	0.0%	0	0.0%	0	0.9%	0	1.8%	1	7.9%	13	6.0%	8	0.7%	1	0.0%	0	3.1%	2	5.6%	9	0.7%	0
An art house cinema	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	0
Bingo	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	5.3%	58	7.3%	10	2.5%	3	16.9%	8	0.8%	0	1.4%	2	4.7%	7	3.5%	3	3.1%	3	9.1%	5	8.2%	13	10.8%	3
Improved access by foot and cycle	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	1.0%	11	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.7%	1	0.7%	1	2.8%	2	1.2%	1	2.6%	1	1.3%	2	1.5%	0
Improved security / CCTV	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better car parking	1.3%	15	0.6%	1	0.8%	1	2.3%	1	2.9%	2	0.0%	0	2.6%	4	0.8%	1	0.0%	0	3.2%	2	2.5%	4	0.8%	0
More / better cultural facilities	0.4%	5	0.7%	1	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
More / better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health clubs / gyms	0.6%	7	2.5%	4	0.0%	0	0.0%	0	0.8%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More / better policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.6%	7	0.0%	0	0.7%	1	0.0%	0	0.7%	0	2.4%	4	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	2.1%	1
More / better seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.7%	8	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.1%	3	0.6%	0	0.0%	0	0.0%	0
More for children	3.4%	38	2.4%	3	9.2%	11	3.5%	2	2.8%	2	0.7%	1	1.4%	2	2.0%	2	3.8%	4	3.3%	2	4.4%	7	8.4%	3
More local sports & recreation facilities	4.3%	48	1.8%	3	2.4%	3	0.0%	0	2.8%	2	2.5%	4	5.2%	7	4.0%	3	4.3%	5	0.0%	0	12.0%	19	6.9%	2
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More quality restaurants	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.1%	5	1.2%	2	0.0%	0	9.6%	10	0.0%	0	0.0%	0	0.0%	0
More street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ten-pin bowling	1.6%	17	1.8%	3	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.7%	1	8.4%	9	0.0%	0	1.6%	3	1.6%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of what's on / available	1.4%	16	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	2.0%	3	2.0%	2	5.1%	6	1.8%	1	1.4%	2	1.6%	0
Roller skating	0.2%	2	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Improve the access to the river so people can enjoy it	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the access to leisure facilities / shorter waiting lists	0.5%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Trampoline park	0.3%	4	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Village hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Skate Park	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved bowling alley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Replace the astroturf at Mildenhall & Red Lodge RUFC	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
More outdoor activities	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Nordic walking	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tai chi	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain biking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pay-as-you-go leisure classes instead of in advance memberships	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More investment in leisure facilities	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More footpaths for walkers	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events on at Theatre Royal Bury St Edmunds	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More evening craft classes	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More comedy nights	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better live music venues	0.4%	5	0.6%	1	0.0%	0	0.7%	0	0.8%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
More / better facilities for older people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities to have longer opening times	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Larger theatre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor Bowls Club	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice skating rink	0.8%	9	2.5%	4	1.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Garden club	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Concert / dance hall	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cheaper / free parking at leisure facilities	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.8%	0
Book fair or literary festival	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allow fishing in parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbeycroft Leisure Centre needs a revamp	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cycle paths	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Improved swimming pool	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.5%	2	0.8%	0
More / better facilities for teenagers	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Badminton court	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Archery range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Go-karting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More helpful staff	0.2%	2	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	60.4%	665	68.6%	96	77.8%	92	58.8%	29	73.1%	42	51.1%	83	55.3%	77	61.9%	51	51.7%	56	65.2%	36	54.6%	88	55.4%	17

# West Suffolk Household Survey for Carter Jonas

Weighted:

June 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Dont do leisure activities)	3.9%	43	3.0%	4	0.7%	1	4.3%	2	2.2%	1	4.5%	7	7.1%	10	4.9%	4	4.7%	5	5.0%	3	3.0%	5	3.9%	1
(Don't know)	8.6%	94	4.7%	7	1.9%	2	9.8%	5	4.1%	2	13.8%	22	10.7%	15	14.4%	12	14.4%	16	5.3%	3	5.3%	8	7.0%	2
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	

**GEN Gender of respondent:**

Male	33.2%	366	27.5%	38	26.0%	31	30.7%	15	31.4%	18	29.7%	48	30.5%	42	32.5%	27	31.8%	35	46.1%	25	47.6%	77	33.8%	10
Female	66.8%	736	72.5%	101	74.0%	87	69.3%	34	68.6%	40	70.3%	114	69.6%	96	67.5%	55	68.2%	74	53.9%	29	52.4%	84	66.2%	20
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	

**AGE Can I ask how old you are please?**

18-24	8.2%	91	4.9%	7	9.4%	11	10.2%	5	5.7%	3	14.8%	24	0.0%	0	5.4%	4	15.3%	17	19.6%	11	4.3%	7	5.5%	2
25-34	12.4%	137	14.7%	21	18.7%	22	10.2%	5	5.7%	3	4.9%	8	11.8%	16	5.4%	4	10.2%	11	4.9%	3	26.1%	42	5.5%	2
35-44	16.8%	185	25.3%	35	12.1%	14	16.9%	8	18.9%	11	20.0%	32	10.9%	15	18.0%	15	9.4%	10	16.2%	9	17.6%	28	22.2%	7
45-54	17.9%	197	12.6%	18	24.1%	28	16.0%	8	21.2%	12	24.7%	40	17.7%	25	14.0%	11	13.1%	14	14.0%	8	18.0%	29	12.6%	4
55-64	17.5%	193	12.5%	17	21.4%	25	18.1%	9	14.5%	8	16.7%	27	19.0%	26	25.7%	21	18.9%	21	10.8%	6	15.4%	25	23.2%	7
65+	23.1%	255	28.0%	39	12.5%	15	26.6%	13	31.8%	18	16.8%	27	33.6%	47	23.0%	19	27.1%	30	27.9%	15	14.2%	23	29.9%	9
(Refused)	4.0%	44	1.9%	3	1.8%	2	2.0%	1	2.2%	1	1.9%	3	6.9%	10	8.5%	7	6.0%	7	6.7%	4	4.3%	7	1.1%	0
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	

**EMP What is the chief wage earner of your household's current employment situation?**

Working full time	59.5%	656	59.9%	83	69.5%	82	57.8%	28	57.6%	33	70.3%	114	43.1%	60	54.2%	44	57.9%	63	34.1%	19	69.5%	112	54.8%	17
Working part time	7.7%	85	2.1%	3	4.1%	5	11.6%	6	5.8%	3	8.5%	14	17.6%	24	6.2%	5	7.9%	9	7.4%	4	6.9%	11	3.0%	1
Retired on State Pension ONLY	8.5%	94	7.7%	11	4.8%	6	9.5%	5	13.0%	8	7.3%	12	11.0%	15	11.0%	9	11.5%	12	10.7%	6	4.7%	8	10.2%	3
Retired NOT on State Pension ONLY	15.0%	166	20.5%	29	8.1%	9	17.9%	9	16.6%	10	8.9%	14	20.5%	28	13.7%	11	14.9%	16	17.5%	10	13.7%	22	24.5%	8
Student	1.2%	14	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	8	0.0%	0	0.0%	0
Unemployed	0.8%	8	3.5%	5	0.0%	0	0.7%	0	0.8%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	2.0%	1
Housewife / husband	0.8%	8	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.7%	1	3.6%	2	0.0%	0	0.0%	0
Carer	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / long-term sick	0.6%	7	1.0%	1	0.0%	0	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	1.2%	2	2.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.9%	64	5.4%	7	8.1%	10	0.0%	0	5.3%	3	4.3%	7	7.8%	11	7.9%	7	6.2%	7	11.3%	6	3.9%	6	2.7%	1
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	

West Suffolk Household Survey  
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
HOM How many people live in your home including yourself and children?																								
One	13.2%	146	16.6%	23	12.5%	15	10.4%	5	14.2%	8	8.5%	14	17.5%	24	12.2%	10	12.2%	13	16.1%	9	12.7%	20	13.4%	4
Two	35.4%	390	37.3%	52	39.4%	46	33.4%	16	38.9%	23	28.3%	46	41.6%	58	34.3%	28	39.0%	42	31.5%	17	29.7%	48	43.6%	13
Three	17.7%	195	11.8%	16	8.0%	9	14.4%	7	18.7%	11	31.7%	51	17.9%	25	13.0%	11	17.2%	19	17.9%	10	20.3%	33	9.3%	3
Four	20.8%	230	21.2%	30	26.4%	31	27.7%	14	26.1%	15	21.8%	35	15.2%	21	20.7%	17	19.6%	21	10.6%	6	19.9%	32	24.8%	8
Five	5.7%	63	6.6%	9	6.1%	7	3.2%	2	0.0%	0	5.8%	9	1.7%	2	11.1%	9	3.0%	3	3.9%	2	10.6%	17	6.4%	2
Six	2.4%	27	5.6%	8	0.0%	0	10.9%	5	2.1%	1	0.7%	1	0.7%	1	0.0%	0	2.5%	3	6.7%	4	2.2%	4	0.8%	0
Seven or more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
(Refused)	4.7%	51	1.0%	1	7.6%	9	0.0%	0	0.0%	0	3.2%	5	5.3%	7	8.6%	7	6.5%	7	11.5%	6	4.7%	8	1.7%	1
Weighted base:		1102		139		118		49		58		162		139		82		109		54		161		31
Sample:		1102		100		100		101		100		100		100		100		100		101		100		100
ADU How many adults aged 16 years and over, including yourself, live in your household?																								
One	15.1%	166	20.2%	28	17.7%	21	11.1%	5	14.9%	9	9.2%	15	18.2%	25	13.0%	11	14.8%	16	21.5%	12	12.7%	20	14.1%	4
Two	55.7%	614	62.7%	87	53.1%	63	68.3%	33	58.0%	34	50.5%	82	59.7%	83	53.8%	44	48.1%	52	46.1%	25	55.3%	89	69.6%	22
Three	15.7%	173	5.5%	8	13.3%	16	8.0%	4	15.6%	9	27.5%	45	10.5%	15	14.6%	12	20.4%	22	13.0%	7	20.1%	32	11.4%	4
Four or more	9.0%	99	10.6%	15	8.3%	10	12.6%	6	11.5%	7	10.3%	17	6.2%	9	10.0%	8	10.2%	11	8.6%	5	7.2%	12	3.2%	1
(Refused)	4.5%	50	1.0%	1	7.6%	9	0.0%	0	0.0%	0	2.5%	4	5.3%	7	8.6%	7	6.5%	7	10.6%	6	4.7%	8	1.7%	1
Weighted base:		1102		139		118		49		58		162		139		82		109		54		161		31
Sample:		1102		100		100		101		100		100		100		100		100		101		100		100
CHI How many children aged 15 years and under, live in your household?																								
None	66.0%	727	61.9%	86	59.3%	70	63.4%	31	72.8%	42	65.5%	106	74.1%	103	63.4%	52	73.2%	80	58.5%	32	64.9%	105	66.6%	21
One	11.3%	124	14.0%	19	14.4%	17	8.1%	4	15.6%	9	16.6%	27	8.6%	12	7.0%	6	6.1%	7	18.0%	10	7.0%	11	7.6%	2
Two	13.3%	146	17.6%	25	15.6%	18	11.9%	6	9.4%	5	12.1%	20	11.1%	15	16.2%	13	12.4%	13	6.8%	4	13.1%	21	18.4%	6
Three	3.3%	37	0.7%	1	3.1%	4	6.4%	3	0.0%	0	3.2%	5	0.8%	1	4.8%	4	1.9%	2	2.5%	1	8.7%	14	3.6%	1
Four or more	1.7%	18	4.9%	7	0.0%	0	10.2%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.6%	3	2.0%	1
(Refused)	4.5%	50	1.0%	1	7.6%	9	0.0%	0	0.0%	0	2.5%	4	5.3%	7	8.6%	7	6.5%	7	10.6%	6	4.7%	8	1.7%	1
Weighted base:		1102		139		118		49		58		162		139		82		109		54		161		31
Sample:		1102		100		100		101		100		100		100		100		100		101		100		100
CAR How many cars does your household own or have the use of?																								
None	5.0%	55	9.4%	13	2.3%	3	1.9%	1	2.9%	2	2.6%	4	6.2%	9	3.3%	3	8.1%	9	3.7%	2	6.0%	10	3.6%	1
One	31.5%	347	29.5%	41	21.5%	25	32.4%	16	40.4%	23	40.0%	65	29.9%	41	24.1%	20	37.4%	41	29.7%	16	30.8%	50	29.6%	9
Two	41.5%	458	49.7%	69	49.3%	58	38.0%	19	34.9%	20	31.1%	50	49.5%	69	47.2%	39	32.0%	35	40.7%	22	39.1%	63	44.9%	14
Three or more	17.3%	190	11.4%	16	20.8%	24	27.0%	13	15.4%	9	23.7%	38	8.4%	12	16.8%	14	16.3%	18	14.6%	8	19.9%	32	20.9%	6
(Refused)	4.6%	51	0.0%	0	6.2%	7	0.7%	0	6.4%	4	2.6%	4	6.1%	8	8.6%	7	6.2%	7	11.3%	6	4.2%	7	1.1%	0
Weighted base:		1102		139		118		49		58		162		139		82		109		54		161		31
Sample:		1102		100		100		101		100		100		100		100		100		101		100		100

West Suffolk Household Survey  
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
INC Approximately what is your total household income?																								
£0 - £15,000	4.6%	50	6.4%	9	6.5%	8	2.8%	1	5.6%	3	1.4%	2	5.0%	7	1.3%	1	4.7%	5	6.5%	4	5.2%	8	5.8%	2
£15,001 - £20,000	1.7%	18	0.6%	1	1.1%	1	3.4%	2	1.5%	1	1.5%	3	1.7%	2	1.4%	1	1.5%	2	6.8%	4	0.5%	1	4.3%	1
£20,001 - £30,000	5.8%	64	10.6%	15	7.4%	9	8.9%	4	4.1%	2	2.6%	4	2.4%	3	1.7%	1	3.5%	4	8.2%	4	9.2%	15	6.4%	2
£30,001 - £40,000	7.1%	78	2.6%	4	2.0%	2	4.2%	2	18.4%	11	9.3%	15	6.6%	9	6.3%	5	8.9%	10	1.9%	1	10.2%	16	10.3%	3
£40,001 - £50,000	5.2%	57	11.0%	15	6.2%	7	4.5%	2	0.7%	0	7.0%	11	3.7%	5	2.5%	2	3.0%	3	7.0%	4	1.9%	3	12.1%	4
£50,001 - £60,000	5.3%	58	6.3%	9	7.5%	9	2.9%	1	0.8%	0	4.7%	8	0.8%	1	3.2%	3	7.9%	9	1.4%	1	10.0%	16	5.8%	2
£60,001 - £70,000	3.5%	39	5.0%	7	3.2%	4	0.7%	0	2.6%	2	3.4%	5	5.1%	7	1.3%	1	1.6%	2	0.0%	0	6.8%	11	0.0%	0
£70,001 - £80,000	1.4%	16	0.0%	0	7.2%	8	2.2%	1	2.2%	1	0.0%	0	0.8%	1	2.3%	2	0.0%	0	0.0%	0	0.6%	1	2.6%	1
£80,001 - £90,000	1.9%	21	2.2%	3	0.8%	1	0.9%	0	1.0%	1	0.0%	0	9.1%	13	2.0%	2	0.0%	0	1.4%	1	0.5%	1	0.9%	0
£90,001 - £100,000	0.8%	8	1.8%	3	2.5%	3	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
£100,001 - £150,000	0.9%	10	1.8%	3	0.0%	0	2.0%	1	0.8%	0	1.5%	3	0.8%	1	0.9%	1	0.0%	0	0.7%	0	0.7%	1	0.0%	0
£150,001+	1.1%	12	0.7%	1	2.4%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.0%	6	0.7%	0	0.0%	0	0.0%	0
(Dont know / refused)	60.7%	669	50.9%	71	53.3%	63	61.6%	30	62.2%	36	68.6%	111	63.8%	88	76.2%	62	62.4%	68	65.4%	36	54.4%	88	51.8%	16
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	
QUOTA Zone																								
Zone 1	12.6%	139	100.0%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.7%	118	0.0%	0	100.0%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	4.4%	49	0.0%	0	0.0%	0	100.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.3%	58	0.0%	0	0.0%	0	0.0%	0	100.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	14.7%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.6%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	7.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	9.9%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	109	0.0%	0	0.0%	0	0.0%	0
Zone 9	4.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54	0.0%	0	0.0%	0
Zone 10	14.6%	161	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	161	0.0%	0
Zone 11	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	31
Weighted base:	1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:	1102		100		100		101		100		100		100		100		100		101		100		100	



West Suffolk Household Survey  
for Carter Jonas

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
PC	Postcode Sector																								
	CB102	3.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	CB214	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	CB215	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	CB216	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	CB250	2.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	CB7 4	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	10	0.0%	0
	CB7 5	4.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	44	0.0%	0
	CB8 0	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	CB8 7	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	CB8 8	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	CB8 9	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	CB9 0	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	34	0.0%	0	0.0%	0	0.0%	0
	CB9 7	4.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.5%	45	0.0%	0	0.0%	0	0.0%	0
	CB9 8	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0
	CB9 9	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	23	0.0%	0	0.0%	0	0.0%	0
	CO107	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.2%	26	0.0%	0	0.0%	0
	CO108	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.0%	24	0.0%	0	0.0%	0
	CO9 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0
	IP221	1.7%	18	0.0%	0	0.0%	0	0.0%	0	31.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP222	1.9%	21	0.0%	0	0.0%	0	0.0%	0	35.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP241	3.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP242	4.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP243	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP264	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.4%	22
	IP265	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	9
	IP270	3.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP279	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP286	0.7%	7	0.0%	0	0.0%	0	15.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP287	3.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	39	0.0%	0
	IP288	6.2%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	69	0.0%	0
	IP294	1.6%	17	0.0%	0	0.0%	0	35.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP295	2.2%	24	0.0%	0	0.0%	0	49.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP300	0.6%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP309	3.3%	36	0.0%	0	30.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP311	3.0%	33	0.0%	0	28.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP312	2.2%	25	0.0%	0	20.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP313	1.5%	17	0.0%	0	14.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP326	2.4%	26	18.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP327	2.8%	31	22.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP331	0.9%	10	7.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP332	3.7%	41	29.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	IP333	2.8%	31	22.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	NR162	1.7%	19	0.0%	0	0.0%	0	0.0%	0	33.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1102		139		118		49		58		162		139		82		109		54		161		31	
Sample:		1102		100		100		101		100		100		100		100		100		101		100		100	

## **APPENDIX 12: IN CENTRE SURVEY RESULTS**

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill			
Q01 How did you travel to (STUDY CENTRE) today?																												
Car – driver	41.2%	61	44.6%	29	38.6%	32	30.4%	14	40.0%	20	51.9%	27	42.4%	25	40.4%	36	41.2%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car – passenger	9.5%	14	3.1%	2	14.5%	12	10.9%	5	8.0%	4	9.6%	5	11.9%	7	7.9%	7	9.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	4.7%	7	3.1%	2	6.0%	5	2.2%	1	2.0%	1	9.6%	5	0.0%	0	7.9%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	4.1%	6	7.7%	5	1.2%	1	2.2%	1	8.0%	4	1.9%	1	3.4%	2	4.5%	4	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rail	1.4%	2	1.5%	1	1.2%	1	2.2%	1	2.0%	1	0.0%	0	3.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.4%	2	0.0%	0	2.4%	2	0.0%	0	2.0%	1	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On foot	35.8%	53	36.9%	24	34.9%	29	52.2%	24	38.0%	19	19.2%	10	39.0%	23	33.7%	30	35.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	2.0%	3	3.1%	2	1.2%	1	0.0%	0	0.0%	0	5.8%	3	0.0%	0	3.4%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorbike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148				65				83				46				50				52				59			
Mean score [minutes]																												
Q02 How long do you intend to stay in (STUDY CENTRE) today?																												
Less than 30 minutes	22.3%	33	26.2%	17	19.3%	16	23.9%	11	22.0%	11	21.2%	11	22.0%	13	22.5%	20	22.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30- 59 minutes	26.4%	39	24.6%	16	27.7%	23	23.9%	11	30.0%	15	25.0%	13	23.7%	14	28.1%	25	26.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 hour – 1hour 59 minutes	27.0%	40	24.6%	16	28.9%	24	26.1%	12	22.0%	11	32.7%	17	27.1%	16	27.0%	24	27.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	8.1%	12	3.1%	2	12.0%	10	6.5%	3	10.0%	5	7.7%	4	8.5%	5	7.9%	7	8.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	2.0%	3	1.5%	1	2.4%	2	2.2%	1	2.0%	1	1.9%	1	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 hours and over	11.5%	17	16.9%	11	7.2%	6	13.0%	6	12.0%	6	9.6%	5	13.6%	8	10.1%	9	11.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	4	3.1%	2	2.4%	2	4.3%	2	2.0%	1	1.9%	1	3.4%	2	2.2%	2	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	89.38				93.57				86.11				91.36				90.00				87.06				94.47			
Base:	148				65				83				46				50				52				59			

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Mean score [times per week]																										
Q03 How often do you visit (STUDY CENTRE) (including Sunday)?																										
7 days a week	25.7%	38	33.8%	22	19.3%	16	26.1%	12	26.0%	13	25.0%	13	25.4%	15	25.8%	23	25.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	14.2%	21	15.4%	10	13.3%	11	15.2%	7	12.0%	6	15.4%	8	13.6%	8	14.6%	13	14.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	19.6%	29	26.2%	17	14.5%	12	6.5%	3	28.0%	14	23.1%	12	16.9%	10	21.3%	19	19.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	13.5%	20	7.7%	5	18.1%	15	13.0%	6	10.0%	5	17.3%	9	8.5%	5	16.9%	15	13.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 2 weeks	7.4%	11	3.1%	2	10.8%	9	15.2%	7	4.0%	2	3.8%	2	8.5%	5	6.7%	6	7.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every month	8.1%	12	3.1%	2	12.0%	10	8.7%	4	8.0%	4	7.7%	4	13.6%	8	4.5%	4	8.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	2.7%	4	1.5%	1	3.6%	3	2.2%	1	4.0%	2	1.9%	1	5.1%	3	1.1%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 3 months	4.1%	6	4.6%	3	3.6%	3	4.3%	2	4.0%	2	3.8%	2	3.4%	2	4.5%	4	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First time today	2.7%	4	1.5%	1	3.6%	3	4.3%	2	4.0%	2	0.0%	0	3.4%	2	2.2%	2	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	3	3.1%	2	1.2%	1	4.3%	2	0.0%	0	1.9%	1	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	3.27	4.02		2.68		3.13		3.27		3.38		3.11		3.37		3.27		0.00		0.00		0.00		0.00		
Base:	148	65		83		46		50		52		59		89		148		0		0		0		0		

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill			
Q04 What is the MAIN reason for your visit here today?																												
To buy food items at the shops (not take-away / café / restaurant)	12.8%	19	12.3%	8	13.3%	11	8.7%	4	8.0%	4	21.2%	11	11.9%	7	13.5%	12	12.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To buy non-food goods in the shops (e.g. shoes, clothes, jewellery)	15.5%	23	10.8%	7	19.3%	16	15.2%	7	20.0%	10	11.5%	6	15.3%	9	15.7%	14	15.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To buy food items at the Market (not take-away / café / restaurant)	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To buy non-food goods at the Market (e.g. shoes, clothes, jewellery)	1.4%	2	3.1%	2	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For services (e.g. post office, bank, building society, hairdressers)	24.3%	36	26.2%	17	22.9%	19	26.1%	12	16.0%	8	30.8%	16	20.3%	12	27.0%	24	24.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To use a leisure facility (eg. sports centre)	7.4%	11	10.8%	7	4.8%	4	10.9%	5	8.0%	4	3.8%	2	6.8%	4	7.9%	7	7.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a day visitor to the Town Centre	4.7%	7	1.5%	1	7.2%	6	2.2%	1	6.0%	3	5.8%	3	5.1%	3	4.5%	4	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	4.1%	6	6.2%	4	2.4%	2	2.2%	1	8.0%	4	1.9%	1	5.1%	3	3.4%	3	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work (respondent works in the town)	9.5%	14	13.8%	9	6.0%	5	10.9%	5	12.0%	6	5.8%	3	11.9%	7	7.9%	7	9.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To attend a business appointment	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet someone	7.4%	11	4.6%	3	9.6%	8	10.9%	5	8.0%	4	3.8%	2	3.4%	2	10.1%	9	7.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library / public services (doctor, dentist, etc)	4.7%	7	3.1%	2	6.0%	5	6.5%	3	6.0%	3	1.9%	1	6.8%	4	3.4%	3	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - St Edmundsbury Cathedral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Abbey and gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Apex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - Moyse's Hall Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - St Mary's Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - Theatre Royal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
Newmarket Racecourse																								
Newmarket - To visit the National Stud	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit the National Horseracing Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit All Saints Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shop & pub	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Browsing	2.0%	3	3.1%	2	1.2%	1	0.0%	0	4.0%	2	1.9%	1	3.4%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0
School run	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
To use public transport	2.0%	3	1.5%	1	2.4%	2	0.0%	0	0.0%	0	5.8%	3	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0
To view a property	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To play Pokemon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cemetery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.4%	2	1.5%	1	1.2%	1	2.2%	1	0.0%	0	1.9%	1	3.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Base:	148		65		83		46		50		52		59		89		148		0		0		0	

## Q05 What type of shop / market stall do you intend to visit or are likely to visit today?

*Those who said shopping for food or non food at Q04*

Food & Grocery	44.4%	20	47.1%	8	42.9%	12	41.7%	5	26.7%	4	61.1%	11	47.1%	8	42.9%	12	44.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing & Footwear	22.2%	10	23.5%	4	21.4%	6	25.0%	3	20.0%	3	22.2%	4	29.4%	5	17.9%	5	22.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture, Carpets, Soft Household Furnishings	2.2%	1	0.0%	0	3.6%	1	0.0%	0	6.7%	1	0.0%	0	5.9%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and Decorating Goods	2.2%	1	0.0%	0	3.6%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	3.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc....	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts and Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art and Crafts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other specialist Non-Food Items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None of the above)	26.7%	12	29.4%	5	25.0%	7	25.0%	3	40.0%	6	16.7%	3	17.6%	3	32.1%	9	26.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.2%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	45		17		28		12		15		18		17		28		45		0		0		0		0	

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
<b>Q06 What are the names of the NON FOOD shops you have visited, or intend to visit today in (STUDY CENTRE)?</b>																										
<i>Those who said non food at Q04</i>																										
Boots, Newmarket	8.0%	2	0.0%	0	12.5%	2	14.3%	1	9.1%	1	0.0%	0	11.1%	1	6.3%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brides By Solo Bridal	4.0%	1	0.0%	0	6.3%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boutique, Newmarket																										
CEX, Newmarket	4.0%	1	11.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks, Newmarket	8.0%	2	0.0%	0	12.5%	2	14.3%	1	9.1%	1	0.0%	0	11.1%	1	6.3%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Newmarket	16.0%	4	11.1%	1	18.8%	3	0.0%	0	18.2%	2	28.6%	2	11.1%	1	18.8%	3	16.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look, Newmarket	4.0%	1	0.0%	0	6.3%	1	0.0%	0	9.1%	1	0.0%	0	11.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RSPCA charity shop, Newmarket	4.0%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	14.3%	1	11.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Newmarket	24.0%	6	11.1%	1	31.3%	5	42.9%	3	27.3%	3	0.0%	0	33.3%	3	18.8%	3	24.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scope, Newmarket	4.0%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	14.3%	1	11.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select, Newmarket	8.0%	2	0.0%	0	12.5%	2	14.3%	1	9.1%	1	0.0%	0	11.1%	1	6.3%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Store Twenty One, Newmarket	12.0%	3	11.1%	1	12.5%	2	0.0%	0	9.1%	1	28.6%	2	22.2%	2	6.3%	1	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Newmarket	4.0%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	6.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory, Mildenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinderella's Bridal Boutique, Mildenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market, Mildenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Mildenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Brandon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory, Brandon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Sewing & Knitting, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clintons, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fat Face, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughes, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I Candy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Javelin, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monsoon, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look, Bury St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill	
Edmunds																						
Next, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks, haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundstretcher, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone, haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	32.0%	8	55.6%	5	18.8%	3	0.0%	0	36.4%	4	57.1%	4	11.1%	1	43.8%	7	32.0%	8	0.0%	0	0.0%	0
Mean:	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	25		9		16		7		11		7		9		16		25		0		0	



	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Mean score [£]																									
Q07 How much have you spent, or do you intend to spend on non-food shopping (e.g. clothing & footwear, personal goods, gifts, household goods, etc.) today in (STUDY CENTRE)?																									
Those who said non food at Q04																									
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£1-£5	8.0%	2	0.0%	0	12.5%	2	0.0%	0	18.2%	2	0.0%	0	0.0%	0	12.5%	2	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
£6-10	16.0%	4	22.2%	2	12.5%	2	0.0%	0	18.2%	2	28.6%	2	11.1%	1	18.8%	3	16.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
£11-£20	16.0%	4	0.0%	0	25.0%	4	14.3%	1	27.3%	3	0.0%	0	22.2%	2	12.5%	2	16.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
£21-£30	12.0%	3	22.2%	2	6.3%	1	0.0%	0	18.2%	2	14.3%	1	0.0%	0	18.8%	3	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
£31-£40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£41-£50	4.0%	1	0.0%	0	6.3%	1	14.3%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
£51-£100	8.0%	2	0.0%	0	12.5%	2	14.3%	1	0.0%	0	14.3%	1	11.1%	1	6.3%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£201-£250	4.0%	1	11.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Over £250	4.0%	1	0.0%	0	6.3%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	28.0%	7	44.4%	4	18.8%	3	28.6%	2	18.2%	2	42.9%	3	33.3%	3	25.0%	4	28.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	48.39	58.30		44.58		127.50		13.06		29.00		64.17		40.50		48.39		0.00		0.00		0.00		0.00	
Base:	25	9		16		7		11		7		9		16		25		0		0		0		0	

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q08 What are the names of the main FOOD shops you have visited, or intend to visit today? [MR]																											
Those who said Food at Q04																											
BURY ST EDMUNDS																											
Aldi - Newmarket Rd, Dettingen Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Western Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Western Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Cornhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Food Hall, Buttermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Superstore, Beddingfield Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, St Saviours Interchange	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Robert Bobby Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greggs, Abbeygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NEWMARKET																											
Asda, Fordhall Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Fordham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Fred Archer Way	20.0%	4	12.5%	1	25.0%	3	0.0%	0	0.0%	0	36.4%	4	25.0%	2	16.7%	2	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Food Hall, The Guineas	35.0%	7	62.5%	5	16.7%	2	20.0%	1	50.0%	2	36.4%	4	37.5%	3	33.3%	4	35.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Elizabeth Parade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Crown Walk	15.0%	3	25.0%	2	8.3%	1	20.0%	1	0.0%	0	18.2%	2	12.5%	1	16.7%	2	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Powters Butchers	10.0%	2	0.0%	0	16.7%	2	0.0%	0	50.0%	2	0.0%	0	12.5%	1	8.3%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HAVERHILL																											
Sainsburys Superstore, Haycocks Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Lord's Croft Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MILDENHALL																											
Sainsbury's Superstore, Recreation Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, King Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Mildenhall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wilko	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
BRANDON																										
Aldi, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, London Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mark's Traditional Greengrocers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	25.0%	5	12.5%	1	33.3%	4	60.0%	3	0.0%	0	18.2%	2	25.0%	2	25.0%	3	25.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		20		8		12		5		4		11		8		12		20		0		0		0		0

Mean score [£]

Q09 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)?

Those who said Food at Q04

Nothing	5.0%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	8.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0
£1-£5	5.0%	1	12.5%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0
£6-10	20.0%	4	25.0%	2	16.7%	2	20.0%	1	50.0%	2	9.1%	1	37.5%	3	8.3%	1	20.0%	4	0.0%	0	0.0%	0	0.0%	0
£11-£20	35.0%	7	12.5%	1	50.0%	6	40.0%	2	50.0%	2	27.3%	3	37.5%	3	33.3%	4	35.0%	7	0.0%	0	0.0%	0	0.0%	0
£21-£30	20.0%	4	25.0%	2	16.7%	2	0.0%	0	0.0%	0	36.4%	4	0.0%	0	33.3%	4	20.0%	4	0.0%	0	0.0%	0	0.0%	0
£31-£40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41-£50	10.0%	2	12.5%	1	8.3%	1	20.0%	1	0.0%	0	9.1%	1	12.5%	1	8.3%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0
£51-£100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201-£250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	9.1%	1	12.5%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	17.58		16.19		18.59		17.30		11.50		20.15		16.36		18.29		17.58		0.00		0.00		0.00	
Base:	20		8		12		5		4		11		8		12		20		0		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q10 When visiting the ..... (ANSWER GIVEN AT Q.8) do you intend to link you shopping trip with a visit to other shops or services in the town centre? [MR]																											
Those who said Food at Q04																											
No	80.0%	16	75.0%	6	83.3%	10	80.0%	4	50.0%	2	90.9%	10	75.0%	6	83.3%	10	80.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes- Other food shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes- Other non-food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes- Café / restaurant	10.0%	2	12.5%	1	8.3%	1	0.0%	0	25.0%	1	9.1%	1	12.5%	1	8.3%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes- Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes- Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes- Leisure (e.g. cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes - Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes - Services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes - School run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	10.0%	2	12.5%	1	8.3%	1	20.0%	1	25.0%	1	0.0%	0	12.5%	1	8.3%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		20		8		12		5		4		11		8		12		20		0		0		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q11 Is there a specific shop/ type of shop that would encourage you to visit (STUDY CENTRE) more often?																										
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	33.1%	49	36.9%	24	30.1%	25	30.4%	14	36.0%	18	32.7%	17	37.3%	22	30.3%	27	33.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi	1.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shop	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burger King	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrens clothes shops	1.4%	2	0.0%	0	2.4%	2	4.3%	2	0.0%	0	0.0%	0	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoe shops	12.8%	19	9.2%	6	15.7%	13	4.3%	2	18.0%	9	15.4%	8	16.9%	10	10.1%	9	12.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes shops for larger people	1.4%	2	1.5%	1	1.2%	1	0.0%	0	2.0%	1	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deli	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion shop	2.7%	4	1.5%	1	3.6%	3	4.3%	2	2.0%	1	1.9%	1	1.7%	1	3.4%	3	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaming shop	1.4%	2	3.1%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haberdashery shop	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardware shop	1.4%	2	1.5%	1	1.2%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent shops	2.0%	3	1.5%	1	2.4%	2	0.0%	0	2.0%	1	3.8%	2	3.4%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.7%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	1.4%	2	0.0%	0	2.4%	2	0.0%	0	2.0%	1	1.9%	1	3.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mens clothes shops	8.1%	12	13.8%	9	3.6%	3	15.2%	7	6.0%	3	3.8%	2	5.1%	3	10.1%	9	8.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More variety of shops in general	2.0%	3	3.1%	2	1.2%	1	4.3%	2	2.0%	1	0.0%	0	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	2.0%	3	0.0%	0	3.6%	3	2.2%	1	4.0%	2	0.0%	0	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	3.4%	5	3.1%	2	3.6%	3	2.2%	1	6.0%	3	1.9%	1	0.0%	0	5.6%	5	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small Tesco	1.4%	2	1.5%	1	1.2%	1	2.2%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports shop	1.4%	2	1.5%	1	1.2%	1	4.3%	2	0.0%	0	0.0%	0	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	2.0%	3	3.1%	2	1.2%	1	2.2%	1	0.0%	0	3.8%	2	3.4%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumpools	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chain stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film hire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill	
Forever 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McDonalds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Household warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Record shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Starbucks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Urban Outfitters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.5%	23	10.8%	7	19.3%	16	17.4%	8	14.0%	7	15.4%	8	11.9%	7	18.0%	16	15.5%	23	0.0%	0	0.0%	0
Base:		148		65		83		46		50		52		59		89		148		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q12 What do you like most about (STUDY CENTRE)? [MR]																										
Near / convenient	51.4%	76	49.2%	32	53.0%	44	60.9%	28	44.0%	22	50.0%	26	55.9%	33	48.3%	43	51.4%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is easy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is cheap	5.4%	8	1.5%	1	8.4%	7	6.5%	3	6.0%	3	3.8%	2	8.5%	5	3.4%	3	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of congestion on roads	1.4%	2	1.5%	1	1.2%	1	0.0%	0	4.0%	2	0.0%	0	3.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little traffic-pedestrian conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well signposted route ways / good local maps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe / absence of threatening individuals / groups	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of police / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice busy feel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too crowded	1.4%	2	3.1%	2	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Character / atmosphere	25.0%	37	33.8%	22	18.1%	15	19.6%	9	28.0%	14	26.9%	14	30.5%	18	21.3%	19	25.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic buildings / tourist attractions	2.7%	4	3.1%	2	2.4%	2	2.2%	1	2.0%	1	3.8%	2	5.1%	3	1.1%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - St Edmundsbury Cathedral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Abbey and gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Apex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds – Moyse’s Hall Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds – St Mary’s Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds – Theatre Royal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
cinema																								
Newmarket - Newmarket Racecourse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit the National Stud	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit the National Horseracing Museum	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit All Saints Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The weekly street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of independent / specialist shops	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Presence of a large supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices are competitive in shops compared to other town/district centres	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Play area for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of places to eat	1.4%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.8%	2	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Range of pubs / bars	1.4%	2	1.5%	1	1.2%	1	0.0%	0	2.0%	1	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Range of services (banks, insurance, hairdressers, etc)	1.4%	2	0.0%	0	2.4%	2	2.2%	1	0.0%	0	1.9%	1	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of employment opportunities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon - The Market Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people	2.0%	3	0.0%	0	3.6%	3	2.2%	1	0.0%	0	3.8%	2	0.0%	0	3.4%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0
It's compact	0.7%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Mildenhall - The river	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice open spaces	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Specified shops - Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Costa Coffee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Tattersalls	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0



# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
The horses	4.1%	6	6.2%	4	2.4%	2	6.5%	3	4.0%	2	1.9%	1	3.4%	2	4.5%	4	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tradition / culture	0.7%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The xmas market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill - The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Wimpey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Arc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	4.1%	6	3.1%	2	4.8%	4	4.3%	2	2.0%	1	5.8%	3	3.4%	2	4.5%	4	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	14.9%	22	13.8%	9	15.7%	13	10.9%	5	22.0%	11	11.5%	6	11.9%	7	16.9%	15	14.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148		65		83		46		50		52		59		89		148		0		0		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q13 What do you dislike most about (STUDY CENTRE)? [MR]																										
Unsafe for pedestrians / traffic conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties in parking	4.1%	6	3.1%	2	4.8%	4	4.3%	2	4.0%	2	3.8%	2	5.1%	3	3.4%	3	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location of parking	1.4%	2	3.1%	2	0.0%	0	2.2%	1	2.0%	1	0.0%	0	3.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is expensive	5.4%	8	4.6%	3	6.0%	5	6.5%	3	2.0%	1	7.7%	4	6.8%	4	4.5%	4	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road congestion	2.7%	4	1.5%	1	3.6%	3	2.2%	1	4.0%	2	1.9%	1	3.4%	2	2.2%	2	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets	1.4%	2	0.0%	0	2.4%	2	2.2%	1	2.0%	1	0.0%	0	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe / presence of threatening individuals / groups	6.8%	10	12.3%	8	2.4%	2	10.9%	5	4.0%	2	5.8%	3	8.5%	5	5.6%	5	6.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of police presence / other security measures	0.7%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of street furniture / floral displays	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	1.4%	2	1.5%	1	1.2%	1	0.0%	0	2.0%	1	1.9%	1	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General lack of choice of multiple shops	4.7%	7	4.6%	3	4.8%	4	4.3%	2	8.0%	4	1.9%	1	3.4%	2	5.6%	5	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General lack of independent / specialist shops	2.7%	4	4.6%	3	1.2%	1	0.0%	0	6.0%	3	1.9%	1	1.7%	1	3.4%	3	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops is inadequate (PLEASE WRITE IN SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too small	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of places to eat	1.4%	2	0.0%	0	2.4%	2	2.2%	1	2.0%	1	0.0%	0	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of services	1.4%	2	1.5%	1	1.2%	1	2.2%	1	2.0%	1	0.0%	0	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of leisure facilities	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Absence of play areas for children	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
I dislike everything about the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Level crossing gates breaking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified shops absent - clothing shops	4.1%	6	1.5%	1	6.0%	5	2.2%	1	8.0%	4	1.9%	1	5.1%	3	3.4%	3	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
The Hathford Farm Development	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The horses	2.0%	3	0.0%	0	3.6%	3	0.0%	0	2.0%	1	3.8%	2	0.0%	0	3.4%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
The market is too small	2.0%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	3.4%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
The smell of horse manure	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many bookmakers	13.5%	20	12.3%	8	14.5%	12	13.0%	6	14.0%	7	13.5%	7	16.9%	10	11.2%	10	13.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many charity / cheap shops	3.4%	5	3.1%	2	3.6%	3	4.3%	2	4.0%	2	1.9%	1	3.4%	2	3.4%	3	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many closed shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many coffee shops / cafes	9.5%	14	4.6%	3	13.3%	11	17.4%	8	6.0%	3	5.8%	3	8.5%	5	10.1%	9	9.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many estate agents	1.4%	2	0.0%	0	2.4%	2	0.0%	0	2.0%	1	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many foreigners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many pot holes	1.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many pubs	2.7%	4	3.1%	2	2.4%	2	2.2%	1	2.0%	1	3.8%	2	5.1%	3	1.1%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many takeaway shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many taxis on the High Street	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Untidy communal gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified shops absent - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market is untidy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking on pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified shops absent - DIY shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Opening hours are too short	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(No opinion)	8.8%	13	13.8%	9	4.8%	4	6.5%	3	6.0%	3	13.5%	7	6.8%	4	10.1%	9	8.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing in particular)	34.5%	51	36.9%	24	32.5%	27	37.0%	17	36.0%	18	30.8%	16	32.2%	19	36.0%	32	34.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		148		65		83		46		50		52		59		89		148		0		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill
<b>Q14 How could (STUDY CENTRE) be improved for shopping? [MR]</b>													
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better market stalls	1.4%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	2	1.4%	2	0.0%
Better choice of shops in general	34.5%	51	23.1%	15	43.4%	36	45.7%	21	38.0%	19	21.2%	11	39.0%
Better quality shops	1.4%	2	0.0%	0	2.4%	2	2.2%	1	0.0%	0	1.9%	1	3.4%
Better choice of leisure destination in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better quality of leisure uses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More choice of restaurants/cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better quality restaurants/cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More choice of pubs/ bars	1.4%	2	1.5%	1	1.2%	1	2.2%	1	2.0%	1	0.0%	0	3.4%
Better quality pubs/ bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More priority of pedestrians / Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less traffic / congestion	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.1%
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Remove litter more often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More parking	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%
Cheaper parking	5.4%	8	4.6%	3	6.0%	5	2.2%	1	8.0%	4	5.8%	3	6.8%
More accessible car parking	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pedestrian street / areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fill the empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved access to shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less bookmakers	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	1	0.7%	1	1.7%
More public toilets	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%
Specified new shop - Aldi	1.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	2	1.4%	2	2.2%
Specified new shop - Burtons	0.7%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.7%
Specified new shop - clothes	2.7%	4	4.6%	3	1.2%	1	2.2%	1	2.0%	1	3.8%	2	1.7%

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill		
/ shoes shop																							
Specified new shop - Debenhams	2.0%	3	3.1%	2	1.2%	1	2.2%	1	4.0%	2	0.0%	0	3.4%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%
Specified new shop - department store	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Specified new shop - Fruit & Veg shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Gap	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%
Specified new shop - JD Sports	1.4%	2	0.0%	0	2.4%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%
Specified new shop - John Lewis	1.4%	2	0.0%	0	2.4%	2	0.0%	0	2.0%	1	1.9%	1	3.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%
Specified new shop - Julios restaurant	0.7%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Specified new shop - Marks & Spencer	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%
Specified new shop - Morrisons	1.4%	2	0.0%	0	2.4%	2	0.0%	0	4.0%	2	0.0%	0	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%
Specified new shop - Next	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%
Specified new shop - Pandora	1.4%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%
Specified new shop - Primark	2.7%	4	1.5%	1	3.6%	3	2.2%	1	4.0%	2	1.9%	1	0.0%	0	4.5%	4	2.7%	4	0.0%	0	0.0%	0	0.0%
Specified new shop - Sports Direct	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Specified new shop - Tesco	1.4%	2	1.5%	1	1.2%	1	2.2%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%
Specified new shop - WHSmith	0.7%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Specified new shop - Wilkinsons	2.0%	3	3.1%	2	1.2%	1	2.2%	1	0.0%	0	3.8%	2	3.4%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%
Specified new shop - Lush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Gaming shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - IKEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Increased opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Have a shop directory board in the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Fishmongers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	10.8%	16	16.9%	11	6.0%	5	8.7%	4	14.0%	7	9.6%	5	13.6%	8	9.0%	8	10.8%	16	0.0%	0	0.0%	0	0.0%
(None mentioned)	27.7%	41	30.8%	20	25.3%	21	23.9%	11	24.0%	12	34.6%	18	20.3%	12	32.6%	29	27.7%	41	0.0%	0	0.0%	0	0.0%
Base:	148		65		83		46		50		52		59		89		148		0		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill			
Q15 Has the opening of the Arc shopping centre encouraged you to visit the town centre more often?																												
Those in Bury St Edmunds																												
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0		0

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q16 What improvements, if any, would encourage you to visit the Arc shopping centre more often? [MR]																										
Those in Bury St Edmunds																										
No improvements needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																										
More choice in women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fashion/clothing 'high street' brands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-fashion/clothing retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More niche retailers (e.g. music, books, art and hobbies, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better food shopping offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better independent cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés/ coffee shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better independent restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More personal service uses (e.g. beauty related)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More customer facilities (e.g customer toilets, ATM, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events in Charter Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount or loyalty schemes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free wifi access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced parking fees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signage to the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian links within the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport connections	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the physical environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later opening shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Lush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - BHS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Lakeland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Dorothy Perkins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Mothercare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0



# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q17 What improvements, if any, would encourage you to visit the Guineas shopping centre more often? [MR]																										
Those in Newmarket																										
No improvements needed	6.1%	9	7.7%	5	4.8%	4	4.3%	2	8.0%	4	5.8%	3	5.1%	3	6.7%	6	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																										
More choice in women's wear shops	15.5%	23	10.8%	7	19.3%	16	4.3%	2	26.0%	13	15.4%	8	16.9%	10	14.6%	13	15.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality women's wear shops	12.8%	19	9.2%	6	15.7%	13	2.2%	1	22.0%	11	13.5%	7	15.3%	9	11.2%	10	12.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in men's wear shops	19.6%	29	26.2%	17	14.5%	12	19.6%	9	26.0%	13	13.5%	7	23.7%	14	16.9%	15	19.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality men's wear shops	16.2%	24	24.6%	16	9.6%	8	17.4%	8	20.0%	10	11.5%	6	20.3%	12	13.5%	12	16.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in children's wear shops	5.4%	8	0.0%	0	9.6%	8	8.7%	4	8.0%	4	0.0%	0	3.4%	2	6.7%	6	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality children's wear shops	2.0%	3	0.0%	0	3.6%	3	4.3%	2	0.0%	0	1.9%	1	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops in general	7.4%	11	3.1%	2	10.8%	9	8.7%	4	12.0%	6	1.9%	1	10.2%	6	5.6%	5	7.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops in general	5.4%	8	6.2%	4	4.8%	4	6.5%	3	4.0%	2	5.8%	3	5.1%	3	5.6%	5	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fashion/clothing 'high street' brands	10.8%	16	10.8%	7	10.8%	9	8.7%	4	14.0%	7	9.6%	5	8.5%	5	12.4%	11	10.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-fashion/clothing retailers	2.0%	3	0.0%	0	3.6%	3	4.3%	2	2.0%	1	0.0%	0	3.4%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent clothing shops	4.7%	7	1.5%	1	7.2%	6	2.2%	1	10.0%	5	1.9%	1	6.8%	4	3.4%	3	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops in general	5.4%	8	3.1%	2	7.2%	6	4.3%	2	10.0%	5	1.9%	1	11.9%	7	1.1%	1	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More niche retailers (e.g. music, books, art and hobbies, etc.)	8.1%	12	9.2%	6	7.2%	6	8.7%	4	8.0%	4	7.7%	4	13.6%	8	4.5%	4	8.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better food shopping offer	1.4%	2	1.5%	1	1.2%	1	0.0%	0	2.0%	1	1.9%	1	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better independent cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés/ coffee shops in general	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded restaurants	1.4%	2	0.0%	0	2.4%	2	0.0%	0	2.0%	1	1.9%	1	3.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better independent restaurants	2.0%	3	1.5%	1	2.4%	2	0.0%	0	4.0%	2	1.9%	1	3.4%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants in general	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More personal service uses (e.g. beauty related)	2.0%	3	0.0%	0	3.6%	3	0.0%	0	2.0%	1	3.8%	2	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	
More banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More customer facilities (e.g customer toilets, ATM, etc)	1.4%	2	0.0%	0	2.4%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	
A cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More seating areas	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
More events in Charter Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improvements to the street markets	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Discount or loyalty schemes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Free wifi access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More/ better parking	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Reduced parking fees	2.7%	4	3.1%	2	2.4%	2	0.0%	0	2.0%	1	5.8%	3	3.4%	2	2.2%	2	2.7%	4	0.0%	0	0.0%	0	0.0%	0	
Free parking	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Better signage to the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better pedestrian links within the shopping centre	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Better public transport connections	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improvements to the physical environment	8.1%	12	6.2%	4	9.6%	8	6.5%	3	4.0%	2	13.5%	7	6.8%	4	9.0%	8	8.1%	12	0.0%	0	0.0%	0	0.0%	0	
Safer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Later opening shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Specified new shop - Debenhams	1.4%	2	1.5%	1	1.2%	1	2.2%	1	2.0%	1	0.0%	0	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	
Specified new shop - JD Sports	2.0%	3	3.1%	2	1.2%	1	6.5%	3	0.0%	0	0.0%	0	3.4%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	
Specified new shop - JJB Sports	1.4%	2	1.5%	1	1.2%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	
Specified new shop - John Lewis	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Specified new shop - Littlewoods	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Specified new shop - Marks & Spencer	1.4%	2	1.5%	1	1.2%	1	0.0%	0	0.0%	0	3.8%	2	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	
Specified new shop - Next	2.7%	4	0.0%	0	4.8%	4	0.0%	0	8.0%	4	0.0%	0	5.1%	3	1.1%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	
Specified new shop - Peacocks	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Specified new shop - Primark	5.4%	8	1.5%	1	8.4%	7	6.5%	3	8.0%	4	1.9%	1	1.7%	1	7.9%	7	5.4%	8	0.0%	0	0.0%	0	0.0%	0	

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Specified new shop - Topshop	4.1%	6	3.1%	2	4.8%	4	8.7%	4	4.0%	2	0.0%	0	8.5%	5	1.1%	1	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Waterstones	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.8%	13	10.8%	7	7.2%	6	10.9%	5	6.0%	3	9.6%	5	6.8%	4	10.1%	9	8.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	23.0%	34	26.2%	17	20.5%	17	15.2%	7	26.0%	13	26.9%	14	15.3%	9	28.1%	25	23.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148		65		83		46		50		52		59		89		148		0		0		0		0	

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q18 What improvements, if any, would encourage you to visit the SHOPPING PRECINCT more often? [MR]																										
Those in Mildenhall																										
No improvements needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																										
More choice in women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fashion/clothing 'high street' brands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-fashion/clothing retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More niche retailers (e.g. music, books, art and hobbies, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better food shopping offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better independent cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés/ coffee shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better independent restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More personal service uses (e.g. beauty related)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More customer facilities (e.g customer toilets, ATM, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events in Charter Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount or loyalty schemes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free wifi access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced parking fees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signage to the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian links within the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport connections	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the physical environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later opening shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased leisure activities / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - gaming shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill													
Q19 What do you LIKE MOST about the Market? [MR]																										
Those in Bury St Edmunds & Newmarket																										
I do not visit the market	51.4%	76	46.2%	30	55.4%	46	47.8%	22	60.0%	30	46.2%	24	55.9%	33	48.3%	43	51.4%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	5.4%	8	6.2%	4	4.8%	4	4.3%	2	4.0%	2	7.7%	4	6.8%	4	4.5%	4	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near / convenient	33.1%	49	38.5%	25	28.9%	24	34.8%	16	30.0%	15	34.6%	18	25.4%	15	38.2%	34	33.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice busy feel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seating around the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The frequency of the markets	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The days the markets are on	1.4%	2	0.0%	0	2.4%	2	2.2%	1	2.0%	1	0.0%	0	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The non-food stalls	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The food stalls	6.8%	10	9.2%	6	4.8%	4	8.7%	4	6.0%	3	5.8%	3	5.1%	3	7.9%	7	6.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety of stalls	2.0%	3	4.6%	3	0.0%	0	0.0%	0	4.0%	2	1.9%	1	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The character of the market	2.0%	3	1.5%	1	2.4%	2	0.0%	0	4.0%	2	1.9%	1	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of the food products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of the non-food products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The different types of markets (i.e. antiques, farmers market)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.1%	6	1.5%	1	6.0%	5	4.3%	2	2.0%	1	5.8%	3	5.1%	3	3.4%	3	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148		65	83		46		50		52		59		89		148		0		0		0				

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q20 What IMPROVEMENTS could be made to the Market that would encourage you to visit more often? [MR]																										
Those in Bury St Edmunds & Newmarket																										
Nothing	14.9%	22	16.9%	11	13.3%	11	19.6%	9	18.0%	9	7.7%	4	15.3%	9	14.6%	13	14.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frequency	1.4%	2	0.0%	0	2.4%	2	2.2%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A larger market	43.2%	64	41.5%	27	44.6%	37	28.3%	13	44.0%	22	55.8%	29	33.9%	20	49.4%	44	43.2%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More butcher stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More bakery stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More deli stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fishmonger stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More sweet stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The food stalls in general	8.1%	12	10.8%	7	6.0%	5	4.3%	2	8.0%	4	11.5%	6	5.1%	3	10.1%	9	8.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-food stalls	6.1%	9	4.6%	3	7.2%	6	4.3%	2	6.0%	3	7.7%	4	5.1%	3	6.7%	6	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More variety of stalls	16.2%	24	12.3%	8	19.3%	16	6.5%	3	20.0%	10	21.2%	11	11.9%	7	19.1%	17	16.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of the stalls	4.1%	6	6.2%	4	2.4%	2	2.2%	1	0.0%	0	9.6%	5	6.8%	4	2.2%	2	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events throughout the year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festivals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered market)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian streets i.e. easier to walk around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new location	2.0%	3	3.1%	2	1.2%	1	0.0%	0	2.0%	1	3.8%	2	3.4%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rates	1.4%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.8%	2	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More welcoming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendlier traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traditional stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	31.1%	46	30.8%	20	31.3%	26	41.3%	19	28.0%	14	25.0%	13	39.0%	23	25.8%	23	31.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148	0		0		0		0	
Q21 Do you think the market should be relocated?																										
Those in Newmarket																										
Yes	17.6%	26	16.9%	11	18.1%	15	10.9%	5	22.0%	11	19.2%	10	18.6%	11	16.9%	15	17.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	55.4%	82	56.9%	37	54.2%	45	52.2%	24	52.0%	26	61.5%	32	49.2%	29	59.6%	53	55.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	27.0%	40	26.2%	17	27.7%	23	37.0%	17	26.0%	13	19.2%	10	32.2%	19	23.6%	21	27.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148	0		0		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill											
<b>Q22 Where do you think the market should be relocated to?</b>																								
<i>Those who said yes or don't know at Q21</i>																								
Don't know	69.7%	46	78.6%	22	63.2%	24	81.8%	18	62.5%	15	65.0%	13	73.3%	22	66.7%	24	69.7%	46	0.0%	0	0.0%	0	0.0%	0
The Guineas Centre	3.0%	2	3.6%	1	2.6%	1	0.0%	0	4.2%	1	5.0%	1	3.3%	1	2.8%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0
The High Street	25.8%	17	17.9%	5	31.6%	12	13.6%	3	33.3%	8	30.0%	6	20.0%	6	30.6%	11	25.8%	17	0.0%	0	0.0%	0	0.0%	0
A larger location	1.5%	1	0.0%	0	2.6%	1	4.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	66		28		38		22		24		20		30		36		66		0		0		0	



West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Q23 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]																										
Attleborough Town Centre	1.4%	2	1.5%	1	1.2%	1	2.2%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	24.3%	36	29.2%	19	20.5%	17	17.4%	8	12.0%	6	42.3%	22	23.7%	14	24.7%	22	24.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	26.4%	39	18.5%	12	32.5%	27	37.0%	17	38.0%	19	5.8%	3	28.8%	17	24.7%	22	26.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clare Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Town Centre	6.1%	9	4.6%	3	7.2%	6	2.2%	1	6.0%	3	9.6%	5	5.1%	3	6.7%	6	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	1.4%	2	3.1%	2	0.0%	0	2.2%	1	2.0%	1	0.0%	0	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ixworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kedlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakenheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Lodge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swaffham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisbech Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Village (outlet centre), Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bartons Retail Park, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Parkway Retail Park, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglia Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafton Centre, Cambridge	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadow Centre, Stowmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
St Edmundsbury Retail Park, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pier Point Retail Park, Kings Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Bobby Way Retail Park, Bury St. Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawlands Retail Park, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studland Retail Park, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Retail Park, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Augustin Retail Park, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Hill Retail Park, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadmarsh Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Marina Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Seasons Centre, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Retail Park, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isaac Newton Shopping Centre, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lady Bay Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate Retail Park, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill
Nottingham													
St Marks Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lincoln													
St Marks Place, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Peter's Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mansfield													
The George Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre, Grantham													
Tritton Retail Park, Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham													
Waterside Centre, Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bury St Edmunds Out of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre													
Cambridge City Out of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre													
Ely Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Lynn Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peterborough Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thetford Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	1.7%	1	0.0%
Croydon Town centre	0.7%	1	1.5%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No other centre	18.2%	27	26.2%	17	12.0%	10	10.9%	5	16.0%	8	26.9%	14	13.6%
Romford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Yarmouth Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre													
Holt Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lincoln City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lynton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre													
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
Centre																								
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.4%	8	3.1%	2	7.2%	6	6.5%	3	8.0%	4	1.9%	1	8.5%	5	3.4%	3	5.4%	8	0.0%	0	0.0%	0	0.0%	0
(Varies)	12.8%	19	7.7%	5	16.9%	14	19.6%	9	12.0%	6	7.7%	4	13.6%	8	12.4%	11	12.8%	19	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148		0		0		0
<b>Q24 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q.19)</b>																								
<i>Those who mentioned a location at Q23</i>																								
To buy food items (not take-away / café / restaurant)	22.3%	21	31.7%	13	15.1%	8	17.2%	5	21.9%	7	27.3%	9	15.8%	6	26.8%	15	22.3%	21	0.0%	0	0.0%	0	0.0%	0
To buy non-food goods (e.g. shoes, clothes, jewellery)	45.7%	43	43.9%	18	47.2%	25	55.2%	16	50.0%	16	33.3%	11	55.3%	21	39.3%	22	45.7%	43	0.0%	0	0.0%	0	0.0%	0
For services (e.g. bank, building society, hairdressers)	2.1%	2	2.4%	1	1.9%	1	3.4%	1	0.0%	0	3.0%	1	2.6%	1	1.8%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0
To use a leisure facility (cinema, sports centre, bowling)	6.4%	6	2.4%	1	9.4%	5	10.3%	3	3.1%	1	6.1%	2	2.6%	1	8.9%	5	6.4%	6	0.0%	0	0.0%	0	0.0%	0
As a day visitor to the Centre	3.2%	3	4.9%	2	1.9%	1	0.0%	0	3.1%	1	6.1%	2	2.6%	1	3.6%	2	3.2%	3	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	6.4%	6	4.9%	2	7.5%	4	0.0%	0	12.5%	4	6.1%	2	15.8%	6	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0
To meet someone	5.3%	5	7.3%	3	3.8%	2	10.3%	3	3.1%	1	3.0%	1	5.3%	2	5.4%	3	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Library / public services (doctor, dentist, etc)	1.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the market	7.4%	7	2.4%	1	11.3%	6	3.4%	1	6.3%	2	12.1%	4	0.0%	0	12.5%	7	7.4%	7	0.0%	0	0.0%	0	0.0%	0
Base:	94			41		53		29		32		33		38		56		94		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill			
<b>Q25 What do you like about the centre (MENTIONED IN Q.19)?</b>																												
<i>Those who mentioned a location at Q23</i>																												
Better choice of shops	23.4%	22	19.5%	8	26.4%	14	17.2%	5	21.9%	7	30.3%	10	18.4%	7	26.8%	15	23.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	5.3%	5	4.9%	2	5.7%	3	6.9%	2	6.3%	2	3.0%	1	7.9%	3	3.6%	2	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better non-food shopping	30.9%	29	34.1%	14	28.3%	15	37.9%	11	34.4%	11	21.2%	7	36.8%	14	26.8%	15	30.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better food shopping	7.4%	7	9.8%	4	5.7%	3	10.3%	3	0.0%	0	12.1%	4	5.3%	2	8.9%	5	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of places to eat and drink	1.1%	1	2.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street market/ farmers market	5.3%	5	2.4%	1	7.5%	4	3.4%	1	6.3%	2	6.1%	2	0.0%	0	8.9%	5	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More available car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	1.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better leisure activities	4.3%	4	2.4%	1	5.7%	3	10.3%	3	0.0%	0	3.0%	1	0.0%	0	7.1%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better services	1.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's close to home	12.8%	12	14.6%	6	11.3%	6	3.4%	1	21.9%	7	12.1%	4	18.4%	7	8.9%	5	12.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.4%	7	7.3%	3	7.5%	4	6.9%	2	9.4%	3	6.1%	2	13.2%	5	3.6%	2	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		94		41		53		29		32		33		38		56		94		0		0		0		0		0
<b>Q26 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?</b>																												
Yes	46.6%	69	43.1%	28	49.4%	41	52.2%	24	48.0%	24	40.4%	21	50.8%	30	43.8%	39	46.6%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	47.3%	70	52.3%	34	43.4%	36	32.6%	15	48.0%	24	59.6%	31	39.0%	23	52.8%	47	47.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.1%	9	4.6%	3	7.2%	6	15.2%	7	4.0%	2	0.0%	0	10.2%	6	3.4%	3	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		148		65		83		46		50		52		59		89		148		0		0		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Q27 Which types of LEISURE USES (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]																										
Those who said yes or don't know at Q26																										
Cinema	74.4%	58	83.9%	26	68.1%	32	77.4%	24	61.5%	16	85.7%	18	72.2%	26	76.2%	32	74.4%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	1.3%	1	3.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness club	2.6%	2	0.0%	0	4.3%	2	0.0%	0	3.8%	1	4.8%	1	2.8%	1	2.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	3.8%	3	0.0%	0	6.4%	3	6.5%	2	3.8%	1	0.0%	0	5.6%	2	2.4%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubs / music venues	5.1%	4	6.5%	2	4.3%	2	3.2%	1	3.8%	1	9.5%	2	2.8%	1	7.1%	3	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Late night music venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling Alley	11.5%	9	6.5%	2	14.9%	7	12.9%	4	15.4%	4	4.8%	1	8.3%	3	14.3%	6	11.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snooker Hall	2.6%	2	3.2%	1	2.1%	1	3.2%	1	3.8%	1	0.0%	0	2.8%	1	2.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soft play centre	6.4%	5	0.0%	0	10.6%	5	6.5%	2	11.5%	3	0.0%	0	8.3%	3	4.8%	2	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	1.3%	1	0.0%	0	2.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trial bikes park	1.3%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youth club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basketball	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go kart centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice Rink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park / gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.4%	12	9.7%	3	19.1%	9	16.1%	5	19.2%	5	9.5%	2	19.4%	7	11.9%	5	15.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		78		31		47		31		26		21		36		42		78		0		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q28 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]																										
Those who said yes or don't know at Q26																										
Specified new leisure operator (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of leisure facilities in general	59.0%	46	67.7%	21	53.2%	25	71.0%	22	61.5%	16	38.1%	8	55.6%	20	61.9%	26	59.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of leisure uses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority of pedestrians / pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	1.3%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shelter from wind / rain	1.3%	1	3.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	2.6%	2	0.0%	0	4.3%	2	0.0%	0	3.8%	1	4.8%	1	2.8%	1	2.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove litter more often	1.3%	1	0.0%	0	2.1%	1	0.0%	0	3.8%	1	0.0%	0	2.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.3%	1	0.0%	0	2.1%	1	0.0%	0	3.8%	1	0.0%	0	2.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus services to the centre	3.8%	3	0.0%	0	6.4%	3	9.7%	3	0.0%	0	0.0%	0	8.3%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live events	2.6%	2	0.0%	0	4.3%	2	3.2%	1	3.8%	1	0.0%	0	2.8%	1	2.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.4%	5	6.5%	2	6.4%	3	6.5%	2	7.7%	2	4.8%	1	8.3%	3	4.8%	2	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	25.6%	20	22.6%	7	27.7%	13	6.5%	2	26.9%	7	52.4%	11	22.2%	8	28.6%	12	25.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		78		31		47		31		26		21		36		42		78		0		0		0		0
GEN Gender:																										
Male	43.9%	65	100.0%	65	0.0%	0	30.4%	14	46.0%	23	53.8%	28	40.7%	24	46.1%	41	43.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Female	56.1%	83	0.0%	0	100.0%	83	69.6%	32	54.0%	27	46.2%	24	59.3%	35	53.9%	48	56.1%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		148		65		83		46		50		52		59		89		148		0		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
AGE Age Group:																										
16 - 24 years	12.8%	19	12.3%	8	13.3%	11	41.3%	19	0.0%	0	0.0%	0	15.3%	9	11.2%	10	12.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 - 34 years	18.2%	27	9.2%	6	25.3%	21	58.7%	27	0.0%	0	0.0%	0	18.6%	11	18.0%	16	18.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35 - 44 years	18.2%	27	18.5%	12	18.1%	15	0.0%	0	54.0%	27	0.0%	0	22.0%	13	15.7%	14	18.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
45 - 54 years	15.5%	23	16.9%	11	14.5%	12	0.0%	0	46.0%	23	0.0%	0	20.3%	12	12.4%	11	15.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
55 - 64 years	7.4%	11	6.2%	4	8.4%	7	0.0%	0	0.0%	0	21.2%	11	8.5%	5	6.7%	6	7.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
65+ years	27.7%	41	36.9%	24	20.5%	17	0.0%	0	0.0%	0	78.8%	41	15.3%	9	36.0%	32	27.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148		0		0		0		0
EMP Are you in paid employment:																										
Yes	51.4%	76	53.8%	35	49.4%	41	63.0%	29	74.0%	37	19.2%	10	66.1%	39	41.6%	37	51.4%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	48.6%	72	46.2%	30	50.6%	42	37.0%	17	26.0%	13	80.8%	42	33.9%	20	58.4%	52	48.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148		0		0		0		0
WORK Location of workplace: Those who are in paid employment																										
Inside (study centre ) town centre	39.5%	30	51.4%	18	29.3%	12	51.7%	15	32.4%	12	30.0%	3	35.9%	14	43.2%	16	39.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside (study centre ) town centre	60.5%	46	48.6%	17	70.7%	29	48.3%	14	67.6%	25	70.0%	7	64.1%	25	56.8%	21	60.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	76			35		41		29		37		10		39		37		76		0		0		0		0
SEG Occupation of Chief Wage Earner in HHold: (if retired, ask for previous occupation)																										
AB	12.2%	18	12.3%	8	12.0%	10	13.0%	6	18.0%	9	5.8%	3	30.5%	18	0.0%	0	12.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C1	27.7%	41	24.6%	16	30.1%	25	30.4%	14	32.0%	16	21.2%	11	69.5%	41	0.0%	0	27.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C2	22.3%	33	27.7%	18	18.1%	15	23.9%	11	16.0%	8	26.9%	14	0.0%	0	37.1%	33	22.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE	37.8%	56	35.4%	23	39.8%	33	32.6%	15	34.0%	17	46.2%	24	0.0%	0	62.9%	56	37.8%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148		0		0		0		0
ADU No. of adults (incl Resp)																										
1 adult in hhold	25.0%	37	29.2%	19	21.7%	18	21.7%	10	26.0%	13	26.9%	14	16.9%	10	30.3%	27	25.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 adults in hhold	53.4%	79	46.2%	30	59.0%	49	54.3%	25	58.0%	29	48.1%	25	57.6%	34	50.6%	45	53.4%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 adults in hhold	14.9%	22	16.9%	11	13.3%	11	13.0%	6	12.0%	6	19.2%	10	16.9%	10	13.5%	12	14.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 or more adults in hhold	6.8%	10	7.7%	5	6.0%	5	10.9%	5	4.0%	2	5.8%	3	8.5%	5	5.6%	5	6.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148		0		0		0		0



# West Suffolk In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill											
CHI    No. of children (Under 16)																								
No children in hhold	70.9%	105	87.7%	57	57.8%	48	45.7%	21	64.0%	32	100.0%	52	67.8%	40	73.0%	65	70.9%	105	0.0%	0	0.0%	0	0.0%	0
1 child in hhold	6.8%	10	3.1%	2	9.6%	8	13.0%	6	8.0%	4	0.0%	0	10.2%	6	4.5%	4	6.8%	10	0.0%	0	0.0%	0	0.0%	0
2 children in hhold	14.9%	22	6.2%	4	21.7%	18	34.8%	16	12.0%	6	0.0%	0	11.9%	7	16.9%	15	14.9%	22	0.0%	0	0.0%	0	0.0%	0
3 children in hhold	6.1%	9	3.1%	2	8.4%	7	4.3%	2	14.0%	7	0.0%	0	10.2%	6	3.4%	3	6.1%	9	0.0%	0	0.0%	0	0.0%	0
4 or more children in hhold	1.4%	2	0.0%	0	2.4%	2	2.2%	1	2.0%	1	0.0%	0	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148		0		0		0
CARS    No. of cars in household																								
No cars in hhold	23.6%	35	21.5%	14	25.3%	21	17.4%	8	32.0%	16	21.2%	11	15.3%	9	29.2%	26	23.6%	35	0.0%	0	0.0%	0	0.0%	0
1 car in hhold	35.1%	52	41.5%	27	30.1%	25	30.4%	14	30.0%	15	44.2%	23	22.0%	13	43.8%	39	35.1%	52	0.0%	0	0.0%	0	0.0%	0
2 cars in hhold	29.1%	43	27.7%	18	30.1%	25	32.6%	15	32.0%	16	23.1%	12	42.4%	25	20.2%	18	29.1%	43	0.0%	0	0.0%	0	0.0%	0
3 cars in hhold	6.8%	10	6.2%	4	7.2%	6	6.5%	3	4.0%	2	9.6%	5	8.5%	5	5.6%	5	6.8%	10	0.0%	0	0.0%	0	0.0%	0
4 or more cars in hhold	5.4%	8	3.1%	2	7.2%	6	13.0%	6	2.0%	1	1.9%	1	11.9%	7	1.1%	1	5.4%	8	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148		0		0		0
DAY    Day of interview:																								
Monday	17.6%	26	21.5%	14	14.5%	12	15.2%	7	18.0%	9	19.2%	10	15.3%	9	19.1%	17	17.6%	26	0.0%	0	0.0%	0	0.0%	0
Tuesday	16.9%	25	23.1%	15	12.0%	10	10.9%	5	14.0%	7	25.0%	13	16.9%	10	16.9%	15	16.9%	25	0.0%	0	0.0%	0	0.0%	0
Wednesday	16.9%	25	12.3%	8	20.5%	17	23.9%	11	10.0%	5	17.3%	9	15.3%	9	18.0%	16	16.9%	25	0.0%	0	0.0%	0	0.0%	0
Thursday	16.9%	25	12.3%	8	20.5%	17	15.2%	7	14.0%	7	21.2%	11	13.6%	8	19.1%	17	16.9%	25	0.0%	0	0.0%	0	0.0%	0
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	31.8%	47	30.8%	20	32.5%	27	34.8%	16	44.0%	22	17.3%	9	39.0%	23	27.0%	24	31.8%	47	0.0%	0	0.0%	0	0.0%	0
Base:	148			65		83		46		50		52		59		89		148		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
TOWNLOC	Town & Location																									
Newmarket Location 1	24.3%	36	16.9%	11	30.1%	25	21.7%	10	22.0%	11	28.8%	15	20.3%	12	27.0%	24	24.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Location 2	26.4%	39	32.3%	21	21.7%	18	34.8%	16	24.0%	12	21.2%	11	25.4%	15	27.0%	24	26.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Location 3	27.7%	41	27.7%	18	27.7%	23	28.3%	13	38.0%	19	17.3%	9	32.2%	19	24.7%	22	27.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Location 4	21.6%	32	23.1%	15	20.5%	17	15.2%	7	16.0%	8	32.7%	17	22.0%	13	21.3%	19	21.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Locarion 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	148		65		83		46		50		52		59		89		148		0		0		0		0	

West Suffolk In Centre Survey  
for Carter Jonas

		Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
PC	Postcode Sector																										
CB1	3	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB10	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB11	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB21		0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB21	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB21	5	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB22	3	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB23	9	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB24	3	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB24	5	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB24	8	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB24	9	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB25	0	4.1%	6	1.5%	1	6.0%	5	2.2%	1	6.0%	3	3.8%	2	6.8%	4	2.2%	2	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB25	9	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB4	3	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB5	8	1.4%	2	0.0%	0	2.4%	2	0.0%	0	2.0%	1	1.9%	1	1.7%	1	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB6	1	1.4%	2	3.1%	2	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB6	2	0.7%	1	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB7	4	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB7	5	4.7%	7	4.6%	3	4.8%	4	4.3%	2	4.0%	2	5.8%	3	3.4%	2	5.6%	5	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB8		2.7%	4	4.6%	3	1.2%	1	0.0%	0	6.0%	3	1.9%	1	1.7%	1	3.4%	3	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB8	0	35.1%	52	33.8%	22	36.1%	30	37.0%	17	34.0%	17	34.6%	18	27.1%	16	40.4%	36	35.1%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB8	7	8.1%	12	9.2%	6	7.2%	6	6.5%	3	12.0%	6	5.8%	3	8.5%	5	7.9%	7	8.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB8	8	12.8%	19	15.4%	10	10.8%	9	23.9%	11	6.0%	3	9.6%	5	10.2%	6	14.6%	13	12.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB8	9	6.1%	9	6.2%	4	6.0%	5	0.0%	0	8.0%	4	9.6%	5	10.2%	6	3.4%	3	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	7	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	9	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CH1	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO16		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO4	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO9	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE7	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN11	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EX35	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HG		0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP1	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill	
IP1 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP13 7	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
IP14 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP14 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP20 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP22 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP22 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP23 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP24 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP25 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP26 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP26 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP27 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP27 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP27 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP28 2	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0
IP28 6	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0
IP28 7	1.4%	2	0.0%	0	2.4%	2	4.3%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
IP28 8	2.0%	3	3.1%	2	1.2%	1	0.0%	0	2.0%	1	3.8%	2	1.7%	1	2.2%	2	2.0%	3	0.0%	0	0.0%	0
IP29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP29 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP29 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP3 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP3 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP30 0	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
IP30 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP31 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP31 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP31 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP32 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP32 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP32 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP37 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP38 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP4 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP7 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
L17 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
N1 6	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
NR17 1	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
NR19 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR3 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR30 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR31 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR8 5	0.7%	1	1.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
PA21 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE11 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE2 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE27	0.7%	1	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
PE33 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SG8 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW16 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refused	4.1%	6	1.5%	1	6.0%	5	13.0%	6	0.0%	0	0.0%	0	10.2%	6	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0
Base:	148		65		83		46		50		52		59		89		148		0		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q01 How did you travel to (STUDY CENTRE) today?																										
Car – driver	52.0%	39	60.0%	18	46.7%	21	50.0%	11	59.3%	16	46.2%	12	73.0%	27	31.6%	12	0.0%	0	52.0%	39	0.0%	0	0.0%	0	0.0%	0
Car – passenger	4.0%	3	6.7%	2	2.2%	1	4.5%	1	3.7%	1	3.8%	1	2.7%	1	5.3%	2	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Bus	10.7%	8	6.7%	2	13.3%	6	18.2%	4	11.1%	3	3.8%	1	10.8%	4	10.5%	4	0.0%	0	10.7%	8	0.0%	0	0.0%	0	0.0%	0
Bicycle	4.0%	3	0.0%	0	6.7%	3	0.0%	0	3.7%	1	7.7%	2	2.7%	1	5.3%	2	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On foot	28.0%	21	26.7%	8	28.9%	13	27.3%	6	22.2%	6	34.6%	9	10.8%	4	44.7%	17	0.0%	0	28.0%	21	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Motorbike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	75		30		45		22		27		26		37		38		0		75		0		0		0	
Mean score [minutes]																										
Q02 How long do you intend to stay in (STUDY CENTRE) today?																										
Less than 30 minutes	21.3%	16	26.7%	8	17.8%	8	13.6%	3	14.8%	4	34.6%	9	13.5%	5	28.9%	11	0.0%	0	21.3%	16	0.0%	0	0.0%	0	0.0%	0
30- 59 minutes	26.7%	20	33.3%	10	22.2%	10	31.8%	7	22.2%	6	26.9%	7	18.9%	7	34.2%	13	0.0%	0	26.7%	20	0.0%	0	0.0%	0	0.0%	0
1 hour – 1hour 59 minutes	24.0%	18	20.0%	6	26.7%	12	22.7%	5	33.3%	9	15.4%	4	18.9%	7	28.9%	11	0.0%	0	24.0%	18	0.0%	0	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	14.7%	11	13.3%	4	15.6%	7	13.6%	3	14.8%	4	15.4%	4	24.3%	9	5.3%	2	0.0%	0	14.7%	11	0.0%	0	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	2.7%	2	0.0%	0	4.4%	2	4.5%	1	3.7%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
4 hours and over	10.7%	8	6.7%	2	13.3%	6	13.6%	3	11.1%	3	7.7%	2	18.9%	7	2.6%	1	0.0%	0	10.7%	8	0.0%	0	0.0%	0	0.0%	0
Mean:	93.20		75.00		105.33		103.64		102.22		75.00		126.49		60.79		0.00		93.20		0.00		0.00		0.00	
Base:	75		30		45		22		27		26		37		38		0		75		0		0		0	
Mean score [times per week]																										
Q03 How often do you visit (STUDY CENTRE) (including Sunday)?																										
7 days a week	17.3%	13	23.3%	7	13.3%	6	18.2%	4	14.8%	4	19.2%	5	8.1%	3	26.3%	10	0.0%	0	17.3%	13	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	25.3%	19	26.7%	8	24.4%	11	27.3%	6	14.8%	4	34.6%	9	24.3%	9	26.3%	10	0.0%	0	25.3%	19	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	22.7%	17	16.7%	5	26.7%	12	18.2%	4	25.9%	7	23.1%	6	18.9%	7	26.3%	10	0.0%	0	22.7%	17	0.0%	0	0.0%	0	0.0%	0
Once a week	13.3%	10	10.0%	3	15.6%	7	22.7%	5	7.4%	2	11.5%	3	16.2%	6	10.5%	4	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0
Once every 2 weeks	5.3%	4	3.3%	1	6.7%	3	9.1%	2	3.7%	1	3.8%	1	8.1%	3	2.6%	1	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Once every month	4.0%	3	3.3%	1	4.4%	2	0.0%	0	11.1%	3	0.0%	0	8.1%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 3 months	5.3%	4	10.0%	3	2.2%	1	4.5%	1	7.4%	2	3.8%	1	5.4%	2	5.3%	2	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
First time today	5.3%	4	6.7%	2	4.4%	2	0.0%	0	14.8%	4	0.0%	0	10.8%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	3.27		3.52		3.10		3.37		2.56		3.94		2.49		4.05		0.00		3.27		0.00		0.00		0.00	
Base:	75		30		45		22		27		26		37		38		0		75		0		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Q04 What is the MAIN reason for your visit here today?																										
To buy food items at the shops (not take-away / café / restaurant)	30.7%	23	20.0%	6	37.8%	17	31.8%	7	22.2%	6	38.5%	10	21.6%	8	39.5%	15	0.0%	0	30.7%	23	0.0%	0	0.0%	0	0.0%	0
To buy non-food goods in the shops (e.g. shoes, clothes, jewellery)	10.7%	8	16.7%	5	6.7%	3	9.1%	2	11.1%	3	11.5%	3	8.1%	3	13.2%	5	0.0%	0	10.7%	8	0.0%	0	0.0%	0	0.0%	0
To buy food items at the Market (not take-away / café / restaurant)	9.3%	7	10.0%	3	8.9%	4	18.2%	4	7.4%	2	3.8%	1	8.1%	3	10.5%	4	0.0%	0	9.3%	7	0.0%	0	0.0%	0	0.0%	0
To buy non-food goods at the Market (e.g. shoes, clothes, jewellery)	4.0%	3	3.3%	1	4.4%	2	9.1%	2	0.0%	0	3.8%	1	5.4%	2	2.6%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
For services (e.g. post office, bank, building society, hairdressers)	6.7%	5	3.3%	1	8.9%	4	0.0%	0	3.7%	1	15.4%	4	2.7%	1	10.5%	4	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
To use a leisure facility (eg. sports centre)	4.0%	3	6.7%	2	2.2%	1	4.5%	1	3.7%	1	3.8%	1	5.4%	2	2.6%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
As a day visitor to the Town Centre	2.7%	2	6.7%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	5.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	1.3%	1	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	2.7%	2	3.3%	1	2.2%	1	0.0%	0	7.4%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Work (respondent works in the town)	5.3%	4	0.0%	0	8.9%	4	13.6%	3	3.7%	1	0.0%	0	10.8%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
To attend a business appointment	4.0%	3	3.3%	1	4.4%	2	4.5%	1	3.7%	1	3.8%	1	5.4%	2	2.6%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
To meet someone	6.7%	5	10.0%	3	4.4%	2	9.1%	2	7.4%	2	3.8%	1	8.1%	3	5.3%	2	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Library / public services (doctor, dentist, etc)	4.0%	3	6.7%	2	2.2%	1	0.0%	0	7.4%	2	3.8%	1	8.1%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - St Edmundsbury Cathedral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Abbey and gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Apex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - Moyse's Hall Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - St Mary's Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - Theatre Royal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
Newmarket Racecourse																								
Newmarket - To visit the National Stud	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit the National Horseracing Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit All Saints Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shop & pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing	4.0%	3	3.3%	1	4.4%	2	0.0%	0	11.1%	3	0.0%	0	0.0%	0	7.9%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0
School run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To use public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To view a property	2.7%	2	3.3%	1	2.2%	1	0.0%	0	7.4%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
To play Pokemon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cemetery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Base:	75		30		45		22		27		26		37		38		0		75		0		0	

## Q05 What type of shop / market stall do you intend to visit or are likely to visit today?

*Those who said shopping for food or non food at Q04*

Food & Grocery	65.9%	27	53.3%	8	73.1%	19	66.7%	10	63.6%	7	66.7%	10	50.0%	8	76.0%	19	0.0%	0	65.9%	27	0.0%	0	0.0%	0	0.0%	0
Clothing & Footwear	4.9%	2	6.7%	1	3.8%	1	6.7%	1	0.0%	0	6.7%	1	6.3%	1	4.0%	1	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Furniture, Carpets, Soft Household Furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and Decorating Goods	12.2%	5	13.3%	2	11.5%	3	6.7%	1	27.3%	3	6.7%	1	25.0%	4	4.0%	1	0.0%	0	12.2%	5	0.0%	0	0.0%	0	0.0%	0
Domestic Appliances	2.4%	1	0.0%	0	3.8%	1	6.7%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc....	2.4%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	4.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Gifts and Antiques	2.4%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	6.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Art and Crafts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other specialist Non-Food Items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None of the above)	9.8%	4	20.0%	3	3.8%	1	13.3%	2	9.1%	1	6.7%	1	6.3%	1	12.0%	3	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0
Base:	41		15		26		15		11		15		16		25		0		41		0		0		0	



West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
<b>Q06 What are the names of the NON FOOD shops you have visited, or intend to visit today in (STUDY CENTRE)?</b>																										
<i>Those who said non food at Q04</i>																										
Boots, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brides By Solo Bridal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boutique, Newmarket																										
CEX, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RSPCA charity shop, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scope, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Store Twenty One, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory, Mildenhall	27.3%	3	50.0%	3	0.0%	0	25.0%	1	0.0%	0	50.0%	2	20.0%	1	33.3%	2	0.0%	0	27.3%	3	0.0%	0	0.0%	0	0.0%	0
Cinderella's Bridal Boutique, Mildenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market, Mildenhall	36.4%	4	16.7%	1	60.0%	3	50.0%	2	33.3%	1	25.0%	1	60.0%	3	16.7%	1	0.0%	0	36.4%	4	0.0%	0	0.0%	0	0.0%	0
Wilko, Mildenhall	27.3%	3	33.3%	2	20.0%	1	25.0%	1	33.3%	1	25.0%	1	40.0%	2	16.7%	1	0.0%	0	27.3%	3	0.0%	0	0.0%	0	0.0%	0
Boots, Brandon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory, Brandon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Sewing & Knitting, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clintons, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fat Face, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughes, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I Candy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Javelin, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monsoon, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look, Bury St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill	
Edmunds																						
Next, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks, haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundstretcher, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone, haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	27.3%	3	16.7%	1	40.0%	2	25.0%	1	33.3%	1	25.0%	1	20.0%	1	33.3%	2	0.0%	0	27.3%	3	0.0%	0
Mean:	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	11		6		5		4		3		4		5		6		0		11		0	

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill												
Mean score [£]																									
Q07 How much have you spent, or do you intend to spend on non-food shopping (e.g. clothing & footwear, personal goods, gifts, household goods, etc.) today in (STUDY CENTRE)?																									
Those who said non food at Q04																									
Nothing	18.2%	2	16.7%	1	20.0%	1	25.0%	1	0.0%	0	25.0%	1	20.0%	1	16.7%	1	0.0%	0	18.2%	2	0.0%	0	0.0%	0	
£1-£5	9.1%	1	16.7%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	
£6-10	18.2%	2	0.0%	0	40.0%	2	25.0%	1	0.0%	0	25.0%	1	20.0%	1	16.7%	1	0.0%	0	18.2%	2	0.0%	0	0.0%	0	
£11-£20	27.3%	3	33.3%	2	20.0%	1	25.0%	1	33.3%	1	25.0%	1	20.0%	1	33.3%	2	0.0%	0	27.3%	3	0.0%	0	0.0%	0	
£21-£30	9.1%	1	0.0%	0	20.0%	1	0.0%	0	33.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	
£31-£40	9.1%	1	16.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	
£41-£50	9.1%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	20.0%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	
£51-£100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£201-£250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Over £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	15.50		19.08		11.20		6.38		25.50		17.13		18.80		12.75		0.00		15.50		0.00		0.00		0.00
Base:	11		6		5		4		3		4		5		6		0		11		0		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q08 What are the names of the main FOOD shops you have visited, or intend to visit today? [MR]																											
Those who said Food at Q04																											
BURY ST EDMUNDS																											
Aldi - Newmarket Rd, Dettingen Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Western Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Western Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Cornhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Food Hall, Buttermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Superstore, Beddingfield Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, St Saviours Interchange	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Robert Bobby Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greggs, Abbeygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NEWMARKET																											
Asda, Fordhall Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Fordham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Fred Archer Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Food Hall, The Guineas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Elizabeth Parade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Crown Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Powters Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HAVERHILL																											
Sainsburys Superstore, Haycocks Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Lord's Croft Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MILDENHALL																											
Sainsbury's Superstore, Recreation Way	50.0%	15	33.3%	3	57.1%	12	45.5%	5	62.5%	5	45.5%	5	54.5%	6	47.4%	9	0.0%	0	50.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, King Street	20.0%	6	33.3%	3	14.3%	3	27.3%	3	12.5%	1	18.2%	2	18.2%	2	21.1%	4	0.0%	0	20.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Mildenhall Road	3.3%	1	0.0%	0	4.8%	1	0.0%	0	12.5%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Market	13.3%	4	11.1%	1	14.3%	3	27.3%	3	12.5%	1	0.0%	0	18.2%	2	10.5%	2	0.0%	0	13.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Wilko	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	5.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
BRANDON																											
Aldi, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, London Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hyams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mark's Traditional Greengrocers (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	23.3%	7	22.2%	2	23.8%	5	27.3%	3	12.5%	1	27.3%	3	27.3%	3	21.1%	4	0.0%	0	23.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		30		9		21		11		8		11		11		19		0		30		0		0		0	
Mean score [£]																											
Q09 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)?																											
Those who said Food at Q04																											
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£1-£5	23.3%	7	22.2%	2	23.8%	5	27.3%	3	12.5%	1	27.3%	3	0.0%	0	36.8%	7	0.0%	0	23.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
£6-10	26.7%	8	33.3%	3	23.8%	5	18.2%	2	50.0%	4	18.2%	2	27.3%	3	26.3%	5	0.0%	0	26.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
£11-£20	23.3%	7	11.1%	1	28.6%	6	18.2%	2	12.5%	1	36.4%	4	18.2%	2	26.3%	5	0.0%	0	23.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
£21-£30	6.7%	2	0.0%	0	9.5%	2	9.1%	1	12.5%	1	0.0%	0	9.1%	1	5.3%	1	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
£31-£40	3.3%	1	0.0%	0	4.8%	1	9.1%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
£41-£50	6.7%	2	11.1%	1	4.8%	1	9.1%	1	0.0%	0	9.1%	1	18.2%	2	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
£51-£100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£201-£250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Over £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	10.0%	3	22.2%	2	4.8%	1	9.1%	1	12.5%	1	9.1%	1	18.2%	2	5.3%	1	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		13.46		12.64		13.75		16.00		10.50		13.00		22.83		8.78		0.00		13.46		0.00		0.00		0.00	
Base:		30		9		21		11		8		11		11		19		0		30		0		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill			
Q10 When visiting the ..... (ANSWER GIVEN AT Q.8) do you intend to link you shopping trip with a visit to other shops or services in the town centre? [MR]																											
Those who said Food at Q04																											
No	3.3%	1	0.0%	0	4.8%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	
Yes- Other food shop	13.3%	4	11.1%	1	14.3%	3	18.2%	2	0.0%	0	18.2%	2	9.1%	1	15.8%	3	0.0%	0	13.3%	4	0.0%	0	0.0%	0	0.0%	0	
Yes- Other non-food shops	66.7%	20	66.7%	6	66.7%	14	63.6%	7	62.5%	5	72.7%	8	54.5%	6	73.7%	14	0.0%	0	66.7%	20	0.0%	0	0.0%	0	0.0%	0	
Yes- Café / restaurant	3.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	5.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	
Yes- Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yes- Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yes- Leisure (e.g. cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yes - Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yes - Services	6.7%	2	11.1%	1	4.8%	1	9.1%	1	12.5%	1	0.0%	0	18.2%	2	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	
Yes - School run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	13.3%	4	22.2%	2	9.5%	2	9.1%	1	25.0%	2	9.1%	1	27.3%	3	5.3%	1	0.0%	0	13.3%	4	0.0%	0	0.0%	0	0.0%	0	
Base:	30			9			21			11			8			11			19			0			30		

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill
<b>Q11 Is there a specific shop/ type of shop that would encourage you to visit (STUDY CENTRE) more often?</b>													
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	46.7%	35	50.0%	15	44.4%	20	59.1%	13	33.3%	9	50.0%	13	51.4%
Aldi	2.7%	2	3.3%	1	2.2%	1	0.0%	0	3.7%	1	3.8%	1	0.0%
Argos	1.3%	1	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%
Asda	1.3%	1	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.7%
Bakery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bon Marche	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%
Book shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burger King	1.3%	1	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.7%
Childrens clothes shops	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%
Clothes / shoe shops	8.0%	6	0.0%	0	13.3%	6	9.1%	2	3.7%	1	11.5%	3	10.8%
Clothes shops for larger people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Deli	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fashion shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gaming shop	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	2.7%	1	0.0%
Greengrocers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haberdashery shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hardware shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland	2.7%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	7.7%	2	0.0%
Independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mens clothes shops	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.6%
More variety of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Music shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peacocks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Primark	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%
Small Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sports shop	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%
Supermarket	2.7%	2	3.3%	1	2.2%	1	0.0%	0	3.7%	1	3.8%	1	2.7%
Topshop	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%
Wilko	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plumpools	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chain stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Film hire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill	
Forever 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McDonalds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Household warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Record shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Starbucks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Urban Outfitters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	24.0%	18	33.3%	10	17.8%	8	22.7%	5	29.6%	8	19.2%	5	18.9%	7	28.9%	11	0.0%	0	24.0%	18	0.0%	0
Base:		75		30		45		22		27		26		37		38		0		75		0



# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q12 What do you like most about (STUDY CENTRE)? [MR]																										
Near / convenient	24.0%	18	23.3%	7	24.4%	11	31.8%	7	7.4%	2	34.6%	9	21.6%	8	26.3%	10	0.0%	0	24.0%	18	0.0%	0	0.0%	0	0.0%	0
Good public transport links	4.0%	3	0.0%	0	6.7%	3	0.0%	0	3.7%	1	7.7%	2	5.4%	2	2.6%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Parking is easy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is cheap	6.7%	5	6.7%	2	6.7%	3	0.0%	0	14.8%	4	3.8%	1	10.8%	4	2.6%	1	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Lack of congestion on roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little traffic-pedestrian conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well signposted route ways / good local maps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe / absence of threatening individuals / groups	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of police / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice busy feel	2.7%	2	0.0%	0	4.4%	2	4.5%	1	3.7%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Not too crowded	1.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Character / atmosphere	13.3%	10	20.0%	6	8.9%	4	9.1%	2	11.1%	3	19.2%	5	10.8%	4	15.8%	6	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0
Historic buildings / tourist attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - St Edmundsbury Cathedral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Abbey and gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Apex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds – Moyse’s Hall Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds – St Mary’s Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds – Theatre Royal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
cinema																								
Newmarket - Newmarket Racecourse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit the National Stud	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit the National Horseracing Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit All Saints Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The weekly street markets	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of independent / specialist shops	2.7%	2	0.0%	0	4.4%	2	4.5%	1	3.7%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Presence of a large supermarkets	1.3%	1	3.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices are competitive in shops compared to other town/district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play area for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of services (banks, insurance, hairdressers, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of employment opportunities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon - The Market Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people	5.3%	4	6.7%	2	4.4%	2	0.0%	0	3.7%	1	11.5%	3	2.7%	1	7.9%	3	0.0%	0	5.3%	4	0.0%	0	0.0%	0
It's compact	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall - The river	5.3%	4	3.3%	1	6.7%	3	4.5%	1	11.1%	3	0.0%	0	5.4%	2	5.3%	2	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Nice open spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops - Sainsbury's	1.3%	1	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Specifield shops - Costa Coffee	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Specifield shops - Tattersalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
The horses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tradition / culture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The xmas market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill - The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Wimpey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Arc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	17.3%	13	20.0%	6	15.6%	7	13.6%	3	25.9%	7	11.5%	3	16.2%	6	18.4%	7	0.0%	0	17.3%	13	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	18.7%	14	20.0%	6	17.8%	8	22.7%	5	11.1%	3	23.1%	6	13.5%	5	23.7%	9	0.0%	0	18.7%	14	0.0%	0	0.0%	0	0.0%	0
Base:		75		30		45		22		27		26		37		38		0		75		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q13 What do you dislike most about (STUDY CENTRE)? [MR]																										
Unsafe for pedestrians / traffic conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties in parking	4.0%	3	3.3%	1	4.4%	2	9.1%	2	3.7%	1	0.0%	0	5.4%	2	2.6%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Location of parking	6.7%	5	3.3%	1	8.9%	4	4.5%	1	7.4%	2	7.7%	2	2.7%	1	10.5%	4	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Parking is expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road congestion	4.0%	3	3.3%	1	4.4%	2	0.0%	0	7.4%	2	3.8%	1	5.4%	2	2.6%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe / presence of threatening individuals / groups	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of police presence / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General lack of choice of multiple shops	1.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
General lack of independent / specialist shops	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Quality of shops is inadequate (PLEASE WRITE IN SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of leisure facilities	1.3%	1	3.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Absence of play areas for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
I dislike everything about the Town Centre	8.0%	6	6.7%	2	8.9%	4	4.5%	1	11.1%	3	7.7%	2	5.4%	2	10.5%	4	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0
Lack of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Level crossing gates breaking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops absent - clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hathford Farm Development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The horses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market is too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The smell of horse manure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many bookmakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity / cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many closed shops	2.7%	2	3.3%	1	2.2%	1	0.0%	0	3.7%	1	3.8%	1	2.7%	1	2.6%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Too many coffee shops / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	2.7%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0	5.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Too many foreigners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pot holes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pubs	1.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Too many takeaway shops	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Too many taxis on the High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Untidy communal gardens	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Specified shops absent - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market is untidy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking on pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops absent - DIY shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opening hours are too short	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	28.0%	21	30.0%	9	26.7%	12	27.3%	6	33.3%	9	23.1%	6	27.0%	10	28.9%	11	0.0%	0	28.0%	21	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	29.3%	22	23.3%	7	33.3%	15	40.9%	9	22.2%	6	26.9%	7	37.8%	14	21.1%	8	0.0%	0	29.3%	22	0.0%	0	0.0%	0	0.0%	0
Base:		75		30		45		22		27		26		37		38		0		75		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill
<b>Q14 How could (STUDY CENTRE) be improved for shopping? [MR]</b>													
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better choice of shops in general	21.3%	16	13.3%	4	26.7%	12	13.6%	3	22.2%	6	26.9%	7	16.2%
Better quality shops	4.0%	3	0.0%	0	6.7%	3	0.0%	0	7.4%	2	3.8%	1	5.4%
Better choice of leisure destination in general	4.0%	3	3.3%	1	4.4%	2	13.6%	3	0.0%	0	0.0%	0	2.7%
Better quality of leisure uses	6.7%	5	6.7%	2	6.7%	3	13.6%	3	3.7%	1	3.8%	1	5.4%
More choice of restaurants/cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better quality restaurants/cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More choice of pubs/ bars	1.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%
Better quality pubs/ bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More priority of pedestrians / Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less traffic / congestion	8.0%	6	10.0%	3	6.7%	3	4.5%	1	11.1%	3	7.7%	2	8.1%
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve appearance / environment of centre	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%
Remove litter more often	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%
More parking	4.0%	3	3.3%	1	4.4%	2	13.6%	3	0.0%	0	0.0%	0	8.1%
Cheaper parking	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%
More accessible car parking	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pedestrian street / areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fill the empty shops	4.0%	3	3.3%	1	4.4%	2	0.0%	0	3.7%	1	7.7%	2	2.7%
Improved access to shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less bookmakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Burtons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - clothes	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	2.7%

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
/ shoes shop																								
Specified new shop - Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Fruit & Veg shop	1.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Specified new shop - Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Julios restaurant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Wilkinsons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Lush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Gaming shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - IKEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have a shop directory board in the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Fishmongers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	32.0%	24	43.3%	13	24.4%	11	27.3%	6	33.3%	9	34.6%	9	35.1%	13	28.9%	11	0.0%	0	32.0%	24	0.0%	0	0.0%	0
(None mentioned)	20.0%	15	16.7%	5	22.2%	10	31.8%	7	18.5%	5	11.5%	3	18.9%	7	21.1%	8	0.0%	0	20.0%	15	0.0%	0	0.0%	0
Base:		75		30		45		22		27		26		37		38		0		75		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q15 Has the opening of the Arc shopping centre encouraged you to visit the town centre more often?																											
Those in Bury St Edmunds																											
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0	



West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q16 What improvements, if any, would encourage you to visit the Arc shopping centre more often? [MR]																										
Those in Bury St Edmunds																										
No improvements needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																										
More choice in women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fashion/clothing 'high street' brands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-fashion/clothing retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More niche retailers (e.g. music, books, art and hobbies, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better food shopping offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better independent cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés/ coffee shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better independent restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More personal service uses (e.g. beauty related)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More customer facilities (e.g customer toilets, ATM, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events in Charter Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount or loyalty schemes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free wifi access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced parking fees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signage to the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian links within the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport connections	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the physical environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later opening shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Lush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - BHS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Lakeland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Dorothy Perkins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Mothercare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q17 What improvements, if any, would encourage you to visit the Guineas shopping centre more often? [MR]																										
Those in Newmarket																										
No improvements needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																										
More choice in women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fashion/clothing 'high street' brands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-fashion/clothing retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More niche retailers (e.g. music, books, art and hobbies, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better food shopping offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better independent cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés/ coffee shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better independent restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More personal service uses (e.g. beauty related)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More customer facilities (e.g customer toilets, ATM, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events in Charter Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount or loyalty schemes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free wifi access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced parking fees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signage to the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian links within the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport connections	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the physical environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later opening shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - JJB Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Peacocks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Specified new shop - Topshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q18 What improvements, if any, would encourage you to visit the SHOPPING PRECINCT more often? [MR]																										
Those in Mildenhall																										
No improvements needed	10.7%	8	16.7%	5	6.7%	3	0.0%	0	18.5%	5	11.5%	3	8.1%	3	13.2%	5	0.0%	0	10.7%	8	0.0%	0	0.0%	0	0.0%	0
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																										
More choice in women's wear shops	12.0%	9	0.0%	0	20.0%	9	13.6%	3	11.1%	3	11.5%	3	10.8%	4	13.2%	5	0.0%	0	12.0%	9	0.0%	0	0.0%	0	0.0%	0
Better quality women's wear shops	5.3%	4	3.3%	1	6.7%	3	0.0%	0	7.4%	2	7.7%	2	0.0%	0	10.5%	4	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
More choice in men's wear shops	4.0%	3	0.0%	0	6.7%	3	4.5%	1	0.0%	0	7.7%	2	2.7%	1	5.3%	2	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Better quality men's wear shops	2.7%	2	0.0%	0	4.4%	2	4.5%	1	3.7%	1	0.0%	0	2.7%	1	2.6%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
More choice in children's wear shops	4.0%	3	0.0%	0	6.7%	3	4.5%	1	7.4%	2	0.0%	0	2.7%	1	5.3%	2	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Better quality children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops in general	13.3%	10	6.7%	2	17.8%	8	18.2%	4	11.1%	3	11.5%	3	10.8%	4	15.8%	6	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0
Better quality shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fashion/clothing 'high street' brands	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More non-fashion/clothing retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops in general	2.7%	2	3.3%	1	2.2%	1	0.0%	0	3.7%	1	3.8%	1	2.7%	1	2.6%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
More niche retailers (e.g. music, books, art and hobbies, etc.)	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More/ better food shopping offer	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More/better branded cafes/ coffee shops	1.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More/ better independent cafes/ coffee shops	1.3%	1	3.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More cafés/ coffee shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better independent restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More personal service uses (e.g. beauty related)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More customer facilities (e.g. customer toilets, ATM, etc)	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
A cinema	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More events in Charter Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improvements to the street markets	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Discount or loyalty schemes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Free wifi access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/ better parking	2.7%	2	3.3%	1	2.2%	1	9.1%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%
Reduced parking fees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better signage to the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better pedestrian links within the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better public transport connections	2.7%	2	0.0%	0	4.4%	2	0.0%	0	3.7%	1	3.8%	1	0.0%	0	5.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%
Improvements to the physical environment	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Safer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Later opening shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Increased leisure activities / facilities	2.7%	2	3.3%	1	2.2%	1	4.5%	1	3.7%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%
Specified new shop - Aldi	2.7%	2	3.3%	1	2.2%	1	0.0%	0	0.0%	0	7.7%	2	2.7%	1	2.6%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%
Specified new shop - gaming shop	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Specified new shop - Iceland	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Specified new shop - Primark	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
(Don't know)	30.7%	23	46.7%	14	20.0%	9	27.3%	6	33.3%	9	30.8%	8	35.1%	13	26.3%	10	0.0%	0	30.7%	23	0.0%	0	0.0%	0	0.0%
(None mentioned)	16.0%	12	10.0%	3	20.0%	9	22.7%	5	14.8%	4	11.5%	3	16.2%	6	15.8%	6	0.0%	0	16.0%	12	0.0%	0	0.0%	0	0.0%
Base:		75		30		45		22		27		26		37		38		0		75		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill			
Q19 What do you LIKE MOST about the Market? [MR]																												
Those in Bury St Edmunds & Newmaket																												
I do not visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near / convenient	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice busy feel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seating around the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The frequency of the markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The days the markets are on	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The non-food stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The food stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety of stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The character of the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of the food products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of the non-food products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The different types of markets (i.e. antiques, farmers market)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0		0



West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
<b>Q20 What IMPROVEMENTS could be made to the Market that would encourage you to visit more often? [MR]</b>																								
<i>Those in Bury St Edmunds &amp; Newmarket</i>																								
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frequency	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A larger market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More butcher stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More bakery stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More deli stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fishmonger stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More sweet stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The food stalls in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-food stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More variety of stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of the stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events throughout the year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festivals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered market)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian streets i.e. easier to walk around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More welcoming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendlier traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traditional stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0
<b>Q21 Do you think the market should be relocated?</b>																								
<i>Those in Newmarket</i>																								
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill					
<b>Q22 Where do you think the market should be relocated to?</b>																								
<i>Those who said yes or don't know at Q21</i>																								
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Guineas Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	0		0		0		0		0		0		0		0		0		0		0		0	

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q23 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]																										
Attleborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	20.0%	15	16.7%	5	22.2%	10	27.3%	6	25.9%	7	7.7%	2	18.9%	7	21.1%	8	0.0%	0	20.0%	15	0.0%	0	0.0%	0	0.0%	0
Cambourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	9.3%	7	10.0%	3	8.9%	4	18.2%	4	0.0%	0	11.5%	3	10.8%	4	7.9%	3	0.0%	0	9.3%	7	0.0%	0	0.0%	0	0.0%	0
Clare Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Town Centre	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ixworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kedlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lakenheath Town Centre	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Mildenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	13.3%	10	13.3%	4	13.3%	6	4.5%	1	3.7%	1	30.8%	8	16.2%	6	10.5%	4	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Red Lodge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swaffham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Town Centre	5.3%	4	3.3%	1	6.7%	3	0.0%	0	14.8%	4	0.0%	0	8.1%	3	2.6%	1	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Wisbech Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Village (outlet centre), Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bartons Retail Park, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Parkway Retail Park, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglia Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadow Centre, Stowmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
St Edmundsbury Retail Park, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pier Point Retail Park, Kings Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Robert Bobby Way Retail Park, Bury St. Edmunds	16.0%	12	16.7%	5	15.6%	7	13.6%	3	14.8%	4	19.2%	5	8.1%	3	23.7%	9	0.0%	0	16.0%	12	0.0%	0	0.0%	0	0.0%
Shawlands Retail Park, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Studland Retail Park, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thetford Retail Park, Thetford	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Augustin Retail Park, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beacon Hill Retail Park, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Mills, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadmarsh Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Meadow Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Marina Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chilwell Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dysart Retail Park, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Seasons Centre, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grantham Retail Park, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcross, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Isaac Newton Shopping Centre, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lady Bay Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Madford Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northgate Retail Park, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill
Nottingham													
St Marks Shopping Centre Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Marks Place, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Peter's Retail Park, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The George Shopping Centre, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tritton Retail Park, Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterside Centre, Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bury St Edmunds Out of Centre	1.3%	1	3.3%	1	0.0%	0	4.5%	1	0.0%	0	2.6%	1	0.0%
Cambridge City Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ely Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Lynn Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peterborough Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thetford Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Croydon Town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epsom Town Centre	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	1.3%
No other centre	2.7%	2	3.3%	1	2.2%	1	4.5%	1	0.0%	0	3.8%	1	2.7%
Romford Town Centre	2.7%	2	3.3%	1	2.2%	1	0.0%	0	7.4%	2	0.0%	0	5.4%
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Yarmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holt Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lincoln City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lynton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill		
Centre																							
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	8.0%	6	10.0%	3	6.7%	3	4.5%	1	11.1%	3	7.7%	2	8.1%	3	7.9%	3	0.0%	0	8.0%	6	0.0%	0	0.0%
(Varies)	13.3%	10	20.0%	6	8.9%	4	13.6%	3	11.1%	3	15.4%	4	10.8%	4	15.8%	6	0.0%	0	13.3%	10	0.0%	0	0.0%
Base:	75			30		45		22		27		26		37		38		0		75		0	
<b>Q24 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q.19)</b>																							
<i>Those who mentioned a location at Q23</i>																							
To buy food items (not take-away / café / restaurant)	17.5%	10	15.0%	3	18.9%	7	5.9%	1	28.6%	6	15.8%	3	20.7%	6	14.3%	4	0.0%	0	17.5%	10	0.0%	0	0.0%
To buy non-food goods (e.g. shoes, clothes, jewellery)	61.4%	35	70.0%	14	56.8%	21	64.7%	11	42.9%	9	78.9%	15	55.2%	16	67.9%	19	0.0%	0	61.4%	35	0.0%	0	0.0%
For services (e.g. bank, building society, hairdressers)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To use a leisure facility (cinema, sports centre, bowling)	12.3%	7	10.0%	2	13.5%	5	23.5%	4	14.3%	3	0.0%	0	10.3%	3	14.3%	4	0.0%	0	12.3%	7	0.0%	0	0.0%
As a day visitor to the Centre	3.5%	2	5.0%	1	2.7%	1	0.0%	0	9.5%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%
As a staying visitor to the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eat out (e.g. take-away / café / restaurant)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To meet someone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Library / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	5.3%	3	0.0%	0	8.1%	3	5.9%	1	4.8%	1	5.3%	1	6.9%	2	3.6%	1	0.0%	0	5.3%	3	0.0%	0	0.0%
To visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	57			20		37		17		21		19		29		28		0		57		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill			
<b>Q25 What do you like about the centre (MENTIONED IN Q.19)?</b>																												
<i>Those who mentioned a location at Q23</i>																												
Better choice of shops	68.4%	39	70.0%	14	67.6%	25	88.2%	15	42.9%	9	78.9%	15	55.2%	16	82.1%	23	0.0%	0	68.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	5.3%	3	0.0%	0	8.1%	3	5.9%	1	9.5%	2	0.0%	0	10.3%	3	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better non-food shopping	7.0%	4	15.0%	3	2.7%	1	0.0%	0	9.5%	2	10.5%	2	10.3%	3	3.6%	1	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better food shopping	5.3%	3	0.0%	0	8.1%	3	0.0%	0	14.3%	3	0.0%	0	3.4%	1	7.1%	2	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of places to eat and drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street market/ farmers market	1.8%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	3.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More available car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better leisure activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's close to home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.3%	7	10.0%	2	13.5%	5	5.9%	1	23.8%	5	5.3%	1	20.7%	6	3.6%	1	0.0%	0	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		57		20		37		17		21		19		29		28		0		57		0		0		0		0
<b>Q26 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?</b>																												
Yes	32.0%	24	33.3%	10	31.1%	14	40.9%	9	18.5%	5	38.5%	10	32.4%	12	31.6%	12	0.0%	0	32.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	62.7%	47	63.3%	19	62.2%	28	59.1%	13	66.7%	18	61.5%	16	62.2%	23	63.2%	24	0.0%	0	62.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.3%	4	3.3%	1	6.7%	3	0.0%	0	14.8%	4	0.0%	0	5.4%	2	5.3%	2	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		30		45		22		27		26		37		38		0		75		0		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill
<b>Q27 Which types of LEISURE USES (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]</b>													
<i>Those who said yes or don't know at Q26</i>													
Cinema	57.1%	16	45.5%	5	64.7%	11	88.9%	8	11.1%	1	70.0%	7	64.3%
Bingo hall	14.3%	4	9.1%	1	17.6%	3	11.1%	1	11.1%	1	20.0%	2	7.1%
Leisure centre	7.1%	2	9.1%	1	5.9%	1	11.1%	1	11.1%	1	0.0%	0	7.1%
Health and fitness club	3.6%	1	0.0%	0	5.9%	1	0.0%	0	11.1%	1	0.0%	0	7.1%
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pubs / bars	3.6%	1	9.1%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	7.1%
Restaurants / cafes	3.6%	1	9.1%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	7.1%
Nightclubs / music venues	10.7%	3	18.2%	2	5.9%	1	22.2%	2	11.1%	1	0.0%	0	14.3%
Late night music venues	10.7%	3	18.2%	2	5.9%	1	22.2%	2	0.0%	0	10.0%	1	7.1%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bowling Alley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Snooker Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soft play centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trial bikes park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Youth club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basketball	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Skate park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Climbing wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Go kart centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trampoline centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ice Rink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park / gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	21.4%	6	27.3%	3	17.6%	3	0.0%	0	55.6%	5	10.0%	1	21.4%
Base:	28	11	17	9	9	10	14	14	0	28	0	0	0



West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q28 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]																										
Those who said yes or don't know at Q26																										
Specified new leisure operator (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of leisure facilities in general	64.3%	18	63.6%	7	64.7%	11	77.8%	7	33.3%	3	80.0%	8	64.3%	9	64.3%	9	0.0%	0	64.3%	18	0.0%	0	0.0%	0	0.0%	0
Better quality of leisure uses	10.7%	3	18.2%	2	5.9%	1	11.1%	1	11.1%	1	10.0%	1	7.1%	1	14.3%	2	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0
More priority of pedestrians / pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus services to the centre	3.6%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	7.1%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	25.0%	7	18.2%	2	29.4%	5	22.2%	2	55.6%	5	0.0%	0	21.4%	3	28.6%	4	0.0%	0	25.0%	7	0.0%	0	0.0%	0	0.0%	0
Base:		28		11		17		9		9		10		14		14		0		28		0		0		0
GEN Gender:																										
Male	40.0%	30	100.0%	30	0.0%	0	31.8%	7	40.7%	11	46.2%	12	32.4%	12	47.4%	18	0.0%	0	40.0%	30	0.0%	0	0.0%	0	0.0%	0
Female	60.0%	45	0.0%	0	100.0%	45	68.2%	15	59.3%	16	53.8%	14	67.6%	25	52.6%	20	0.0%	0	60.0%	45	0.0%	0	0.0%	0	0.0%	0
Base:		75		30		45		22		27		26		37		38		0		75		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
AGE Age Group:																										
16 - 24 years	16.0%	12	16.7%	5	15.6%	7	54.5%	12	0.0%	0	0.0%	0	21.6%	8	10.5%	4	0.0%	0	16.0%	12	0.0%	0	0.0%	0	0.0%	0
25 - 34 years	13.3%	10	6.7%	2	17.8%	8	45.5%	10	0.0%	0	0.0%	0	18.9%	7	7.9%	3	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0
35 - 44 years	16.0%	12	10.0%	3	20.0%	9	0.0%	0	44.4%	12	0.0%	0	18.9%	7	13.2%	5	0.0%	0	16.0%	12	0.0%	0	0.0%	0	0.0%	0
45 - 54 years	20.0%	15	26.7%	8	15.6%	7	0.0%	0	55.6%	15	0.0%	0	18.9%	7	21.1%	8	0.0%	0	20.0%	15	0.0%	0	0.0%	0	0.0%	0
55 - 64 years	13.3%	10	13.3%	4	13.3%	6	0.0%	0	0.0%	0	38.5%	10	5.4%	2	21.1%	8	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0
65+ years	21.3%	16	26.7%	8	17.8%	8	0.0%	0	0.0%	0	61.5%	16	16.2%	6	26.3%	10	0.0%	0	21.3%	16	0.0%	0	0.0%	0	0.0%	0
Base:	75			30		45		22		27		26		37		38		0		75		0		0		0
EMP Are you in paid employment:																										
Yes	50.7%	38	53.3%	16	48.9%	22	63.6%	14	70.4%	19	19.2%	5	62.2%	23	39.5%	15	0.0%	0	50.7%	38	0.0%	0	0.0%	0	0.0%	0
No	49.3%	37	46.7%	14	51.1%	23	36.4%	8	29.6%	8	80.8%	21	37.8%	14	60.5%	23	0.0%	0	49.3%	37	0.0%	0	0.0%	0	0.0%	0
Base:	75			30		45		22		27		26		37		38		0		75		0		0		0
WORK Location of workplace: Those who are in paid employment																										
Inside (study centre ) town centre	47.4%	18	43.8%	7	50.0%	11	57.1%	8	36.8%	7	60.0%	3	43.5%	10	53.3%	8	0.0%	0	47.4%	18	0.0%	0	0.0%	0	0.0%	0
Outside (study centre ) town centre	52.6%	20	56.3%	9	50.0%	11	42.9%	6	63.2%	12	40.0%	2	56.5%	13	46.7%	7	0.0%	0	52.6%	20	0.0%	0	0.0%	0	0.0%	0
Base:	38			16		22		14		19		5		23		15		0		38		0		0		0
SEG Occupation of Chief Wage Earner in HHold: (if retired, ask for previous occupation)																										
AB	13.3%	10	10.0%	3	15.6%	7	13.6%	3	14.8%	4	11.5%	3	27.0%	10	0.0%	0	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0
C1	36.0%	27	30.0%	9	40.0%	18	54.5%	12	37.0%	10	19.2%	5	73.0%	27	0.0%	0	0.0%	0	36.0%	27	0.0%	0	0.0%	0	0.0%	0
C2	22.7%	17	33.3%	10	15.6%	7	13.6%	3	25.9%	7	26.9%	7	0.0%	0	44.7%	17	0.0%	0	22.7%	17	0.0%	0	0.0%	0	0.0%	0
DE	28.0%	21	26.7%	8	28.9%	13	18.2%	4	22.2%	6	42.3%	11	0.0%	0	55.3%	21	0.0%	0	28.0%	21	0.0%	0	0.0%	0	0.0%	0
Base:	75			30		45		22		27		26		37		38		0		75		0		0		0
ADU No. of adults (incl Resp)																										
1 adult in hhold	36.0%	27	36.7%	11	35.6%	16	31.8%	7	22.2%	6	53.8%	14	27.0%	10	44.7%	17	0.0%	0	36.0%	27	0.0%	0	0.0%	0	0.0%	0
2 adults in hhold	48.0%	36	50.0%	15	46.7%	21	40.9%	9	59.3%	16	42.3%	11	51.4%	19	44.7%	17	0.0%	0	48.0%	36	0.0%	0	0.0%	0	0.0%	0
2 adults in hhold	9.3%	7	10.0%	3	8.9%	4	13.6%	3	11.1%	3	3.8%	1	10.8%	4	7.9%	3	0.0%	0	9.3%	7	0.0%	0	0.0%	0	0.0%	0
4 or more adults in hhold	6.7%	5	3.3%	1	8.9%	4	13.6%	3	7.4%	2	0.0%	0	10.8%	4	2.6%	1	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Base:	75			30		45		22		27		26		37		38		0		75		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
CHI    No. of children (Under 16)																										
No children in hhold	77.3%	58	90.0%	27	68.9%	31	63.6%	14	66.7%	18	100.0%	26	75.7%	28	78.9%	30	0.0%	0	77.3%	58	0.0%	0	0.0%	0	0.0%	0
1 child in hhold	12.0%	9	6.7%	2	15.6%	7	13.6%	3	22.2%	6	0.0%	0	10.8%	4	13.2%	5	0.0%	0	12.0%	9	0.0%	0	0.0%	0	0.0%	0
2 children in hhold	6.7%	5	0.0%	0	11.1%	5	22.7%	5	0.0%	0	0.0%	0	10.8%	4	2.6%	1	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
3 children in hhold	2.7%	2	3.3%	1	2.2%	1	0.0%	0	7.4%	2	0.0%	0	2.7%	1	2.6%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
4 or more children in hhold	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:	75			30		45		22		27		26		37		38		0		75		0		0		0
CARS    No. of cars in household																										
No cars in hhold	25.3%	19	20.0%	6	28.9%	13	18.2%	4	25.9%	7	30.8%	8	13.5%	5	36.8%	14	0.0%	0	25.3%	19	0.0%	0	0.0%	0	0.0%	0
1 car in hhold	49.3%	37	56.7%	17	44.4%	20	40.9%	9	48.1%	13	57.7%	15	48.6%	18	50.0%	19	0.0%	0	49.3%	37	0.0%	0	0.0%	0	0.0%	0
2 cars in hhold	16.0%	12	16.7%	5	15.6%	7	22.7%	5	14.8%	4	11.5%	3	21.6%	8	10.5%	4	0.0%	0	16.0%	12	0.0%	0	0.0%	0	0.0%	0
3 cars in hhold	6.7%	5	6.7%	2	6.7%	3	13.6%	3	7.4%	2	0.0%	0	10.8%	4	2.6%	1	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
4 or more cars in hhold	2.7%	2	0.0%	0	4.4%	2	4.5%	1	3.7%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Base:	75			30		45		22		27		26		37		38		0		75		0		0		0
DAY    Day of interview:																										
Monday	33.3%	25	30.0%	9	35.6%	16	31.8%	7	22.2%	6	46.2%	12	35.1%	13	31.6%	12	0.0%	0	33.3%	25	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	33.3%	25	30.0%	9	35.6%	16	40.9%	9	29.6%	8	30.8%	8	32.4%	12	34.2%	13	0.0%	0	33.3%	25	0.0%	0	0.0%	0	0.0%	0
Saturday	33.3%	25	40.0%	12	28.9%	13	27.3%	6	48.1%	13	23.1%	6	32.4%	12	34.2%	13	0.0%	0	33.3%	25	0.0%	0	0.0%	0	0.0%	0
Base:	75			30		45		22		27		26		37		38		0		75		0		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill			
TOWNLOC	Town & Location																											
Newmarket Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Location 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Location 1	33.3%	25	40.0%	12	28.9%	13	27.3%	6	48.1%	13	23.1%	6	32.4%	12	34.2%	13	0.0%	0	33.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Location 2	40.0%	30	36.7%	11	42.2%	19	40.9%	9	37.0%	10	42.3%	11	43.2%	16	36.8%	14	0.0%	0	40.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Location 3	26.7%	20	23.3%	7	28.9%	13	31.8%	7	14.8%	4	34.6%	9	24.3%	9	28.9%	11	0.0%	0	26.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Locarion 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		30		45		22		27		26		37		38		0		75		0		0				

West Suffolk In Centre Survey  
for Carter Jonas

		Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
PC	Postcode Sector																										
CB1	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB10	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB11	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB21		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB21	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB21	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB22	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB23	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB24	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB24	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB24	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB24	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB25	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB25	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB4	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB5	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB6	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB6	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB7	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB7	5	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
CB8		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB8	0	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
CB8	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB8	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB8	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB9	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CH1	5	1.3%	1	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
CO10	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10	7	1.3%	1	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
CO10	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO16		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO4	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO9	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE7	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN11	0	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
EX35	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HG		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP1	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill	
IP1 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP13 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP14 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP14 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP20 7	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0
IP22 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP22 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP23 8	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
IP24 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP25 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP26 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP26 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP27 0	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
IP27 8	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
IP27 9	8.0%	6	3.3%	1	11.1%	5	13.6%	3	7.4%	2	3.8%	1	13.5%	5	2.6%	1	0.0%	0	8.0%	6	0.0%	0
IP28	1.3%	1	3.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
IP28 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP28 6	2.7%	2	6.7%	2	0.0%	0	9.1%	2	0.0%	0	0.0%	0	2.7%	1	2.6%	1	0.0%	0	2.7%	2	0.0%	0
IP28 7	49.3%	37	53.3%	16	46.7%	21	27.3%	6	51.9%	14	65.4%	17	27.0%	10	71.1%	27	0.0%	0	49.3%	37	0.0%	0
IP28 8	12.0%	9	13.3%	4	11.1%	5	22.7%	5	3.7%	1	11.5%	3	13.5%	5	10.5%	4	0.0%	0	12.0%	9	0.0%	0
IP29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP29 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP29 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP3 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP3 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP30 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP30 9	1.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0
IP31 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP31 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP31 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP32 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP32 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP32 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33 2	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
IP33 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP33 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP37 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP38 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP4 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP7 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill	
L17 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
N1 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR17 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR19 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR3 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR30 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR31 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR8 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PA21 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE11 3	1.3%	1	0.0%	0	2.2%	1	4.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
PE13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE2 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE33 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM5 3	2.7%	2	3.3%	1	2.2%	1	0.0%	0	7.4%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0
SG8 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW16 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refused	8.0%	6	10.0%	3	6.7%	3	0.0%	0	14.8%	4	7.7%	2	10.8%	4	5.3%	2	0.0%	0	8.0%	6	0.0%	0
Base:	75	30		45		22		27		26		37		38		0	75	0	0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Q01 How did you travel to (STUDY CENTRE) today?																										
Car – driver	46.9%	23	66.7%	14	32.1%	9	25.0%	3	77.8%	7	46.4%	13	59.1%	13	37.0%	10	0.0%	0	0.0%	0	46.9%	23	0.0%	0	0.0%	0
Car – passenger	12.2%	6	4.8%	1	17.9%	5	25.0%	3	11.1%	1	7.1%	2	9.1%	2	14.8%	4	0.0%	0	0.0%	0	12.2%	6	0.0%	0	0.0%	0
Bus	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rail	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On foot	34.7%	17	23.8%	5	42.9%	12	41.7%	5	11.1%	1	39.3%	11	31.8%	7	37.0%	10	0.0%	0	0.0%	0	34.7%	17	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Motorbike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	49		21		28		12		9		28		22		27		0		0		49		0		0	
Mean score [minutes]																										
Q02 How long do you intend to stay in (STUDY CENTRE) today?																										
Less than 30 minutes	32.7%	16	33.3%	7	32.1%	9	25.0%	3	44.4%	4	32.1%	9	54.5%	12	14.8%	4	0.0%	0	0.0%	0	32.7%	16	0.0%	0	0.0%	0
30- 59 minutes	32.7%	16	28.6%	6	35.7%	10	41.7%	5	22.2%	2	32.1%	9	27.3%	6	37.0%	10	0.0%	0	0.0%	0	32.7%	16	0.0%	0	0.0%	0
1 hour – 1hour 59 minutes	24.5%	12	28.6%	6	21.4%	6	16.7%	2	11.1%	1	32.1%	9	13.6%	3	33.3%	9	0.0%	0	0.0%	0	24.5%	12	0.0%	0	0.0%	0
2 hours – 2 hours 59 minutes	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
3 hours – 3 hours 59 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 hours and over	6.1%	3	9.5%	2	3.6%	1	16.7%	2	11.1%	1	0.0%	0	4.5%	1	7.4%	2	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
(Don't know)	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Mean:	62.50		69.29		57.22		82.50		63.75		53.57		45.00		77.31		0.00		0.00		62.50		0.00		0.00	
Base:	49		21		28		12		9		28		22		27		0		0		49		0		0	
Mean score [times per week]																										
Q03 How often do you visit (STUDY CENTRE) (including Sunday)?																										
7 days a week	20.4%	10	33.3%	7	10.7%	3	0.0%	0	0.0%	0	35.7%	10	18.2%	4	22.2%	6	0.0%	0	0.0%	0	20.4%	10	0.0%	0	0.0%	0
4-6 days a week	32.7%	16	28.6%	6	35.7%	10	41.7%	5	33.3%	3	28.6%	8	22.7%	5	40.7%	11	0.0%	0	0.0%	0	32.7%	16	0.0%	0	0.0%	0
2-3 days a week	32.7%	16	28.6%	6	35.7%	10	33.3%	4	33.3%	3	32.1%	9	36.4%	8	29.6%	8	0.0%	0	0.0%	0	32.7%	16	0.0%	0	0.0%	0
Once a week	8.2%	4	4.8%	1	10.7%	3	0.0%	0	33.3%	3	3.6%	1	13.6%	3	3.7%	1	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
Once every 2 weeks	2.0%	1	4.8%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Once every month	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Once every 3 months	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Less often than once every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	3.98		4.55		3.55		2.99		2.83		4.77		3.49		4.37		0.00		0.00		3.98		0.00		0.00	
Base:	49		21		28		12		9		28		22		27		0		0		49		0		0	



# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Q04 What is the MAIN reason for your visit here today?																										
To buy food items at the shops (not take-away / café / restaurant)	36.7%	18	33.3%	7	39.3%	11	33.3%	4	22.2%	2	42.9%	12	40.9%	9	33.3%	9	0.0%	0	0.0%	0	36.7%	18	0.0%	0	0.0%	0
To buy non-food goods in the shops (e.g. shoes, clothes, jewellery)	12.2%	6	19.0%	4	7.1%	2	16.7%	2	0.0%	0	14.3%	4	9.1%	2	14.8%	4	0.0%	0	0.0%	0	12.2%	6	0.0%	0	0.0%	0
To buy food items at the Market (not take-away / café / restaurant)	8.2%	4	14.3%	3	3.6%	1	8.3%	1	11.1%	1	7.1%	2	13.6%	3	3.7%	1	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
To buy non-food goods at the Market (e.g. shoes, clothes, jewellery)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For services (e.g. post office, bank, building society, hairdressers)	16.3%	8	9.5%	2	21.4%	6	8.3%	1	33.3%	3	14.3%	4	18.2%	4	14.8%	4	0.0%	0	0.0%	0	16.3%	8	0.0%	0	0.0%	0
To use a leisure facility (eg. sports centre)	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
As a day visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work (respondent works in the town)	8.2%	4	9.5%	2	7.1%	2	25.0%	3	11.1%	1	0.0%	0	4.5%	1	11.1%	3	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
To attend a business appointment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet someone	8.2%	4	4.8%	1	10.7%	3	0.0%	0	0.0%	0	14.3%	4	4.5%	1	11.1%	3	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
Library / public services (doctor, dentist, etc)	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bury St Edmunds - St Edmundsbury Cathedral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Abbey and gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Apex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - Moyse's Hall Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - St Mary's Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - Theatre Royal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Newmarket Racecourse																										
Newmarket - To visit the National Stud	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit the National Horseracing Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit All Saints Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shop & pub	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Browsing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To use public transport	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To view a property	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To play Pokemon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cemetry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	49		21		28		12		9		28		22		27		0		0		49		0		0	

## Q05 What type of shop / market stall do you intend to visit or are likely to visit today?

*Those who said shopping for food or non food at Q04*

Food & Grocery	60.7%	17	35.7%	5	85.7%	12	57.1%	4	66.7%	2	61.1%	11	64.3%	9	57.1%	8	0.0%	0	0.0%	0	60.7%	17	0.0%	0	0.0%	0
Clothing & Footwear	10.7%	3	14.3%	2	7.1%	1	14.3%	1	0.0%	0	11.1%	2	0.0%	0	21.4%	3	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0
Furniture, Carpets, Soft Household Furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and Decorating Goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books etc....	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts and Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art and Crafts	3.6%	1	0.0%	0	7.1%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Other specialist Non-Food Items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None of the above)	25.0%	7	50.0%	7	0.0%	0	14.3%	1	33.3%	1	27.8%	5	35.7%	5	14.3%	2	0.0%	0	0.0%	0	25.0%	7	0.0%	0	0.0%	0
Base:		28		14		14		7		3		18		14		14		0		0		28		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q06 What are the names of the NON FOOD shops you have visited, or intend to visit today in (STUDY CENTRE)?																										
Those who said non food at Q04																										
Boots, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brides By Solo Bridal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boutique, Newmarket																										
CEX, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RSPCA charity shop, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scope, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Store Twenty One, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory, Mildenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinderella's Bridal Boutique, Mildenhall	16.7%	1	0.0%	0	50.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
The Market, Mildenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Mildenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Brandon	33.3%	2	50.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	2	50.0%	1	25.0%	1	0.0%	0	0.0%	0	33.3%	2	0.0%	0	0.0%	0
Card Factory, Brandon	16.7%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Argos, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Sewing & Knitting, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clintons, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fat Face, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughes, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I Candy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Javelin, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monsoon, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look, Bury St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Edmunds																										
Next, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks, haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundstretcher, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone, haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	50.0%	3	50.0%	2	50.0%	1	50.0%	1	0.0%	0	50.0%	2	50.0%	1	50.0%	2	0.0%	0	0.0%	0	50.0%	3	0.0%	0	0.0%	0
Mean:	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	
Base:		6		4		2		2		0		4		2		4		0		0		6		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Mean score [£]																										
Q07 How much have you spent, or do you intend to spend on non-food shopping (e.g. clothing & footwear, personal goods, gifts, household goods, etc.) today in (STUDY CENTRE)?																										
Those who said non food at Q04																										
Nothing	16.7%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
£1-£5	16.7%	1	0.0%	0	50.0%	1	50.0%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
£6-10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11-£20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£21-£30	16.7%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
£31-£40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41-£50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51-£100	16.7%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201-£250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250	16.7%	1	0.0%	0	50.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
(Don't know)	16.7%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Mean:	75.80		33.67		139.00		139.00		0.00		33.67		1.25		125.50		0.00		0.00		75.80		0.00		0.00	
Base:	6		4		2		2		0		4		2		4		0		0		6		0		0	

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill			
Q08 What are the names of the main FOOD shops you have visited, or intend to visit today? [MR]																												
Those who said Food at Q04																												
BURY ST EDMUNDS																												
Aldi - Newmarket Rd, Dettingen Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Risbygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Western Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cornhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Food Hall, Buttermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Superstore, Beddingfield Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, St Saviours Interchange	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Robert Bobby Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs, Abbeygate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NEWMARKET																												
Asda, Fordhall Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fordham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fred Archer Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Food Hall, The Guineas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Elizabeth Parade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crown Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powters Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HAVERHILL																												
Sainsburys Superstore, Haycocks Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cangle Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Lord's Croft Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MILDENHALL																												
Sainsbury's Superstore, Recreation Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, King Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mildenhall Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
BRANDON																										
Aldi, High Street	27.3%	6	40.0%	4	16.7%	2	40.0%	2	0.0%	0	28.6%	4	16.7%	2	40.0%	4	0.0%	0	0.0%	0	27.3%	6	0.0%	0	0.0%	0
Tesco Metro, London Road	9.1%	2	0.0%	0	16.7%	2	20.0%	1	0.0%	0	7.1%	1	16.7%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyams	9.1%	2	0.0%	0	16.7%	2	0.0%	0	0.0%	0	14.3%	2	8.3%	1	10.0%	1	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Mark's Traditional Greengrocers (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	59.1%	13	60.0%	6	58.3%	7	40.0%	2	100.0%	3	57.1%	8	66.7%	8	50.0%	5	0.0%	0	0.0%	0	59.1%	13	0.0%	0	0.0%	0
Base:		22		10		12		5		3		14		12		10		0		0		22		0		0
Mean score [£]																										
Q09 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)?																										
Those who said Food at Q04																										
Nothing	9.1%	2	0.0%	0	16.7%	2	20.0%	1	0.0%	0	7.1%	1	16.7%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
£1-£5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6-10	27.3%	6	10.0%	1	41.7%	5	40.0%	2	0.0%	0	28.6%	4	25.0%	3	30.0%	3	0.0%	0	0.0%	0	27.3%	6	0.0%	0	0.0%	0
£11-£20	22.7%	5	30.0%	3	16.7%	2	20.0%	1	33.3%	1	21.4%	3	25.0%	3	20.0%	2	0.0%	0	0.0%	0	22.7%	5	0.0%	0	0.0%	0
£21-£30	18.2%	4	30.0%	3	8.3%	1	0.0%	0	33.3%	1	21.4%	3	8.3%	1	30.0%	3	0.0%	0	0.0%	0	18.2%	4	0.0%	0	0.0%	0
£31-£40	4.5%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
£41-£50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51-£100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-£150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201-£250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	18.2%	4	30.0%	3	8.3%	1	20.0%	1	33.3%	1	14.3%	2	25.0%	3	10.0%	1	0.0%	0	0.0%	0	18.2%	4	0.0%	0	0.0%	0
Mean:	14.44		18.64		11.77		7.63		20.50		15.71		10.50		18.39		0.00		0.00		14.44		0.00		0.00	
Base:	22		10		12		5		3		14		12		10		0		0		22		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
<b>Q10 When visiting the ..... (ANSWER GIVEN AT Q.8) do you intend to link you shopping trip with a visit to other shops or services in the town centre? [MR]</b>																										
<i>Those who said Food at Q04</i>																										
No	31.8%	7	30.0%	3	33.3%	4	0.0%	0	66.7%	2	35.7%	5	25.0%	3	40.0%	4	0.0%	0	0.0%	0	31.8%	7	0.0%	0	0.0%	0
Yes- Other food shop	9.1%	2	0.0%	0	16.7%	2	0.0%	0	0.0%	0	14.3%	2	8.3%	1	10.0%	1	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Yes- Other non-food shops	13.6%	3	20.0%	2	8.3%	1	20.0%	1	0.0%	0	14.3%	2	8.3%	1	20.0%	2	0.0%	0	0.0%	0	13.6%	3	0.0%	0	0.0%	0
Yes- Café / restaurant	9.1%	2	0.0%	0	16.7%	2	0.0%	0	0.0%	0	14.3%	2	16.7%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Yes- Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes- Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes- Leisure (e.g. cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Services	4.5%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Yes - School run (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		22		10		12		5		3		14		12		10		0		0		22		0		0



West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Q11 Is there a specific shop/ type of shop that would encourage you to visit (STUDY CENTRE) more often?																										
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	28.6%	14	38.1%	8	21.4%	6	41.7%	5	22.2%	2	25.0%	7	27.3%	6	29.6%	8	0.0%	0	0.0%	0	28.6%	14	0.0%	0	0.0%	0
Aldi	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakery	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bon Marche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burger King	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrens clothes shops	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Clothes / shoe shops	16.3%	8	19.0%	4	14.3%	4	8.3%	1	22.2%	2	17.9%	5	13.6%	3	18.5%	5	0.0%	0	0.0%	0	16.3%	8	0.0%	0	0.0%	0
Clothes shops for larger people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deli	2.0%	1	4.8%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaming shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocers	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Haberdashery shop	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Hardware shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	4.1%	2	0.0%	0	7.1%	2	8.3%	1	0.0%	0	3.6%	1	9.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Mens clothes shops	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
More variety of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supermarket	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Topshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Plumpools	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chain stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Film hire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Forever 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McDonalds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Household warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Record shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Starbucks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Urban Outfitters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	30.6%	15	28.6%	6	32.1%	9	16.7%	2	44.4%	4	32.1%	9	36.4%	8	25.9%	7	0.0%	0	0.0%	0	30.6%	15	0.0%	0	0.0%	0
Base:		49		21		28		12		9		28		22		27		0		0		49		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q12 What do you like most about (STUDY CENTRE)? [MR]																										
Near / convenient	20.4%	10	19.0%	4	21.4%	6	33.3%	4	33.3%	3	10.7%	3	18.2%	4	22.2%	6	0.0%	0	0.0%	0	20.4%	10	0.0%	0	0.0%	0
Good public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is easy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is cheap	4.1%	2	4.8%	1	3.6%	1	8.3%	1	0.0%	0	3.6%	1	0.0%	0	7.4%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Lack of congestion on roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Little traffic-pedestrian conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	2.0%	1	4.8%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Well signposted route ways / good local maps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe / absence of threatening individuals / groups	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of police / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	4.1%	2	4.8%	1	3.6%	1	0.0%	0	11.1%	1	3.6%	1	9.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Nice busy feel	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Not too crowded	6.1%	3	4.8%	1	7.1%	2	8.3%	1	11.1%	1	3.6%	1	9.1%	2	3.7%	1	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
Character / atmosphere	12.2%	6	19.0%	4	7.1%	2	0.0%	0	11.1%	1	17.9%	5	13.6%	3	11.1%	3	0.0%	0	0.0%	0	12.2%	6	0.0%	0	0.0%	0
Historic buildings / tourist attractions	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bury St Edmunds - St Edmundsbury Cathedral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Abbey and gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Apex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds – Moyse’s Hall Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds – St Mary’s Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds – Theatre Royal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
cinema																										
Newmarket - Newmarket Racecourse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit the National Stud	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit the National Horseracing Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket - To visit All Saints Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The weekly street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of independent / specialist shops	2.0%	1	4.8%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Presence of a large supermarkets	2.0%	1	4.8%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices are competitive in shops compared to other town/district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play area for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of pubs / bars	4.1%	2	4.8%	1	3.6%	1	0.0%	0	0.0%	0	7.1%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Range of services (banks, insurance, hairdressers, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of employment opportunities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon - The Market Hall	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Friendly people	18.4%	9	9.5%	2	25.0%	7	33.3%	4	33.3%	3	7.1%	2	18.2%	4	18.5%	5	0.0%	0	0.0%	0	18.4%	9	0.0%	0	0.0%	0
It's compact	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall - The river	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice open spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops - Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Costa Coffee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Tattersalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
The horses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tradition / culture	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bury St Edmunds - The xmas market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill - The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Wimpey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds - The Arc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specifield shops - Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	14.3%	7	19.0%	4	10.7%	3	8.3%	1	11.1%	1	17.9%	5	22.7%	5	7.4%	2	0.0%	0	0.0%	0	14.3%	7	0.0%	0	0.0%	0
(Nothing in particular)	14.3%	7	19.0%	4	10.7%	3	0.0%	0	22.2%	2	17.9%	5	9.1%	2	18.5%	5	0.0%	0	0.0%	0	14.3%	7	0.0%	0	0.0%	0
Base:		49		21		28		12		9		28		22		27		0		0		49		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q13 What do you dislike most about (STUDY CENTRE)? [MR]																										
Unsafe for pedestrians / traffic conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties in parking	2.0%	1	4.8%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Location of parking	2.0%	1	4.8%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Parking is expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Road congestion	28.6%	14	28.6%	6	28.6%	8	25.0%	3	22.2%	2	32.1%	9	36.4%	8	22.2%	6	0.0%	0	0.0%	0	28.6%	14	0.0%	0	0.0%	0
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	4.1%	2	0.0%	0	7.1%	2	8.3%	1	0.0%	0	3.6%	1	4.5%	1	3.7%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Dirty shopping streets	6.1%	3	9.5%	2	3.6%	1	8.3%	1	0.0%	0	7.1%	2	13.6%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
Feels unsafe / presence of threatening individuals / groups	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Lack of police presence / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	2.0%	1	4.8%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
General lack of choice of multiple shops	6.1%	3	0.0%	0	10.7%	3	8.3%	1	0.0%	0	7.1%	2	4.5%	1	7.4%	2	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
General lack of independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops is inadequate (PLEASE WRITE IN SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of services	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Inadequate range of leisure facilities	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Absence of play areas for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
I dislike everything about the Town Centre	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Lack of toilets	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Level crossing gates breaking	4.1%	2	4.8%	1	3.6%	1	0.0%	0	0.0%	0	7.1%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Specified shops absent - clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hathford Farm Development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The horses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market is too small	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
The smell of horse manure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many bookmakers	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Too many charity / cheap shops	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Too many closed shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many coffee shops / cafes	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Too many estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many foreigners	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Too many pot holes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeaway shops	6.1%	3	0.0%	0	10.7%	3	8.3%	1	0.0%	0	7.1%	2	0.0%	0	11.1%	3	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
Too many taxis on the High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Untidy communal gardens	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Specified shops absent - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market is untidy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking on pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops absent - DIY shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opening hours are too short	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No opinion)	4.1%	2	0.0%	0	7.1%	2	0.0%	0	11.1%	1	3.6%	1	0.0%	0	7.4%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
(Nothing in particular)	26.5%	13	33.3%	7	21.4%	6	25.0%	3	33.3%	3	25.0%	7	31.8%	7	22.2%	6	0.0%	0	0.0%	0	26.5%	13	0.0%	0	0.0%	0
Base:		49		21		28		12		9		28		22		27		0		0		49		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill
<b>Q14 How could (STUDY CENTRE) be improved for shopping? [MR]</b>													
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better market stalls	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Better choice of shops in general	18.4%	9	9.5%	2	25.0%	7	8.3%	1	22.2%	2	21.4%	6	22.7%
Better quality shops	12.2%	6	9.5%	2	14.3%	4	0.0%	0	11.1%	1	17.9%	5	18.2%
Better choice of leisure destination in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better quality of leisure uses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More choice of restaurants/cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better quality restaurants/cafes	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	3.7%
More choice of pubs/ bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better quality pubs/ bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More priority of pedestrians / Pedestrianisation	2.0%	1	4.8%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.5%
Less traffic / congestion	6.1%	3	9.5%	2	3.6%	1	8.3%	1	0.0%	0	7.1%	2	4.5%
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve appearance / environment of centre	8.2%	4	9.5%	2	7.1%	2	16.7%	2	11.1%	1	3.6%	1	13.6%
Remove litter more often	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	4.5%
More parking	4.1%	2	0.0%	0	7.1%	2	0.0%	0	11.1%	1	3.6%	1	0.0%
Cheaper parking	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%
More accessible car parking	4.1%	2	9.5%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%
Better bus services to the centre	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	4.5%
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pedestrian street / areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fill the empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved access to shops	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	4.5%
Less bookmakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More public toilets	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%
Specified new shop - Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Burtons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - clothes	6.1%	3	0.0%	0	10.7%	3	0.0%	0	11.1%	1	7.1%	2	0.0%



West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
/ shoes shop																								
Specified new shop - Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Fruit & Veg shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Julios restaurant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Marks & Spencer	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Specified new shop - Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Sports Direct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Wilkinsons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Lush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Gaming shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - IKEA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have a shop directory board in the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Fishmongers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	36.7%	18	47.6%	10	28.6%	8	50.0%	6	22.2%	2	35.7%	10	22.7%	5	48.1%	13	0.0%	0	0.0%	0	36.7%	18	0.0%	0
(None mentioned)	4.1%	2	4.8%	1	3.6%	1	0.0%	0	11.1%	1	3.6%	1	9.1%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Base:		49		21		28		12		9		28		22		27		0		0	49		0	

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q15 Has the opening of the Arc shopping centre encouraged you to visit the town centre more often?																											
Those in Bury St Edmunds																											
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0	

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q16 What improvements, if any, would encourage you to visit the Arc shopping centre more often? [MR]																										
Those in Bury St Edmunds																										
No improvements needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																										
More choice in women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fashion/clothing 'high street' brands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-fashion/clothing retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More niche retailers (e.g. music, books, art and hobbies, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better food shopping offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better independent cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés/ coffee shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better independent restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More personal service uses (e.g. beauty related)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More customer facilities (e.g customer toilets, ATM, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events in Charter Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount or loyalty schemes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free wifi access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced parking fees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signage to the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian links within the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport connections	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the physical environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later opening shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Lush	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - BHS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Lakeland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Dorothy Perkins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Mothercare	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q17 What improvements, if any, would encourage you to visit the Guineas shopping centre more often? [MR]																										
Those in Newmarket																										
No improvements needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																										
More choice in women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fashion/clothing 'high street' brands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-fashion/clothing retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More niche retailers (e.g. music, books, art and hobbies, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better food shopping offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better independent cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés/ coffee shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better independent restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More personal service uses (e.g. beauty related)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More customer facilities (e.g customer toilets, ATM, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events in Charter Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount or loyalty schemes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free wifi access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced parking fees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signage to the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian links within the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport connections	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the physical environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later opening shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - JJB Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Littlewoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Peacocks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Specified new shop - Topshop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		0		0		0		0		0		0		0		0		0		0		0		0	

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q18 What improvements, if any, would encourage you to visit the SHOPPING PRECINCT more often? [MR]																										
Those in Mildenhall																										
No improvements needed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(PLEASE WRITE IN)																										
More choice in women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality women's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality men's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice in children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality children's wear shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fashion/clothing 'high street' brands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-fashion/clothing retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More niche retailers (e.g. music, books, art and hobbies, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better food shopping offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better independent cafes/ coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés/ coffee shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better branded restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better independent restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More personal service uses (e.g. beauty related)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More customer facilities (e.g customer toilets, ATM, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More events in Charter Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improvements to the street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Discount or loyalty schemes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Free wifi access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More/ better parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reduced parking fees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better signage to the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better pedestrian links within the shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better public transport connections	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improvements to the physical environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Safer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Later opening shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Increased leisure activities / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - gaming shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		0		0		0		0		0		0		0		0		0		0		0		0	

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Q19 What do you LIKE MOST about the Market? [MR]																										
Those in Bury St Edmunds & Newmaket																										
I do not visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near / convenient	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice busy feel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seating around the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The frequency of the markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The days the markets are on	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The non-food stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The food stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety of stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The character of the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of the food products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of the non-food products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The different types of markets (i.e. antiques, farmers market)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket	Mildenhall	Brandon	Bury St Edmunds		Haverhill			
<b>Q20 What IMPROVEMENTS could be made to the Market that would encourage you to visit more often? [MR]</b>																								
<i>Those in Bury St Edmunds &amp; Newmarket</i>																								
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frequency	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A larger market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More butcher stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More bakery stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More deli stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More fishmonger stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More sweet stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The food stalls in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More non-food stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More variety of stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of the stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events throughout the year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festivals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered market)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian streets i.e. easier to walk around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More welcoming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendlier traders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traditional stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0
<b>Q21 Do you think the market should be relocated?</b>																								
<i>Those in Newmarket</i>																								
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE	Newmarket	Mildenhall	Brandon	Bury St Edmunds	Haverhill					
Q22 Where do you think the market should be relocated to?																								
Those who said yes or don't know at Q21																								
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Guineas Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	0		0		0		0		0		0		0		0		0		0		0		0	

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Q23 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]																										
Attleborough Town Centre	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Barrow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	46.9%	23	52.4%	11	42.9%	12	41.7%	5	33.3%	3	53.6%	15	54.5%	12	40.7%	11	0.0%	0	0.0%	0	46.9%	23	0.0%	0	0.0%	0
Cambourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clare Town Centre	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Diss Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Market Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ixworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kedlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakenheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	8.2%	4	4.8%	1	10.7%	3	25.0%	3	11.1%	1	0.0%	0	9.1%	2	7.4%	2	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Lodge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Swaffham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Town Centre	22.4%	11	23.8%	5	21.4%	6	25.0%	3	33.3%	3	17.9%	5	4.5%	1	37.0%	10	0.0%	0	0.0%	0	22.4%	11	0.0%	0	0.0%	0
Wisbech Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Village (outlet centre), Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bartons Retail Park, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Parkway Retail Park, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglia Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafton Centre, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Retail Park, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadow Centre, Stowmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
St Edmundsbury Retail Park, Bury St Edmunds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pier Point Retail Park, Kings Lynn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Bobby Way Retail Park, Bury St. Edmunds	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shawlands Retail Park, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studland Retail Park, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Retail Park, Thetford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Augustin Retail Park, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Hill Retail Park, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadmarsh Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Marina Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Seasons Centre, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Retail Park, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isaac Newton Shopping Centre, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lady Bay Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate Retail Park, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Suffolk In Centre Survey  
for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
Nottingham																										
St Marks Shopping Centre Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Marks Place, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The George Shopping Centre, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tritton Retail Park, Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Centre, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Centre, Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Out of Centre	4.1%	2	4.8%	1	3.6%	1	0.0%	0	11.1%	1	3.6%	1	4.5%	1	3.7%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Cambridge City Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stowmarket Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Out of Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon Town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No other centre	2.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Romford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holt Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Upon Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
Centre																										
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.2%	4	4.8%	1	10.7%	3	8.3%	1	0.0%	0	10.7%	3	13.6%	3	3.7%	1	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	49		21		28		12		9		28		22		27		0		0		49		0		0	
<b>Q24 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q.19)</b>																										
<i>Those who mentioned a location at Q23</i>																										
To buy food items (not take-away / café / restaurant)	9.1%	4	5.3%	1	12.0%	3	9.1%	1	11.1%	1	8.3%	2	0.0%	0	15.4%	4	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0
To buy non-food goods (e.g. shoes, clothes, jewellery)	77.3%	34	84.2%	16	72.0%	18	72.7%	8	77.8%	7	79.2%	19	83.3%	15	73.1%	19	0.0%	0	0.0%	0	77.3%	34	0.0%	0	0.0%	0
For services (e.g. bank, building society, hairdressers)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To use a leisure facility (cinema, sports centre, bowling)	4.5%	2	0.0%	0	8.0%	2	9.1%	1	11.1%	1	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
As a day visitor to the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out (e.g. take-away / café / restaurant)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet someone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.8%	3	10.5%	2	4.0%	1	9.1%	1	0.0%	0	8.3%	2	0.0%	0	11.5%	3	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0
To visit the market	2.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	4.2%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Base:	44		19		25		11		9		24		18		26		0		0		44		0		0	



# West Suffolk In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
<b>Q25 What do you like about the centre (MENTIONED IN Q.19)?</b>																										
<i>Those who mentioned a location at Q23</i>																										
Better choice of shops	56.8%	25	52.6%	10	60.0%	15	45.5%	5	66.7%	6	58.3%	14	55.6%	10	57.7%	15	0.0%	0	0.0%	0	56.8%	25	0.0%	0	0.0%	0
Better quality of shops	20.5%	9	15.8%	3	24.0%	6	45.5%	5	22.2%	2	8.3%	2	22.2%	4	19.2%	5	0.0%	0	0.0%	0	20.5%	9	0.0%	0	0.0%	0
Better non-food shopping	2.3%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Better food shopping	2.3%	1	0.0%	0	4.0%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Better range of places to eat and drink	2.3%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Street market/ farmers market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More available car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better leisure activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's close to home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.9%	7	21.1%	4	12.0%	3	9.1%	1	0.0%	0	25.0%	6	22.2%	4	11.5%	3	0.0%	0	0.0%	0	15.9%	7	0.0%	0	0.0%	0
Base:		44		19		25		11		9		24		18		26		0		0		44		0		0
<b>Q26 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?</b>																										
Yes	40.8%	20	42.9%	9	39.3%	11	33.3%	4	66.7%	6	35.7%	10	36.4%	8	44.4%	12	0.0%	0	0.0%	0	40.8%	20	0.0%	0	0.0%	0
No	46.9%	23	47.6%	10	46.4%	13	50.0%	6	33.3%	3	50.0%	14	50.0%	11	44.4%	12	0.0%	0	0.0%	0	46.9%	23	0.0%	0	0.0%	0
(Don't know)	12.2%	6	9.5%	2	14.3%	4	16.7%	2	0.0%	0	14.3%	4	13.6%	3	11.1%	3	0.0%	0	0.0%	0	12.2%	6	0.0%	0	0.0%	0
Base:		49		21		28		12		9		28		22		27		0		0		49		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
<b>Q27 Which types of LEISURE USES (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]</b>																										
<i>Those who said yes or don't know at Q26</i>																										
Cinema	23.1%	6	0.0%	0	40.0%	6	33.3%	2	50.0%	3	7.1%	1	18.2%	2	26.7%	4	0.0%	0	0.0%	0	23.1%	6	0.0%	0	0.0%	0
Bingo hall	7.7%	2	0.0%	0	13.3%	2	0.0%	0	16.7%	1	7.1%	1	0.0%	0	13.3%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Leisure centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	3.8%	1	0.0%	0	6.7%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Nightclubs / music venues	7.7%	2	18.2%	2	0.0%	0	0.0%	0	16.7%	1	7.1%	1	9.1%	1	6.7%	1	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Late night music venues	3.8%	1	9.1%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling Alley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snooker Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soft play centre	15.4%	4	18.2%	2	13.3%	2	16.7%	1	16.7%	1	14.3%	2	18.2%	2	13.3%	2	0.0%	0	0.0%	0	15.4%	4	0.0%	0	0.0%	0
Swimming pool	34.6%	9	18.2%	2	46.7%	7	33.3%	2	50.0%	3	28.6%	4	27.3%	3	40.0%	6	0.0%	0	0.0%	0	34.6%	9	0.0%	0	0.0%	0
Trial bikes park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youth club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basketball	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go kart centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice Rink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park / gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	30.8%	8	45.5%	5	20.0%	3	33.3%	2	0.0%	0	42.9%	6	36.4%	4	26.7%	4	0.0%	0	0.0%	0	30.8%	8	0.0%	0	0.0%	0
Base:		26		11		15		6		6		14		11		15		0		0		26		0		0

West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
<b>Q28 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]</b>																										
<i>Those who said yes or don't know at Q26</i>																										
Specified new leisure operator (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of leisure facilities in general	15.4%	4	9.1%	1	20.0%	3	16.7%	1	16.7%	1	14.3%	2	9.1%	1	20.0%	3	0.0%	0	0.0%	0	15.4%	4	0.0%	0	0.0%	0
Better quality of leisure uses	7.7%	2	9.1%	1	6.7%	1	0.0%	0	16.7%	1	7.1%	1	9.1%	1	6.7%	1	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0
More priority of pedestrians / pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live events	3.8%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
More toilets	3.8%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	69.2%	18	63.6%	7	73.3%	11	83.3%	5	66.7%	4	64.3%	9	81.8%	9	60.0%	9	0.0%	0	0.0%	0	69.2%	18	0.0%	0	0.0%	0
Base:		26		11		15		6		6		14		11		15		0		0		26		0		0
<b>GEN Gender:</b>																										
Male	42.9%	21	100.0%	21	0.0%	0	16.7%	2	44.4%	4	53.6%	15	45.5%	10	40.7%	11	0.0%	0	0.0%	0	42.9%	21	0.0%	0	0.0%	0
Female	57.1%	28	0.0%	0	100.0%	28	83.3%	10	55.6%	5	46.4%	13	54.5%	12	59.3%	16	0.0%	0	0.0%	0	57.1%	28	0.0%	0	0.0%	0
Base:		49		21		28		12		9		28		22		27		0		0		49		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
AGE Age Group:																										
16 - 24 years	10.2%	5	4.8%	1	14.3%	4	41.7%	5	0.0%	0	0.0%	0	9.1%	2	11.1%	3	0.0%	0	0.0%	0	10.2%	5	0.0%	0	0.0%	0
25 - 34 years	14.3%	7	4.8%	1	21.4%	6	58.3%	7	0.0%	0	0.0%	0	9.1%	2	18.5%	5	0.0%	0	0.0%	0	14.3%	7	0.0%	0	0.0%	0
35 - 44 years	8.2%	4	9.5%	2	7.1%	2	0.0%	0	44.4%	4	0.0%	0	13.6%	3	3.7%	1	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
45 - 54 years	10.2%	5	9.5%	2	10.7%	3	0.0%	0	55.6%	5	0.0%	0	9.1%	2	11.1%	3	0.0%	0	0.0%	0	10.2%	5	0.0%	0	0.0%	0
55 - 64 years	12.2%	6	0.0%	0	21.4%	6	0.0%	0	0.0%	0	21.4%	6	9.1%	2	14.8%	4	0.0%	0	0.0%	0	12.2%	6	0.0%	0	0.0%	0
65+ years	44.9%	22	71.4%	15	25.0%	7	0.0%	0	0.0%	0	78.6%	22	50.0%	11	40.7%	11	0.0%	0	0.0%	0	44.9%	22	0.0%	0	0.0%	0
Base:	49			21		28		12		9		28		22		27		0		0		49		0		0
EMP Are you in paid employment:																										
Yes	42.9%	21	38.1%	8	46.4%	13	75.0%	9	77.8%	7	17.9%	5	50.0%	11	37.0%	10	0.0%	0	0.0%	0	42.9%	21	0.0%	0	0.0%	0
No	57.1%	28	61.9%	13	53.6%	15	25.0%	3	22.2%	2	82.1%	23	50.0%	11	63.0%	17	0.0%	0	0.0%	0	57.1%	28	0.0%	0	0.0%	0
Base:	49			21		28		12		9		28		22		27		0		0		49		0		0
WORK Location of workplace: Those who are in paid employment																										
Inside (study centre ) town centre	38.1%	8	25.0%	2	46.2%	6	55.6%	5	28.6%	2	20.0%	1	27.3%	3	50.0%	5	0.0%	0	0.0%	0	38.1%	8	0.0%	0	0.0%	0
Outside (study centre ) town centre	61.9%	13	75.0%	6	53.8%	7	44.4%	4	71.4%	5	80.0%	4	72.7%	8	50.0%	5	0.0%	0	0.0%	0	61.9%	13	0.0%	0	0.0%	0
Base:	21			8		13		9		7		5		11		10		0		0		21		0		0
SEG Occupation of Chief Wage Earner in HHold: (if retired, ask for previous occupation)																										
AB	12.2%	6	19.0%	4	7.1%	2	16.7%	2	22.2%	2	7.1%	2	27.3%	6	0.0%	0	0.0%	0	0.0%	0	12.2%	6	0.0%	0	0.0%	0
C1	32.7%	16	28.6%	6	35.7%	10	16.7%	2	33.3%	3	39.3%	11	72.7%	16	0.0%	0	0.0%	0	0.0%	0	32.7%	16	0.0%	0	0.0%	0
C2	36.7%	18	38.1%	8	35.7%	10	41.7%	5	22.2%	2	39.3%	11	0.0%	0	66.7%	18	0.0%	0	0.0%	0	36.7%	18	0.0%	0	0.0%	0
DE	18.4%	9	14.3%	3	21.4%	6	25.0%	3	22.2%	2	14.3%	4	0.0%	0	33.3%	9	0.0%	0	0.0%	0	18.4%	9	0.0%	0	0.0%	0
Base:	49			21		28		12		9		28		22		27		0		0		49		0		0
ADU No. of adults (incl Resp)																										
1 adult in hhold	30.6%	15	33.3%	7	28.6%	8	25.0%	3	33.3%	3	32.1%	9	31.8%	7	29.6%	8	0.0%	0	0.0%	0	30.6%	15	0.0%	0	0.0%	0
2 adults in hhold	63.3%	31	61.9%	13	64.3%	18	75.0%	9	33.3%	3	67.9%	19	59.1%	13	66.7%	18	0.0%	0	0.0%	0	63.3%	31	0.0%	0	0.0%	0
2 adults in hhold	4.1%	2	4.8%	1	3.6%	1	0.0%	0	22.2%	2	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
4 or more adults in hhold	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Base:	49			21		28		12		9		28		22		27		0		0		49		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
CHI    No. of children (Under 16)																										
No children in hhold	81.6%	40	81.0%	17	82.1%	23	58.3%	7	55.6%	5	100.0%	28	86.4%	19	77.8%	21	0.0%	0	0.0%	0	81.6%	40	0.0%	0	0.0%	0
1 child in hhold	4.1%	2	4.8%	1	3.6%	1	8.3%	1	11.1%	1	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
2 children in hhold	8.2%	4	9.5%	2	7.1%	2	8.3%	1	33.3%	3	0.0%	0	13.6%	3	3.7%	1	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
3 children in hhold	4.1%	2	4.8%	1	3.6%	1	16.7%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
4 or more children in hhold	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Base:	49			21		28		12		9		28		22		27		0		0		49		0		0
CARS    No. of cars in household																										
No cars in hhold	28.6%	14	23.8%	5	32.1%	9	16.7%	2	11.1%	1	39.3%	11	13.6%	3	40.7%	11	0.0%	0	0.0%	0	28.6%	14	0.0%	0	0.0%	0
1 car in hhold	38.8%	19	42.9%	9	35.7%	10	41.7%	5	22.2%	2	42.9%	12	40.9%	9	37.0%	10	0.0%	0	0.0%	0	38.8%	19	0.0%	0	0.0%	0
2 cars in hhold	26.5%	13	23.8%	5	28.6%	8	41.7%	5	44.4%	4	14.3%	4	36.4%	8	18.5%	5	0.0%	0	0.0%	0	26.5%	13	0.0%	0	0.0%	0
3 cars in hhold	4.1%	2	9.5%	2	0.0%	0	0.0%	0	11.1%	1	3.6%	1	9.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
4 or more cars in hhold	2.0%	1	0.0%	0	3.6%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Base:	49			21		28		12		9		28		22		27		0		0		49		0		0
DAY    Day of interview:																										
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	49.0%	24	42.9%	9	53.6%	15	58.3%	7	55.6%	5	42.9%	12	40.9%	9	55.6%	15	0.0%	0	0.0%	0	49.0%	24	0.0%	0	0.0%	0
Saturday	51.0%	25	57.1%	12	46.4%	13	41.7%	5	44.4%	4	57.1%	16	59.1%	13	44.4%	12	0.0%	0	0.0%	0	51.0%	25	0.0%	0	0.0%	0
Base:	49			21		28		12		9		28		22		27		0		0		49		0		0

# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill		
TOWNLOC	Town & Location																									
Newmarket Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Location 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mildenhall Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Locarion 1	53.1%	26	57.1%	12	50.0%	14	33.3%	4	44.4%	4	64.3%	18	59.1%	13	48.1%	13	0.0%	0	0.0%	0	53.1%	26	0.0%	0	0.0%	0
Brandon Location 2	46.9%	23	42.9%	9	50.0%	14	66.7%	8	55.6%	5	35.7%	10	40.9%	9	51.9%	14	0.0%	0	0.0%	0	46.9%	23	0.0%	0	0.0%	0
Bury St Edmunds Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Location 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Location 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Location 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Location 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		49		21		28		12		9		28		22		27		0		0		49		0		0



West Suffolk In Centre Survey  
for Carter Jonas

	Total	Male	Female	18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
IP1 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP13 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP14 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP14 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP20 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP22 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP22 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP23 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP24 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP25 7	2.0%	1	4.8%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
IP26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP26 4	6.1%	3	9.5%	2	3.6%	1	0.0%	0	11.1%	1	7.1%	2	9.1%	2	3.7%	1	0.0%	0	6.1%	3	0.0%	0	0.0%
IP26 5	6.1%	3	9.5%	2	3.6%	1	8.3%	1	11.1%	1	3.6%	1	0.0%	0	11.1%	3	0.0%	0	6.1%	3	0.0%	0	0.0%
IP27 0	81.6%	40	76.2%	16	85.7%	24	83.3%	10	66.7%	6	85.7%	24	86.4%	19	77.8%	21	0.0%	0	81.6%	40	0.0%	0	0.0%
IP27 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP27 9	2.0%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%
IP28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP28 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP28 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP28 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP28 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP29 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP29 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP3 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP3 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP30 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP30 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP31 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP31 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP31 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP32 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP32 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP32 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP33 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP33 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP33 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP33 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP33 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP37 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP38 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP4 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IP7 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

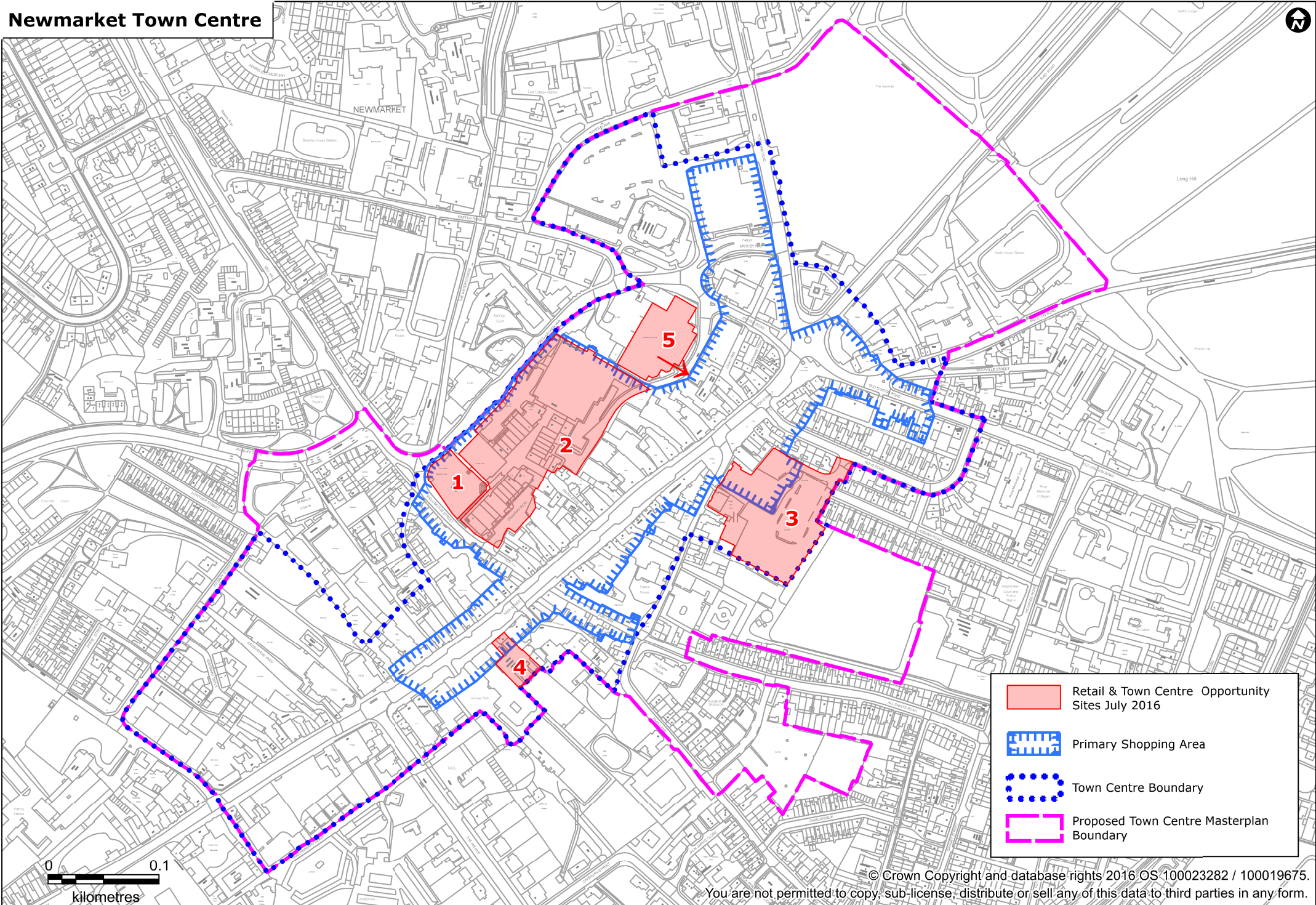


# West Suffolk In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newmarket		Mildenhall		Brandon		Bury St Edmunds		Haverhill	
L17 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
N1 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NR17 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NR19 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NR3 4	2.0%	1	0.0%	0	3.6%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
NR30 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NR31 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NR8 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PA21 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PE11 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PE13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PE2 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PE27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PE33 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
RM5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SG8 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW16 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Refused	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	49		21		28		12		9		28		22		27		0		0		49		0		0

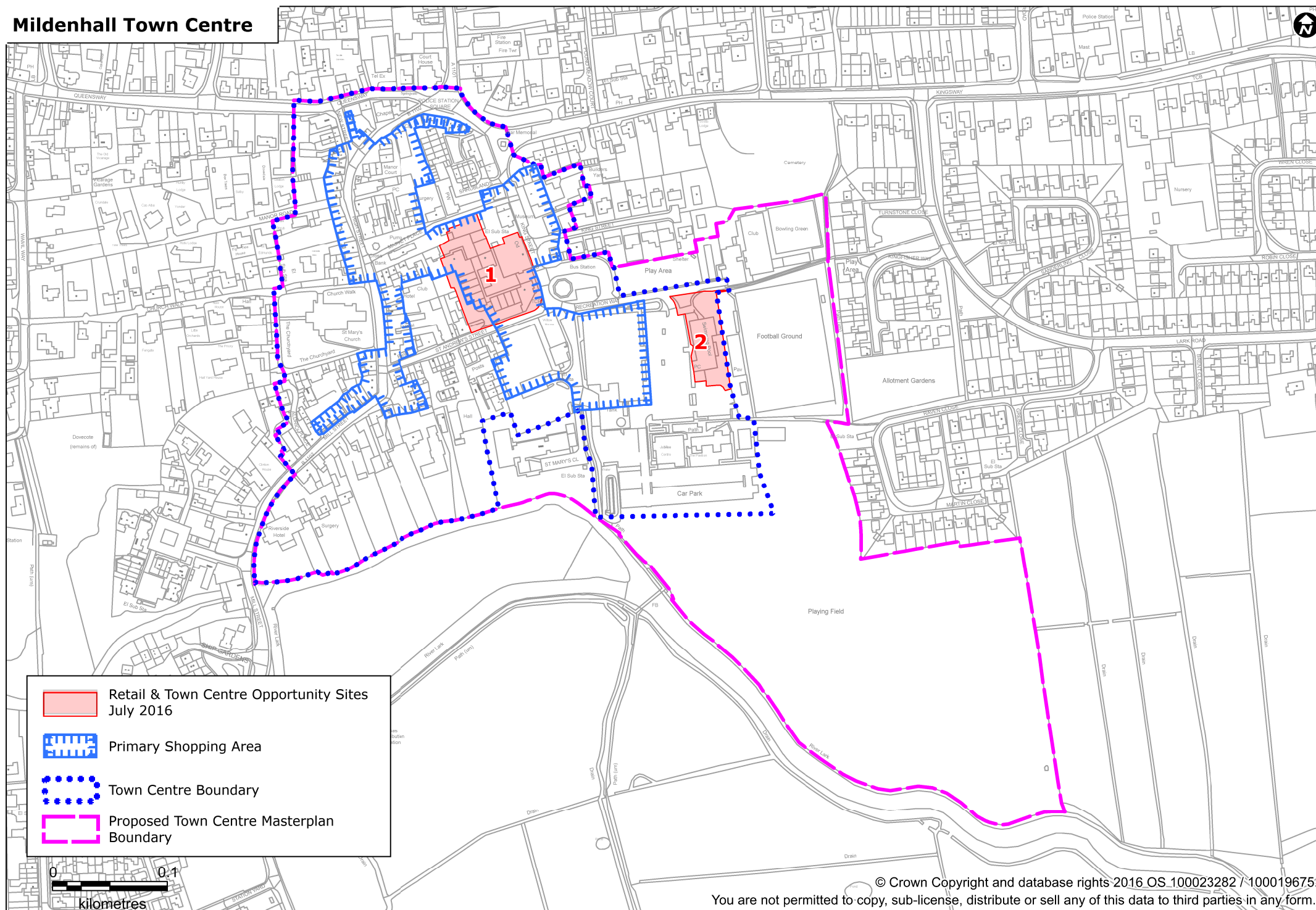
## APPENDIX 13: OPPORTUNITY SITES

# Newmarket Town Centre





# Mildenhall Town Centre



**Brandon Town Centre**

Legend:

- Retail & Town Centre Opportunity Sites July 2016
- Primary Shopping Area
- Town Centre Boundary
- Proposed Town Centre Masterplan Boundary

Scale: 0 to 0.1 Kilometres

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