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Job title:

St Edmundsbury Retail & Leisure Study 2011
Appendix 8: Comparison Analysis

Client:

St Edmundsbury Borough Council

Drivers Jonas Deloitte ref file:

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Date:

January 2012

St Edmundsbury Borough Council - Retail Study 2011

Table CM1 - Growth Rate & Sft Assumptions

Expenditure Growth Rates

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Convenience	0.8%	-0.3%	-0.4%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
	1.008	0.997	0.996	1.005	1.005	1.005	1.005	1.005	1.005	1.006	1.006	1.006	1.006	1.006	1.006	1.006	1.006	1.006	1.006	1.006	1.006	1.006
Comparison	0.1%	0.5%	1.6%	2.1%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
	1.001	1.005	1.016	1.021	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03

Special Forms of Trading

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Convenience	3.7%	4.2%	4.6%	5.0%	5.4%	5.6%	5.9%	6.0%	6.0%	6.1%	6.2%	6.3%	6.3%	6.4%	6.5%	6.6%	6.8%	6.9%	7.0%	7.0%	7.0%	7.0%
	0.963	0.958	0.954	0.950	0.946	0.944	0.941	0.940	0.940	0.939	0.938	0.937	0.937	0.936	0.935	0.934	0.932	0.931	0.930	0.930	0.930	0.930
Comparison	8.8%	10.0%	10.9%	11.7%	12.3%	12.6%	12.7%	12.8%	12.7%	12.6%	12.5%	12.4%	12.3%	12.3%	12.2%	12.1%	12.1%	12.0%	12.0%	12.0%	12.0%	12.0%
	0.912	0.900	0.891	0.883	0.877	0.874	0.873	0.872	0.873	0.874	0.875	0.876	0.877	0.877	0.878	0.879	0.879	0.880	0.880	0.880	0.880	0.880

Retail Sales Density

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Convenience	-0.8%	-1.0%	-1.7%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
	0.992	0.990	0.983	1.004	1.004	1.004	1.004	1.004	1.004	1.002	1.002	1.002	1.002	1.002	1.002	1.002	1.002	1.002	1.002	1.002	1.002	1.002
Comparison	-0.3%	0.7%	1.8%	1.5%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%
	0.997	1.007	1.018	1.015	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017	1.017

Notes

- 1) Expenditure growth rates taken from Experian Retail Planner Briefing Note 9 (September 2011) - Figure 1a, p8
- 2) Special forms of trading deduction rates taken from Experian Retail Planner Briefing Note 9 (September 2011) - Appendix 3, p17
- 3) Retail sales density figures taken from Experian Retail Planner Briefing Note 9 (September 2011) - Figure 4a & 4b, p12
- 4) Rates from 2029-2031 as per 2028 rate in relevant category
- 5) 2010 prices

St Edmundsbury Borough Council - Retail Study 2011

Comparison Goods Analysis

Comparison Goods Table 1: Study Area Population Projections

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 (Bury St Edmunds)	40,026	40,335	40,579	40,935	41,189	41,477	41,855	42,216	42,577	42,958	43,357	43,711	44,074	44,439	44,788	45,132	45,482	45,826	46,184	46,512	46,845	47,178
Zone 2	47,586	47,889	48,283	48,632	48,971	49,294	49,727	50,071	50,402	50,755	51,173	51,522	51,923	52,226	52,637	52,956	53,275	53,632	53,924	54,243	54,572	54,901
Zone 3	41,161	41,738	42,224	42,820	43,441	43,930	44,475	45,093	45,746	46,337	47,019	47,629	48,252	48,859	49,455	50,018	50,610	51,158	51,751	52,253	52,745	53,237
Zone 4	40,070	40,408	40,781	41,138	41,478	41,898	42,336	42,686	43,114	43,572	43,968	44,317	44,791	45,201	45,603	46,005	46,320	46,696	47,102	47,448	47,760	48,072
Zone 5	50,038	50,717	51,433	52,212	52,952	53,665	54,373	55,101	55,865	56,575	57,297	58,023	58,732	59,394	60,092	60,818	61,533	62,162	62,825	63,486	64,140	64,794
Zone 6	80,236	81,229	82,418	83,446	84,523	85,611	86,669	87,709	88,838	89,841	90,853	91,864	92,831	93,780	94,652	95,578	96,456	97,312	98,168	99,007	99,814	100,621
Zone 7	25,231	25,509	25,768	25,970	26,245	26,491	26,737	26,978	27,204	27,458	27,712	27,978	28,222	28,487	28,738	28,936	29,171	29,377	29,603	29,822	30,063	30,304
Zone 8 (Haverhill)	30,072	30,293	30,682	31,035	31,429	31,780	32,106	32,443	32,810	33,196	33,543	33,922	34,273	34,626	34,967	35,329	35,624	35,942	36,298	36,653	36,975	37,297
Zone 9	16,203	16,323	16,404	16,433	16,541	16,592	16,677	16,735	16,819	16,891	16,983	17,081	17,197	17,266	17,316	17,420	17,504	17,570	17,642	17,706	17,785	17,864
Zone 10	43,569	43,823	44,017	44,188	44,396	44,681	44,979	45,275	45,561	45,865	46,267	46,679	47,024	47,375	47,782	48,176	48,520	48,901	49,256	49,599	49,947	50,295
Total	414,192	418,264	422,589	426,809	431,165	435,419	439,934	444,307	448,936	453,448	458,172	462,726	467,319	471,653	476,030	480,368	484,495	488,576	492,753	496,729	500,646	504,563

Notes

1) Population data taken from Experian Micromarketer (November 2011)

2) Population estimate for 2031 is based on the same level of growth as seen in 2029/30 as Experian do not project to this year

St Edmundsbury Borough Council - Retail Study 2011

Comparison Goods Analysis

Comparison Table 2a: Total Comparison Expenditure Per Head

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 (Bury St Edmunds)	£2,945	£2,960	£3,007	£3,070	£3,162	£3,257	£3,355	£3,456	£3,559	£3,666	£3,776	£3,889	£4,006	£4,126	£4,250	£4,377	£4,509	£4,644	£4,783	£4,927	£5,075	£5,227
Zone 2	£3,362	£3,379	£3,433	£3,505	£3,610	£3,718	£3,830	£3,945	£4,063	£4,185	£4,311	£4,440	£4,573	£4,710	£4,852	£4,997	£5,147	£5,302	£5,461	£5,624	£5,793	£5,967
Zone 3	£3,044	£3,059	£3,108	£3,173	£3,269	£3,367	£3,468	£3,572	£3,679	£3,789	£3,903	£4,020	£4,141	£4,265	£4,393	£4,525	£4,660	£4,800	£4,944	£5,092	£5,245	£5,403
Zone 4	£3,247	£3,263	£3,315	£3,385	£3,487	£3,591	£3,699	£3,810	£3,924	£4,042	£4,163	£4,288	£4,417	£4,549	£4,686	£4,826	£4,971	£5,120	£5,274	£5,432	£5,595	£5,763
Zone 5	£2,657	£2,670	£2,713	£2,770	£2,853	£2,939	£3,027	£3,118	£3,211	£3,308	£3,407	£3,509	£3,614	£3,723	£3,834	£3,949	£4,068	£4,190	£4,316	£4,445	£4,578	£4,716
Zone 6	£3,020	£3,035	£3,084	£3,148	£3,243	£3,340	£3,440	£3,544	£3,650	£3,759	£3,872	£3,988	£4,108	£4,231	£4,358	£4,489	£4,624	£4,762	£4,905	£5,052	£5,204	£5,360
Zone 7	£3,346	£3,363	£3,417	£3,488	£3,593	£3,701	£3,812	£3,926	£4,044	£4,165	£4,290	£4,419	£4,551	£4,688	£4,829	£4,973	£5,123	£5,276	£5,435	£5,598	£5,766	£5,939
Zone 8 (Haverhill)	£3,012	£3,027	£3,075	£3,140	£3,234	£3,331	£3,431	£3,534	£3,640	£3,749	£3,862	£3,978	£4,097	£4,220	£4,347	£4,477	£4,611	£4,750	£4,892	£5,039	£5,190	£5,346
Zone 9	£3,350	£3,367	£3,421	£3,492	£3,597	£3,705	£3,816	£3,931	£4,049	£4,170	£4,295	£4,424	£4,557	£4,694	£4,834	£4,979	£5,129	£5,283	£5,441	£5,604	£5,772	£5,946
Zone 10	£2,997	£3,012	£3,060	£3,124	£3,218	£3,315	£3,414	£3,517	£3,622	£3,731	£3,843	£3,958	£4,077	£4,199	£4,325	£4,455	£4,588	£4,726	£4,868	£5,014	£5,164	£5,319
Average Study Area	£3,098	£3,113	£3,163	£3,230	£3,327	£3,426	£3,529	£3,635	£3,744	£3,856	£3,972	£4,091	£4,214	£4,340	£4,471	£4,605	£4,743	£4,885	£5,032	£5,183	£5,338	£5,498

Comparison Table 2b: Total Comparison Expenditure Per Head With NSRT Adjustment

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 (Bury St Edmunds)	£2,686	£2,664	£2,679	£2,711	£2,773	£2,847	£2,929	£3,013	£3,107	£3,204	£3,304	£3,407	£3,513	£3,619	£3,731	£3,848	£3,963	£4,087	£4,209	£4,336	£4,466	£4,600
Zone 2	£3,066	£3,041	£3,059	£3,095	£3,166	£3,250	£3,344	£3,440	£3,547	£3,658	£3,772	£3,889	£4,011	£4,131	£4,260	£4,393	£4,524	£4,665	£4,805	£4,950	£5,098	£5,251
Zone 3	£2,776	£2,753	£2,769	£2,802	£2,867	£2,942	£3,027	£3,115	£3,212	£3,312	£3,415	£3,522	£3,631	£3,740	£3,857	£3,977	£4,096	£4,224	£4,351	£4,481	£4,616	£4,754
Zone 4	£2,961	£2,937	£2,954	£2,989	£3,058	£3,139	£3,229	£3,322	£3,426	£3,533	£3,643	£3,756	£3,873	£3,990	£4,114	£4,242	£4,370	£4,506	£4,641	£4,780	£4,924	£5,071
Zone 5	£2,423	£2,403	£2,417	£2,446	£2,502	£2,568	£2,642	£2,719	£2,803	£2,891	£2,981	£3,074	£3,170	£3,265	£3,367	£3,471	£3,576	£3,687	£3,798	£3,912	£4,029	£4,150
Zone 6	£2,754	£2,732	£2,748	£2,780	£2,844	£2,919	£3,003	£3,090	£3,186	£3,286	£3,388	£3,494	£3,603	£3,711	£3,826	£3,946	£4,064	£4,191	£4,317	£4,446	£4,579	£4,717
Zone 7	£3,052	£3,026	£3,044	£3,080	£3,151	£3,234	£3,328	£3,424	£3,530	£3,640	£3,754	£3,871	£3,992	£4,111	£4,240	£4,372	£4,503	£4,643	£4,782	£4,926	£5,074	£5,226
Zone 8 (Haverhill)	£2,747	£2,724	£2,740	£2,773	£2,836	£2,912	£2,995	£3,082	£3,178	£3,277	£3,379	£3,485	£3,593	£3,701	£3,816	£3,935	£4,053	£4,180	£4,305	£4,434	£4,567	£4,704
Zone 9	£3,055	£3,030	£3,048	£3,084	£3,155	£3,238	£3,332	£3,428	£3,535	£3,645	£3,758	£3,876	£3,996	£4,116	£4,245	£4,377	£4,508	£4,649	£4,788	£4,932	£5,080	£5,232
Zone 10	£2,733	£2,711	£2,727	£2,759	£2,822	£2,897	£2,981	£3,066	£3,162	£3,261	£3,362	£3,467	£3,575	£3,683	£3,797	£3,916	£4,033	£4,159	£4,284	£4,412	£4,545	£4,681
Average Study Area	£2,825	£2,802	£2,819	£2,852	£2,917	£2,995	£3,081	£3,170	£3,269	£3,371	£3,476	£3,584	£3,696	£3,807	£3,925	£4,048	£4,169	£4,299	£4,428	£4,561	£4,698	£4,839

Notes

1) 2010 Prices

2) 2010 Base figure from Experian Micromarketer, November 2011

3) Expenditure per Head for Comparison Expenditure projected forward utilising Experian Comparison Goods Growth Rates taken from Experian Retail Planner Briefing Note 9 (September 2011) - Figure 1a, p8

4) Non-Store Retail Trade Adjustment has been made using latest rates taken from Experian Retail Planner Briefing Note 9 (September 2011) - Appendix 3, p17

St Edmundsbury Borough Council - Retail Study 2011
Comparison Goods Analysis

Comparison Table 2c: Expenditure Per Head - Zone 1 (Without NSRT)

Zone 1	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£654	£648	£713	£829	£965	£1,119
Books, CDs, Toys, etc	£677	£672	£739	£859	£1,000	£1,160
Chemist Goods and Personal Care	£367	£364	£400	£466	£542	£628
Furniture, Carpets and Soft Furnishings	£328	£325	£357	£416	£484	£561
Electrical Goods	£319	£316	£347	£404	£470	£546
Household Goods, Glass, China and Tableware	£110	£110	£120	£140	£163	£189
DIY, Tools and Maintenance Goods	£234	£232	£255	£296	£345	£400
Total Comparison	£2,689	£2,666	£2,932	£3,410	£3,967	£4,604

Comparison Table 2d: Expenditure Per Head - Zone 2 (Without NSRT)

Zone 2	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£676	£670	£737	£857	£997	£1,157
Books, CDs, Toys, etc	£791	£784	£862	£1,003	£1,167	£1,354
Chemist Goods and Personal Care	£413	£410	£451	£524	£610	£705
Furniture, Carpets and Soft Furnishings	£404	£401	£441	£512	£596	£692
Electrical Goods	£329	£327	£359	£418	£486	£564
Household Goods, Glass, China and Tableware	£132	£131	£144	£168	£195	£226
DIY, Tools and Maintenance Goods	£321	£318	£350	£407	£474	£550
Total Comparison	£3,066	£3,041	£3,344	£3,889	£4,524	£5,251

Comparison Table 2e: Expenditure Per Head - Zone 3 (Without NSRT)

Zone 3	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£638	£633	£696	£810	£942	£1,093
Books, CDs, Toys, etc	£719	£713	£784	£912	£1,060	£1,231
Chemist Goods and Personal Care	£381	£378	£416	£484	£563	£653
Furniture, Carpets and Soft Furnishings	£348	£346	£380	£442	£514	£597
Electrical Goods	£313	£310	£341	£397	£462	£536
Household Goods, Glass, China and Tableware	£114	£113	£124	£145	£168	£195
DIY, Tools and Maintenance Goods	£263	£260	£286	£333	£388	£450
Total Comparison	£2,776	£2,753	£3,027	£3,522	£4,096	£4,754

Comparison Table 2f: Expenditure Per Head - Zone 4 (Without NSRT)

Zone 4	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£644	£639	£702	£817	£950	£1,103
Books, CDs, Toys, etc	£786	£780	£857	£997	£1,160	£1,346
Chemist Goods and Personal Care	£405	£402	£442	£514	£598	£693
Furniture, Carpets and Soft Furnishings	£372	£369	£406	£472	£545	£637
Electrical Goods	£311	£308	£339	£394	£459	£533
Household Goods, Glass, China and Tableware	£125	£124	£136	£158	£184	£214
DIY, Tools and Maintenance Goods	£318	£316	£347	£404	£470	£545
Total Comparison	£2,961	£2,937	£3,229	£3,756	£4,370	£5,071

Comparison Table 2g: Expenditure Per Head - Zone 5 (Without NSRT)

Zone 5	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£591	£586	£644	£750	£872	£1,012
Books, CDs, Toys, etc	£614	£609	£669	£779	£906	£1,051
Chemist Goods and Personal Care	£332	£329	£362	£421	£490	£569
Furniture, Carpets and Soft Furnishings	£291	£289	£317	£369	£429	£498
Electrical Goods	£281	£279	£306	£356	£414	£481
Household Goods, Glass, China and Tableware	£98	£98	£107	£125	£145	£169
DIY, Tools and Maintenance Goods	£216	£214	£236	£274	£319	£370
Total Comparison	£2,423	£2,403	£2,642	£3,074	£3,576	£4,150

Comparison Table 2h: Expenditure Per Head - Zone 6 (Without NSRT)

Zone 6	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£637	£631	£694	£808	£939	£1,090
Books, CDs, Toys, etc	£717	£711	£782	£909	£1,058	£1,228
Chemist Goods and Personal Care	£375	£372	£409	£475	£553	£642
Furniture, Carpets and Soft Furnishings	£349	£346	£381	£443	£515	£598
Electrical Goods	£311	£308	£339	£394	£459	£533
Household Goods, Glass, China and Tableware	£113	£112	£123	£143	£167	£194
DIY, Tools and Maintenance Goods	£253	£251	£275	£320	£373	£433
Total Comparison	£2,754	£2,732	£3,003	£3,494	£4,064	£4,717

Comparison Table 2i: Expenditure Per Head - Zone 7 (Without NSRT)

Zone 7	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£693	£687	£756	£879	£1,023	£1,187
Books, CDs, Toys, etc	£765	£759	£834	£971	£1,129	£1,310
Chemist Goods and Personal Care	£425	£421	£463	£539	£627	£728
Furniture, Carpets and Soft Furnishings	£409	£406	£447	£519	£604	£701
Electrical Goods	£337	£334	£367	£427	£497	£576
Household Goods, Glass, China and Tableware	£133	£132	£145	£169	£196	£228
DIY, Tools and Maintenance Goods	£289	£287	£315	£367	£427	£495
Total Comparison	£3,052	£3,026	£3,328	£3,871	£4,503	£5,226

Comparison Table 2j: Expenditure Per Head - Zone 8 (Without NSRT)

Zone 8	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£666	£660	£726	£845	£982	£1,140
Books, CDs, Toys, etc	£711	£706	£776	£902	£1,050	£1,218
Chemist Goods and Personal Care	£377	£374	£411	£478	£556	£645
Furniture, Carpets and Soft Furnishings	£335	£332	£365	£425	£494	£573
Electrical Goods	£313	£310	£341	£397	£462	£536
Household Goods, Glass, China and Tableware	£107	£106	£116	£135	£157	£183
DIY, Tools and Maintenance Goods	£239	£237	£261	£303	£353	£409
Total Comparison	£2,747	£2,724	£2,995	£3,485	£4,053	£4,704

Comparison Table 2k: Expenditure Per Head - Zone 9 (Without NSRT)

Zone 9	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£667	£661	£727	£846	£984	£1,142
Books, CDs, Toys, etc	£800	£793	£872	£1,015	£1,180	£1,370
Chemist Goods and Personal Care	£423	£420	£461	£537	£624	£725
Furniture, Carpets and Soft Furnishings	£398	£394	£434	£504	£587	£681
Electrical Goods	£318	£316	£347	£404	£470	£545
Household Goods, Glass, China and Tableware	£131	£130	£143	£167	£194	£225
DIY, Tools and Maintenance Goods	£318	£316	£347	£404	£470	£545
Total Comparison	£3,055	£3,030	£3,332	£3,876	£4,508	£5,232

Comparison Table 2l: Expenditure Per Head - Zone 10 (Without NSRT)

Zone 10	2010	2011	2016	2021	2026	2031
Clothing and Footwear	£629	£624	£686	£798	£929	£1,078
Books, CDs, Toys, etc	£699	£693	£762	£886	£1,031	£1,196
Chemist Goods and Personal Care	£373	£370	£407	£473	£550	£639
Furniture, Carpets and Soft Furnishings	£347	£345	£379	£441	£513	£595
Electrical Goods	£304	£301	£331	£385	£448	£520
Household Goods, Glass, China and Tableware	£116	£115	£126	£147	£171	£198
DIY, Tools and Maintenance Goods	£265	£263	£289	£337	£392	£454
Total Comparison	£2,733	£2,711	£2,981	£3,467	£4,033	£4,681

Notes

- 1) 2010 Prices
- 2) Figures may not correspond exactly with figures in Table 2a due to rounding
- 3) Expenditure per Head for Comparison Expenditure projected forward utilising Experian Comparison Goods Growth Rates taken from Experian Retail Planner Briefing Note
- 4) Non-Store Retail Trade Adjustment has been made using latest rates taken from Experian Retail Planner Briefing Note 9 (September 2011) - Appendix 3, p17

St Edmundsbury Borough Council - Retail Study 2011
Comparison Goods Analysis

Comparison Table 3: Total Available Expenditure (£m)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Zone 1 (Bury St Edmunds)	£107.50	£107.44	£108.72	£110.98	£114.23	£118.08	£122.59	£127.21	£132.30	£137.64	£143.25	£148.92	£154.84	£160.81	£167.12	£173.66	£180.25	£187.28	£194.40	£201.66	£209.19	£217.00
Zone 2	£145.91	£145.63	£147.68	£150.51	£155.05	£160.20	£166.27	£172.24	£178.79	£185.65	£193.02	£200.39	£208.25	£215.75	£224.22	£232.61	£241.03	£250.21	£259.12	£268.48	£278.21	£288.28
Zone 3	£114.27	£114.92	£116.93	£119.99	£124.53	£129.26	£134.64	£140.44	£146.92	£153.46	£160.57	£167.73	£175.22	£182.75	£190.74	£198.93	£207.32	£216.10	£225.16	£234.16	£243.46	£253.10
Zone 4	£118.66	£118.67	£120.47	£122.96	£126.83	£131.51	£136.71	£141.81	£147.70	£153.93	£160.17	£166.47	£173.50	£180.34	£187.61	£195.17	£202.40	£210.40	£218.60	£226.81	£235.15	£243.79
Zone 5	£121.25	£121.89	£124.33	£127.71	£132.49	£137.83	£143.68	£149.80	£156.61	£163.54	£170.80	£178.35	£186.16	£193.91	£202.30	£211.13	£220.02	£229.20	£238.59	£248.33	£258.42	£268.88
Zone 6	£220.99	£221.88	£226.45	£231.98	£240.38	£249.92	£260.30	£271.02	£283.07	£295.19	£307.82	£320.95	£334.44	£348.00	£362.18	£377.13	£392.01	£407.81	£423.74	£440.19	£457.09	£474.61
Zone 7	£76.99	£77.20	£78.44	£79.99	£82.70	£85.68	£88.97	£92.36	£96.04	£99.96	£104.03	£108.30	£112.65	£117.12	£121.83	£126.50	£131.35	£136.40	£141.58	£146.90	£152.53	£158.37
Zone 8 (Haverhill)	£82.61	£82.53	£84.08	£86.05	£89.15	£92.53	£96.17	£99.98	£104.27	£108.78	£113.35	£118.20	£123.15	£128.15	£133.45	£139.03	£144.40	£150.23	£156.27	£162.53	£168.87	£175.46
Zone 9	£49.50	£49.46	£50.00	£50.68	£52.18	£53.73	£55.56	£57.36	£59.45	£61.56	£63.83	£66.20	£68.73	£71.07	£73.50	£76.25	£78.91	£81.68	£84.47	£87.32	£90.34	£93.47
Zone 10	£119.09	£118.79	£120.02	£121.91	£125.30	£129.44	£134.06	£138.83	£144.07	£149.55	£155.57	£161.84	£168.12	£174.46	£181.44	£188.64	£195.69	£203.37	£211.00	£218.84	£226.98	£235.42
Total Study Area	£1,156.76	£1,158.42	£1,177.12	£1,202.75	£1,242.84	£1,288.19	£1,338.95	£1,391.06	£1,449.20	£1,509.27	£1,572.39	£1,637.36	£1,705.05	£1,772.34	£1,844.40	£1,919.03	£1,993.38	£2,072.68	£2,152.93	£2,235.22	£2,320.25	£2,408.38

Notes

- 1) TAE calculated by multiplying population (Comparison Table 1) by EPH (Table 2a(ii))
- 2) 2010 Prices

St Edmundsbury Borough Council - Retail Study 2011
Comparison Goods Analysis

Comparison Table 4a: Total Available Expenditure - Clothes and Footwear Total (2011)

	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10	Total Study Area
Population in 2011	40,335	47,889	41,738	40,408	50,717	81,229	25,509	30,293	16,323	43,823	418,264
Expenditure per Head in 2011	£648	£670	£633	£639	£586	£631	£687	£660	£661	£624	
Total Available Expenditure in 2011 (£m) (2010 Prices)	£26.15	£32.10	£26.43	£25.80	£29.73	£51.28	£17.54	£20.00	£10.79	£27.35	£267.16

Comparison Table 4b: Total Available Expenditure - Clothes and Footwear 1st Choice (2011)

	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10	Total Study Area
Population in 2011	40,335	47,889	41,738	40,408	50,717	81,229	25,509	30,293	16,323	43,823	418,264
Expenditure per Head in 2011	£454	£469	£443	£447	£410	£442	£481	£462	£463	£437	
Total Available Expenditure in 2011 (£m) (2010 Prices)	£18.30	£22.47	£18.50	£18.06	£20.81	£35.90	£12.27	£14.00	£7.55	£19.15	£187.01

Comparison Table 4c: Total Available Expenditure - Clothes and Footwear 2nd Choice (2011)

	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10	Total Study Area
Population in 2011	40,335	47,889	41,738	40,408	50,717	81,229	25,509	30,293	16,323	43,823	418,264
Expenditure per Head in 2011	£194	£201	£190	£192	£176	£189	£206	£198	£198	£187	
Total Available Expenditure in 2011 (£m) (2010 Prices)	£7.84	£9.63	£7.93	£7.74	£8.92	£15.38	£5.26	£6.00	£3.24	£8.21	£80.15

Comparison Table 4d: Total Available Expenditure - Books, CDs, Toys, etc (2011)

	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10	Total Study Area
Population in 2011	40,335	47,889	41,738	40,408	50,717	81,229	25,509	30,293	16,323	43,823	418,264
Expenditure per Head in 2011	£672	£784	£713	£780	£609	£711	£759	£706	£793	£693	
Total Available Expenditure in 2011 (£m) (2010 Prices)	£27.10	£37.55	£29.75	£31.51	£30.87	£57.75	£19.36	£21.37	£12.95	£30.36	£298.57

Comparison Table 4e: Total Available Expenditure - Chemist Goods and Personal Care (2011)

	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10	Total Study Area
Population in 2011	40,335	47,889	41,738	40,408	50,717	81,229	25,509	30,293	16,323	43,823	418,264
Expenditure per Head in 2011	£364	£410	£378	£402	£329	£372	£421	£374	£420	£370	
Total Available Expenditure in 2011 (£m) (2010 Prices)	£14.68	£19.62	£15.78	£16.23	£16.70	£30.20	£10.75	£11.32	£6.85	£16.21	£158.34

Comparison Table 4f: Total Available Expenditure - Furniture, Carpets and Soft Furnishings (2011)

	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10	Total Study Area
Population in 2011	40,335	47,889	41,738	40,408	50,717	81,229	25,509	30,293	16,323	43,823	418,264
Expenditure per Head in 2011	£325	£401	£346	£369	£289	£346	£406	£332	£394	£345	
Total Available Expenditure in 2011 (£m) (2010 Prices)	£13.11	£19.19	£14.42	£14.91	£14.63	£28.14	£10.36	£10.06	£6.44	£15.10	£146.36

Comparison Table 4g: Total Available Expenditure - Electrical Goods (2011)

	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10	Total Study Area
Population in 2011	40,335	47,889	41,738	40,408	50,717	81,229	25,509	30,293	16,323	43,823	418,264
Expenditure per Head in 2011	£329	£327	£310	£308	£279	£308	£334	£310	£316	£301	
Total Available Expenditure in 2011 (£m) (2010 Prices)	£13.28	£15.64	£12.95	£12.46	£14.13	£25.05	£8.51	£9.40	£5.15	£13.20	£129.78

Comparison Table 4h: Total Available Expenditure - Household Goods, Glass, China and Tableware (2011)

	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10	Total Study Area
Population in 2011	40,335	47,889	41,738	40,408	50,717	81,229	25,509	30,293	16,323	43,823	418,264
Expenditure per Head in 2011	£114	£131	£113	£124	£98	£112	£132	£106	£130	£115	
Total Available Expenditure in 2011 (£m) (2010 Prices)	£4.60	£6.28	£4.72	£5.01	£4.95	£9.11	£3.37	£3.21	£2.13	£5.03	£48.40

Comparison Table 4i: Total Available Expenditure - DIY, Tools and Maintenance Goods (2011)

	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10	Total Study Area
Population in 2011	40,335	47,889	41,738	40,408	50,717	81,229	25,509	30,293	16,323	43,823	418,264
Expenditure per Head in 2011	£321	£318	£260	£316	£214	£251	£287	£237	£316	£263	
Total Available Expenditure in 2011 (£m) (2010 Prices)	£12.95	£15.25	£10.87	£12.76	£10.87	£20.35	£7.31	£7.18	£5.15	£11.53	£114.23

Notes

- 1) 2010 Prices
- 2) Figures calculated by multiplying Comparison Tables 1 and 2c-1
- 3) Non-Store Retail Trade Adjustment has been made using latest rates taken from Experian Retail Planner Briefing Note 9 (September 2011) - Appendix 3, p17
- 4) Figures may not be exact due to rounding
- 5) Proportioned split of expenditure between 1st/2nd choice is 70:30 based on Drivers Jonas Deloitte estimates

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Comparison Goods Analysis

Comparison Table 5a (I): Flows of Expenditure - Clothes, Footwear and Other Fashion Goods - 1st Choice

		Total	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10
Zone 1	Arc Shopping Centre, Bury St Edmunds	£0.54	£0.20	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.14	£0.00	£0.00
	Asda, Western Way, Bury St Edmunds	£0.42	£0.00	£0.21	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
	Bury St Edmunds - Moreton Hall Retail Park/ St Edmundsbury Retail Park	£2.47	£0.60	£0.42	£0.00	£0.00	£0.39	£0.87	£0.00	£0.00	£0.00	£0.20
	Bury St Edmunds - Other retail warehouses	£1.99	£0.20	£0.21	£0.00	£0.40	£0.58	£0.00	£0.00	£0.00	£0.00	£0.60
	Bury St Edmunds Town Centre	£76.23	£13.88	£18.72	£5.48	£3.57	£10.31	£12.98	£0.66	£2.94	£3.26	£4.43
	Sainsbury's, Bedingfield Way, Moreton Hall, Bury St Edmunds	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, St Savours Interchange, Bury St Edmunds	£0.60	£0.40	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00
	Waitrose, Robert Bobby Way, Bury St Edmunds	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 1	£82.26	£15.29	£19.56	£5.48	£3.97	£11.67	£14.06	£0.66	£3.08	£3.26	£5.24
	Zone 2	Co-op, Ashfield Road, Elmswell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iworthe		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Risby Barn Antique Centre, South Street, Risby		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Walsham-le-Willows		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Woolpit		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Zone 2	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Zone 3	Bacton, Stowmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Combs Ford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Cotton, Stowmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Debenham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Mendlesham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stowmarket - Tesco superstore	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stowmarket Town Centre (including Asda)	£3.43	£0.00	£0.00	£3.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Taylor's, Charles Industrial Estate, Stowmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 3	£3.43	£0.00	£0.00	£3.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 4	Bolesdale, Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Diss	£2.98	£0.00	£0.00	£0.00	£2.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	East Harling	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Eye Carpets, Broad Street, Eye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Eye, East Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Kenninghall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Morrison's, Victoria Road, Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Pulham Market	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rickingham, Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rolling Stone, High Street, Hopton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Superdrug, Mere Street, Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Victoria Road, Diss	£0.61	£0.00	£0.00	£0.00	£0.40	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
	Total Zone 4	£3.59	£0.00	£0.00	£0.00	£3.37	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
Zone 5	Boots, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, London Road, Thetford	£0.19	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Kilverstone Road, Thetford	£0.41	£0.00	£0.21	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, London Road, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Norwich Road, Thetford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thetford	£3.50	£0.00	£0.00	£0.00	£0.00	£3.50	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 5	£4.10	£0.00	£0.21	£0.00	£0.20	£3.69	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 6	Co-op, West Street, Isleham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lloyds, Brewhouse Lane, Soham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lloyds, High Street, Soham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Mildenhall	£0.43	£0.00	£0.00	£0.00	£0.00	£0.43	£0.00	£0.00	£0.00	£0.00	
	Newmarket	£6.18	£0.20	£0.00	£0.00	£0.00	£0.00	£5.84	£0.00	£0.14	£0.00	£0.00
	Soham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Fordham Road, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Waitrose, Fred Archer Way, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Wickhambrook, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Zone 6	£6.61	£0.20	£0.00	£0.00	£0.00	£0.00	£6.27	£0.00	£0.14	£0.00	£0.00	
Zone 7	Erving	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 8	Aldi, Lordscroft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Haverhill - Hanchett End Retail Park (Halfords)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Haverhill - Other retail warehouses	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Haverhill Town Centre	£4.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.50	£0.69	£0.00
	Kedington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Haycocks Road, Hanchett End, Haverhill	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00
	Steeple Bumpstead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Cangle Road, Haverhill	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00
Total Zone 8	£4.61	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.92	£0.69	£0.00	
Zone 9	Cavendish	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Clare	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Glemsford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stoke By Clare	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Zone 10	Boxford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lavenham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Long Melford	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00
	Sudbury	£7.56	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£1.37	£5.64
	Tesco, Woodhall Business Park, Springlands Way, Sudbury	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
Total Zone 10	£7.93	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£1.55	£5.84	

	Argos, High Street, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Argos, Jackson Square, Bishop Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Attleborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	B&Q, Deacon Industrial Estate, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Bennetts, London Road, Lexden, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Bishops Stortford	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.88	£0.00	£0.00	£0.00
	Blue Water Shopping Mall, Dartford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Bluewater Regional Shopping Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Bon Marche, Broad Walk, Harlow	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00
	Boots, High Street, Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Boulevard Retail Park, Peterborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Braintree - Retail warehouses	£1.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Braintree Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Burwell, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Cambridge - Food superstores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Cambridge - Retail warehouses	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00
	Cambridge City Centre (including the Grafton Centre)	£29.39	£1.21	£0.83	£1.14	£0.00	£0.97	£11.03	£7.01	£6.30	£0.69	£0.20
	Chelmsford	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00
	Clement, Jocelyne, Market Square, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Colchester - Food superstores	£0.21	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Colchester - Retail warehouses	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Colchester Town Centre	£3.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£0.52	£2.42
	Cornet, Hardwick Industrial Estate, Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Comwall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Costco, West Thurrock Way, West Thurrock	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Currys, Hall Lane, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Currys, North Quay Retail Park, Lowestoft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Currys, Queensgate Retail Park, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Dereham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	DFS, Hansa Road, Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ely	£1.92	£0.00	£0.00	£0.00	£0.00	£0.19	£1.73	£0.00	£0.00	£0.00	£0.00
	Felixstowe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Feltwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Framlingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Freeport Braintree Designer Outlet Village	£0.57	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.20
	Grantham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Great Yarmouth	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Halstead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harlequins Shopping Centre, Watford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harleston	£0.40	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Hickling, Norwich	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Homebase, Fitzroy Park, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ikea, Europa Boulevard, Warrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ipswich - Food superstores	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
	Ipswich - Retail warehouses	£0.20	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ipswich Town Centre	£14.09	£0.40	£0.83	£8.22	£0.79	£0.00	£0.22	£0.00	£0.00	£0.00	£3.63
	Kings Lynn	£0.58	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00
	Lakenheath	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
	Lakeside Regional Shopping Centre	£1.88	£0.20	£0.00	£0.23	£0.00	£0.00	£0.43	£0.22	£0.28	£0.52	£0.00
	Leicester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Liverpool	£0.21	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	London (Elsewhere)	£0.41	£0.00	£0.00	£0.00	£0.20	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
	London (West End or City)	£1.04	£0.20	£0.00	£0.00	£0.20	£0.00	£0.22	£0.22	£0.00	£0.00	£0.20
	Lowestoft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Manchester	£0.21	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Mansfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Marks & Spencer, Brookfield Centre, Cheshunt	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Milton Keynes	£0.19	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00
	Nayland, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Needham Market	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Newquay, Cornwall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich - Food superstores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich - Retail warehouses	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich City Centre	£12.85	£0.20	£0.42	£0.00	£8.73	£3.50	£0.00	£0.00	£0.00	£0.00	£0.00
	Nottingham	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
	Peterborough	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.20
	Saffron Walden	£2.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.19	£0.14	£0.00	£0.00
	Sainsbury's, Bacton Road, Knapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Hall Lane, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Recreation Way, Mildenhall	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
	Sheffield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stanton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stoke-on-Trent	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Angel Grove, Ely	£0.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43	£0.00	£0.00	£0.00	£0.00
	Tesco, Bishops Park Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Radwinter Road, Saffron Walden	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00
	Tesco, Viking Way, Barhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	The Carpet Store, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Waitrose, Brays Lane, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Watton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Wilkinsons, The Cloisters, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Woodbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone Outside	£74.49	£2.41	£2.70	£9.59	£10.52	£5.45	£15.35	£11.62	£8.72	£2.06	£8.06
	Total	£187.01	£18.30	£22.47	£18.50	£18.06	£20.81	£35.90	£12.27	£14.00	£7.55	£19.15

Notes

- 1) Data derived by multiplying percentage market shares from results of Household Telephone Survey (undertaken by Research & Marketing, November 2011) by Total Available Expenditure per zone (Table 4b)
- 2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

Currys, Queensgate Retail Park, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Dereham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
DFS, Hansa Road, Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ely	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.88	£0.00	£0.00	£0.00	£0.00
Felixstowe	£0.13	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Feltwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Framlingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Freeport Braintree Designer Outlet Village	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.11
Grantham	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00
Great Yarmouth	£0.31	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£0.00	£0.00	£0.08	£0.00	£0.00
Hadleigh	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
Halstead	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08	£0.00
Harlequins Shopping Centre, Watford	£0.12	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Harleston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Harlow	£0.97	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.69	£0.17	£0.00	£0.00	£0.00
Hickling, Norwich	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Fitzroy Park, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ikea, Europa Boulevard, Warrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ipswich - Food supermarkets	£0.24	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
Ipswich - Retail warehouses	£1.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.60
Ipswich Town Centre	£5.13	£0.38	£0.98	£2.69	£0.65	£0.23	£0.13	£0.00	£0.00	£0.08	£0.00	£0.00
Kings Lynn	£0.71	£0.00	£0.00	£0.00	£0.00	£0.46	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00
Lakenheath	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lakeside Regional Shopping Centre	£0.78	£0.25	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.17	£0.00	£0.23	£0.00
Leicester	£0.11	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Liverpool	£0.12	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
London (Elsewhere)	£0.48	£0.13	£0.00	£0.00	£0.11	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.11
London (West End or City)	£1.38	£0.13	£0.00	£0.13	£0.00	£0.00	£0.25	£0.23	£0.08	£0.33	£0.23	£0.00
Lowestoft	£0.34	£0.13	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Manchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Mansfield	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
Marks & Spencer, Brookfield Centre, Cheshunt	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00
Milton Keynes	£0.13	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Nayland, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Needham Market	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newquay, Cornwall	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00
Norwich - Food supermarkets	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Norwich - Retail warehouses	£0.11	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Norwich City Centre	£7.35	£0.13	£1.10	£1.02	£2.07	£2.40	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00
Nottingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Peterborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Saffron Walden	£0.97	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£0.08	£0.08	£0.00	£0.00
Sainsbury's, Bacton Road, Knapton	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
Sainsbury's, Hall Lane, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Recreation Way, Mildenhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sheffield	£0.11	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stanton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stoke-on-Trent	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Angel Grove, Ely	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Bishops Park Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Viking Way, Barhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
The Carpet Store, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, Brays Lane, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Watton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Wilkinsons, The Cloisters, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Woodbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Zone Outside	£44.25	£3.54	£5.00	£4.86	£3.27	£5.03	£7.82	£4.69	£3.04	£2.32	£4.67	
Total	£80.15	£7.84	£9.63	£7.93	£7.74	£8.92	£15.38	£5.26	£6.00	£3.24	£8.21	

Notes

- 1) Data derived by multiplying percentage market shares from results of Household Telephone Survey (undertaken by Research & Marketing, November 2011) by Total Available Expenditure per zone (Table 4c)
- 2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

St Edmundsbury Borough Council - Retail Study 2011
Comparison Goods Analysis

Comparison Table 5b: Flows of Expenditure - Clothes, Footwear and Other Fashion Goods - Total

	Total	Zone 1 (Bury St Edmunds)	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8 (Haverhill)	Zone 9	Zone 10
Zone 1	Arc Shopping Centre, Bury St Edmunds	£0.91	£0.33	£0.24	£0.00	£0.00	£0.19	£0.00	£0.14	£0.00	£0.00
	Asda, Western Way, Bury St Edmunds	£0.95	£0.13	£0.33	£0.00	£0.00	£0.11	£0.22	£0.00	£0.08	£0.08
	Bury St Edmunds - Moreton Hall Retail Park/ St Edmundsbury Retail Park	£4.59	£1.36	£1.03	£0.26	£0.11	£0.39	£1.24	£0.00	£0.00	£0.20
	Bury St Edmunds - Other retail warehouses	£3.11	£0.71	£0.45	£0.00	£0.51	£0.58	£0.25	£0.00	£0.00	£0.60
	Bury St Edmunds Town Centre	£95.43	£15.90	£20.31	£7.27	£5.97	£13.05	£17.14	£0.66	£4.97	£3.68
	Sainsbury's, Bedingfield Way, Moreton Hall, Bury St Edmunds	£0.13	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, St Saviours Interchange, Bury St Edmunds	£0.72	£0.53	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00
	Waitrose, Robert Bobby Way, Bury St Edmunds	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 1	£105.83	£19.08	£22.36	£7.53	£6.59	£14.53	£18.85	£0.66	£5.19	£3.76
	£7.29										
Zone 2	Co-op, Ashfield Road, Elmswell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ixworth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Risby Barn Antique Centre, South Street, Risby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Walsham-le-Willows	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Woolpit	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 2	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 3	Bacton, Stowmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Combs Ford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Cotton, Stowmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Debenham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Mendlesham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stowmarket - Tesco superstore	£0.13	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stowmarket Town Centre (including Asda)	£5.15	£0.00	£0.61	£4.32	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00
	Taylor's, Charles Industrial Estate, Stowmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 3	£5.28	£0.00	£0.61	£4.45	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00
	£0.00										
Zone 4	Botesdale, Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Diss	£4.43	£0.00	£0.37	£0.00	£4.07	£0.00	£0.00	£0.00	£0.00	£0.00
	East Harling	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Eye Carpets, Broad Street, Eye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Eye, East Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Kenninghall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Morrisons, Victoria Road, Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Pulham Market	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rickingham, Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rolling Stone, High Street, Hopton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Superdrug, Mere Street, Diss	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Victoria Road, Diss	£0.93	£0.00	£0.00	£0.00	£0.62	£0.00	£0.22	£0.00	£0.00	£0.00
	Total Zone 4	£5.26	£0.00	£0.37	£0.00	£4.69	£0.00	£0.22	£0.00	£0.00	£0.00
	£0.00										
Zone 5	Boots, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Brandon	£0.11	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, London Road, Thetford	£0.19	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00
	Tesco, Kilverstone Road, Thetford	£0.41	£0.00	£0.21	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, London Road, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Norwich Road, Thetford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thetford	£4.88	£0.00	£0.37	£0.00	£0.33	£4.19	£0.00	£0.00	£0.00	£0.00
Total Zone 5	£5.59	£0.00	£0.57	£0.00	£0.53	£4.50	£0.00	£0.00	£0.00	£0.00	
£0.00											
Zone 6	Co-op, West Street, Isleham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lloyds, Brewhouse Lane, Soham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lloyds, High Street, Soham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Mildenhall	£0.56	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00
	Newmarket	£9.71	£0.33	£0.49	£0.00	£0.00	£0.23	£8.36	£0.00	£0.31	£0.00
	Soham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Fordham Road, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Waitrose, Fred Archer Way, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Wickhambrook, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 6	£10.27	£0.33	£0.49	£0.00	£0.23	£8.92	£0.00	£0.00	£0.31	£0.00
£0.00											
Zone 7	Exning	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 8	Aldi, Lordscroft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Haverhill - Hanchett End Retail Park (Halfords)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Haverhill - Other retail warehouses	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Haverhill Town Centre	£5.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£4.09	£0.69	£0.00
	Kedington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Haycocks Road, Hanchett End, Haverhill	£0.46	£0.00	£0.00	£0.00	£0.00	£0.13	£0.11	£0.22	£0.00	£0.00
	Steeple Bumpstead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Cangle Road, Haverhill	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	
Total Zone 8	£5.87	£0.00	£0.00	£0.00	£0.00	£0.13	£0.46	£4.60	£0.69	£0.00	
£0.00											
Zone 9	Cavendish	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Clare	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Glensford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stoke By Clare	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 10	Boxford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lavenham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Long Melford	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.25	£0.00
	Sudbury	£9.41	£0.78	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£1.71	£6.78
	Tesco, Woodhall Business Park, Springlands Way, Sudbury	£0.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54
	Total Zone 10	£10.32	£0.78	£0.00	£0.00	£0.00	£0.00	£0.11	£0.14	£1.96	£7.33
£0.00											
Other Zones	Argos, High Street, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Argos, Jackson Square, Bishop Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Attleborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	B&Q, Deacon Industrial Estate, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Bennetts, London Road, Loxden, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Bishops Stortford	£1.56	£0.00	£0.00	£0.00	£0.00	£0.00	£1.56	£0.00	£0.00	£0.00
	Blue Water Shopping Mall, Dartford	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00
	Bluewater Regional Shopping Centre	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.08	£0.00	£0.00
	Bon Marche, Broad Walk, Harlow	£0.2									

	Currys, Queensgate Retail Park, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Dereham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	DFS, Hansa Road, Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ely	£2.81	£0.00	£0.00	£0.00	£0.00	£0.19	£2.61	£0.00	£0.00	£0.00	£0.00
	Felixstowe	£0.13	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Feltwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Framlingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Freeport Braintree Designer Outlet Village	£0.80	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.17	£0.32
	Grantham	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00
	Great Yarmouth	£0.52	£0.00	£0.00	£0.00	£0.11	£0.11	£0.22	£0.00	£0.08	£0.00	£0.00
	Hadleigh	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
	Halstead	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08	£0.00
	Harlequins Shopping Centre, Watford	£0.12	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harleston	£0.40	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harlow	£0.97	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.69	£0.17	£0.00	£0.00
	Hickling, Norwich	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Outside Study Area	Homebase, Fitzroy Park, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ikea, Europa Boulevard, Warrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ipswich - Food superstores	£0.46	£0.00	£0.00	£0.13	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.11
	Ipswich - Retail warehouses	£1.79	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£1.60
	Ipswich Town Centre	£19.23	£0.78	£1.81	£10.91	£1.45	£0.23	£0.34	£0.00	£0.00	£0.08	£3.63
	Kings Lynn	£1.29	£0.00	£0.00	£0.00	£0.00	£1.04	£0.25	£0.00	£0.00	£0.00	£0.00
	Lakenheath	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
	Lakeside Regional Shopping Centre	£2.65	£0.45	£0.00	£0.23	£0.00	£0.00	£0.56	£0.22	£0.45	£0.52	£0.23
	Leicester	£0.11	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00
	Liverpool	£0.33	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	London (Elsewhere)	£0.89	£0.13	£0.00	£0.00	£0.31	£0.00	£0.34	£0.00	£0.00	£0.00	£0.11
	London (West End or City)	£2.42	£0.33	£0.00	£0.13	£0.20	£0.00	£0.47	£0.45	£0.08	£0.33	£0.43
	Lowestoft	£0.34	£0.13	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Manchester	£0.21	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Mansfield	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
	Marks & Spencer, Brookfield Centre, Cheshunt	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00
	Milton Keynes	£0.32	£0.00	£0.00	£0.13	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00
	Nayland, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Needham Market	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Newquay, Cornwall	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00
	Norwich - Food superstores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich - Retail warehouses	£0.11	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich City Centre	£20.20	£0.33	£1.51	£1.02	£10.81	£5.90	£0.63	£0.00	£0.00	£0.00	£0.00
	Nottingham	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
	Peterborough	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.20
	Saffron Walden	£3.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.99	£0.22	£0.08	£0.00
	Sainsbury's, Bacton Road, Knapton	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
	Sainsbury's, Hall Lane, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Recreation Way, Mildenhall	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
	Sheffield	£0.11	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00
	Stanton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stoke-on-Trent	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Angel Grove, Ely	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00
	Tesco, Bishops Park Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Radwinter Road, Saffron Walden	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00
	Tesco, Viking Way, Barhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	The Carpet Store, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Waitrose, Brays Lane, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Watton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Wilkinsons, The Cloisters, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Woodbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Total Zone Outside	£118.74	£5.96	£7.70	£14.45	£13.79	£10.48	£23.17	£16.31	£9.76	£4.38	£12.73
	Total	£267.16	£26.15	£32.10	£26.43	£25.80	£29.73	£51.28	£17.54	£20.00	£10.79	£27.35

Notes

- 1) Data derived by adding figures from Tables 5a(i) and 5a(ii)
- 2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

	Currys, Queensgate Retail Park, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Dereham	£0.45	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£0.00	£0.00	£0.00	£0.00
	DFS, Hansa Road, Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ely	£4.20	£0.00	£0.00	£0.00	£0.00	£0.00	£4.20	£0.00	£0.00	£0.00	£0.00
	Feltstowe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Feltwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Framlingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Freeport Braintree Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Grantham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Great Yarmouth	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.52	£0.00	£0.00	£0.00	£0.00
	Hadleigh	£1.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Halstead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harlequins Shopping Centre, Watford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harleston	£0.59	£0.00	£0.00	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	£0.00	£0.00
	Harlow	£1.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.60	£0.41	£0.00	£0.00
	Hickling, Norwich	£0.59	£0.00	£0.00	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	£0.00	£0.00
Outside Study Area	Homebase, Fitzroy Park, Bishops Stortford	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51
	Ikea, Eurgsa Boulevard, Warrington	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51
	Ipswich - Food supermarkets	£3.62	£0.00	£0.00	£0.63	£0.00	£0.45	£0.00	£0.00	£0.00	£0.00	£2.53
	Ipswich - Retail warehouses	£1.77	£0.50	£0.00	£1.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ipswich Town Centre	£6.68	£0.50	£0.00	£5.06	£0.59	£0.00	£0.52	£0.00	£0.00	£0.00	£0.00
	Kings Lynn	£0.45	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£0.00	£0.00	£0.00	£0.00
	Lakenheath	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.52	£0.00	£0.00	£0.00	£0.00
	Lakeside Regional Shopping Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Leicester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Liverpool	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	London (Elsewhere)	£0.56	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	London (West End or City)	£0.59	£0.00	£0.00	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	£0.00	£0.00
	Lowestoft	£1.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Manchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Mansfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Marks & Spencer, Brookfield Centre, Cheshunt	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Milton Keynes	£0.45	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£0.00	£0.00	£0.00	£0.00
	Nayland, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Needham Market	£1.14	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51
	Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Newquay, Cornwall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich - Food supermarkets	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich - Retail warehouses	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich City Centre	£11.47	£0.00	£0.00	£0.00	£10.11	£1.36	£0.00	£0.00	£0.00	£0.00	£0.00
	Nottingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Peterborough	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51
	Saffron Walden	£9.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.07	£0.41	£0.50	£0.00
	Sainsbury's, Bacton Road, Knapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Hall Lane, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Recreation Way, Mildenhall	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00
	Sheffield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stanton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stoke-on-Trent	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Angel Grove, Ely	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00
	Tesco, Bishops Park Centre, Bishops Stortford	£1.06	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£0.60	£0.00	£0.00	£0.00
	Tesco, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Viking Way, Barhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	The Carpet Store, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Waitrose, Brays Lane, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Watton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Wilkinsons, The Cloisters, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Woodbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Total Zone Outside	£74.17	£1.00	£1.68	£7.60	£12.48	£3.63	£15.22	£19.36	£4.11	£1.49	£7.59
	Total	£298.57	£27.10	£37.55	£29.75	£31.51	£30.87	£57.75	£19.36	£21.37	£12.95	£30.36

Notes

- 1) Data derived by multiplying percentage market shares from results of Household Telephone Survey (undertaken by Research & Marketing, November 2011) by Total Available Expenditure per zone (Table 4d)
- 2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

	Currys, Queensgate Retail Park, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Dereham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	DFS, Hansa Road, Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Ely	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	£0.00	£0.00	£0.00	£0.00	
	Felixstowe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Feltwell	£0.15	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	
	Framlingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Freeport Braintree Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Grantham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Great Yarmouth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Hadleigh	£0.64	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	
	Halstead	£0.16	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Harlequins Shopping Centre, Watford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Harleston	£0.66	£0.00	£0.00	£0.00	£0.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Hickling, Norwich	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Outside Study Area	Homebase, Fitzroy Park, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Ikea, Europa Boulevard, Warrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Ipswich - Food supermarkets	£0.61	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.13	£0.31	
	Ipswich - Retail warehouses	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	
	Ipswich Town Centre	£1.82	£0.00	£0.34	£0.54	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.77	
	Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Lakenheath	£1.25	£0.00	£0.00	£0.00	£0.00	£1.18	£0.17	£0.00	£0.00	£0.00	£0.00	
	Lakeside Regional Shopping Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Leicester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Liverpool	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	London (Elsewhere)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	London (West End or City)	£0.48	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	
	Lowestoft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Manchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Mansfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Marks & Spencer, Brookfield Centre, Cheshunt	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Milton Keynes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Nayland, Colchester	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	
	Needham Market	£1.45	£0.00	£0.00	£1.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Newquay, Cornwall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Norwich - Food supermarkets	£0.16	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Norwich - Retail warehouses	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Norwich City Centre	£1.15	£0.00	£0.00	£0.00	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Nottingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Peterborough	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.15	
	Saffron Walden	£9.97	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£9.56	£0.11	£0.13	£0.00	
	Sainsbury's, Bacton Road, Knapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Sainsbury's, Hall Lane, Chingford	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	
	Sainsbury's, Recreation Way, Mildenhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Sheffield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Stanton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Stoke-on-Trent	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Tesco, Angel Grove, Ely	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	£0.00	£0.00	£0.00	£0.00	
	Tesco, Bishops Park Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Tesco, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Tesco, Viking Way, Barhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Thaxted	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51	£0.00	£0.00	£0.00	
	The Carpet Store, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Waitrose, Brays Lane, Ely	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	
	Watton	£0.15	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	
	Wilkinsons, The Cloisters, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Woodbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
		Total Zone Outside	£25.71	£0.00	£0.51	£2.18	£3.28	£1.63	£4.48	£10.24	£0.22	£0.40	£2.78
		Total	£158.34	£14.68	£19.62	£15.78	£16.23	£16.70	£30.20	£10.75	£11.32	£6.85	£16.21

Notes

- 1) Data derived by multiplying percentage market shares from results of Household Telephone Survey (undertaken by Research & Marketing, November 2011) by Total Available Expenditure per zone (Table 4e)
- 2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

Currys, Queensgate Retail Park, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Dereham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
DFS, Hansa Road, Kings Lynn	£0.17	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ely	£0.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00
Felixstowe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Feltwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Framlingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Freeport Braintree Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Grantham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Yarmouth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Halstead	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.13	£0.00	£0.00
Harlequins Shopping Centre, Watford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Harleston	£0.19	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Harlow	£1.30	£0.00	£0.22	£0.00	£0.00	£0.00	£0.22	£0.86	£0.00	£0.00	£0.00	£0.00
Hickling, Norwich	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Fitzroy Park, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ikea, Euroga Boulevard, Warrington	£0.17	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ipswich - Food supermarkets	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.90
Ipswich - Retail warehouses	£3.66	£0.34	£0.00	£3.14	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ipswich Town Centre	£4.57	£0.00	£0.44	£2.30	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£1.62
Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lakenheath	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00
Lakeside Regional Shopping Centre	£0.51	£0.17	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00
Leicester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Liverpool	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
London (Elsewhere)	£1.02	£0.17	£0.00	£0.00	£0.39	£0.00	£0.22	£0.00	£0.25	£0.00	£0.00	£0.00
London (West End or City)	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65	£0.22	£0.00	£0.00	£0.00	£0.00
Lowestoft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Manchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Mansfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Marks & Spencer, Brookfield Centre, Cheshunt	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Milton Keynes	£0.22	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Nayland, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Needham Market	£0.42	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newport	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00
Newquay, Cornwall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Norwich - Food supermarkets	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Norwich - Retail warehouses	£2.28	£0.00	£0.00	£0.21	£1.36	£0.50	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00
Norwich City Centre	£5.72	£0.00	£0.00	£0.63	£4.26	£0.83	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Nottingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Peterborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Saffron Walden	£4.61	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£4.32	£0.13	£0.00	£0.00	£0.00
Sainsbury's, Bacton Road, Knapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Hall Lane, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Recreation Way, Mildenhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sheffield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stanton	£0.22	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stoke-on-Trent	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Angel Grove, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Bishops Park Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Viking Way, Barhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
The Carpet Store, High Street, Brandon	£0.17	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, Brays Lane, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Watton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Wilkinson's, The Cloisters, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Woodbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Zone Outside	£47.90	£1.51	£1.54	£7.11	£6.39	£2.99	£8.94	£9.71	£3.27	£1.22	£5.21	
Total	£146.36	£13.11	£19.19	£14.42	£14.91	£14.63	£28.14	£10.36	£10.06	£6.44	£15.10	

Notes

- 1) Data derived by multiplying percentage market shares from results of Household Telephone Survey (undertaken by Research & Marketing, November 2011) by Total Available Expenditure per zone (Table 4f)
- 2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

	Currys, Queensgate Retail Park, Harlow	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00
	Dereham	£0.15	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00
	DFS, Hansa Road, Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ely	£0.65	£0.00	£0.00	£0.00	£0.00	£0.15	£0.50	£0.00	£0.00	£0.00	£0.00
	Felixstowe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Feltwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Framlingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Freeport Braintree Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Grantham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Great Yarmouth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Hadleigh	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
	Halstead	£0.27	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00
	Harlequins Shopping Centre, Watford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harleston	£0.47	£0.00	£0.00	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Hickling, Norwich	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Outside Study Area	Homebase, Fitzroy Park, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ikea, Europa Boulevard, Warrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ipswich - Food superstores	£0.16	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ipswich - Retail warehouses	£4.58	£0.00	£0.00	£3.49	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62
	Ipswich Town Centre	£2.25	£0.00	£0.00	£1.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.09
	Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lakenheath	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00
	Lakeside Regional Shopping Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lancaster	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Liverpool	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	London (Elsewhere)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	London (West End or City)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lowestoft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Manchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Mansfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Marks & Spencer, Brookfield Centre, Cheshunt	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Milton Keynes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Nayland, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Needham Market	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Newquay, Cornwall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich - Food superstores	£0.16	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich - Retail warehouses	£0.76	£0.00	£0.00	£0.00	£0.47	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich City Centre	£2.34	£0.00	£0.00	£0.00	£2.05	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00
	Nottingham	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	Peterborough	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00
	Saffron Walden	£4.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.26	£0.11	£0.13	£0.00
	Sainsbury's, Bacton Road, Knapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Hall Lane, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Recreation Way, Mildenhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sheffield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stanton	£0.15	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stoke-on-Trent	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Angel Grove, Ely	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00
	Tesco, Bishops Park Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Viking Way, Barhill	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00
	Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	The Carpet Store, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Waitrose, Brays Lane, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Watton	£0.15	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00
	Wilkinsons, The Cloisters, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Woodbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Total Zone Outside	£36.81	£1.11	£0.44	£4.65	£4.42	£2.18	£8.58	£8.02	£1.75	£1.32	£4.35
	Total	£129.78	£13.28	£15.84	£12.95	£12.46	£14.13	£25.05	£8.51	£9.40	£5.15	£13.20

Notes

- 1) Data derived by multiplying percentage market shares from results of Household Telephone Survey (undertaken by Research & Marketing, November 2011) by Total Available Expenditure per zone (Table 4g)
- 2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

	Currys, Queensgate Retail Park, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Dereham	£0.06	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	
	DFS, Hansa Road, Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Ely	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.52	£0.00	£0.00	£0.00	£0.00	
	Felixstowe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Feltwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Framlingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Freeport Braintree Designer Outlet Village	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	
	Grantham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Great Yarmouth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Hadleigh	£0.26	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	
	Halstead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Harlequins Shopping Centre, Watford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Harleston	£0.07	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Harlow	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.04	£0.00	£0.00	
	Hickling, Norwich	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Outside Study Area	Homebase, Fitzroy Park, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Ikea, Europa Boulevard, Warrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Ipswich - Food superstores	£0.21	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Ipswich - Retail warehouses	£0.42	£0.00	£0.08	£0.28	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Ipswich Town Centre	£2.23	£0.00	£0.30	£1.18	£0.07	£0.06	£0.00	£0.00	£0.00	£0.00	£0.62	
	Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Lakenheath	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	
	Lakeside Regional Shopping Centre	£0.54	£0.00	£0.15	£0.00	£0.14	£0.06	£0.00	£0.00	£0.07	£0.06	£0.06	
	Leicester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Liverpool	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	London (Elsewhere)	£0.10	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	
	London (West End or City)	£0.21	£0.00	£0.08	£0.00	£0.00	£0.06	£0.07	£0.00	£0.00	£0.00	£0.00	
	Lowestoft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Manchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Mansfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Marks & Spencer, Brookfield Centre, Cheshunt	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Milton Keynes	£0.06	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Nayland, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Needham Market	£0.07	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Newquay, Cornwall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Norwich - Food superstores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Norwich - Retail warehouses	£0.12	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	
	Norwich City Centre	£2.59	£0.00	£0.00	£0.00	£2.23	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	
	Nottingham	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	
	Peterborough	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	
	Saffron Walden	£0.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.73	£0.04	£0.06	£0.00	
	Sainsbury's, Bacton Road, Knapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Sainsbury's, Hall Lane, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Sainsbury's, Recreation Way, Mildenhall	£0.14	£0.00	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	
	Sheffield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Stanton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Stoke-on-Trent	£0.06	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Tesco, Angel Grove, Ely	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	
	Tesco, Bishops Park Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Tesco, Radwinter Road, Saffron Walden	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	
	Tesco, Viking Way, Barhill	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	
	Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	The Carpet Store, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Waitrose, Brays Lane, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Watton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Wilkinsons, The Cloisters, Ely	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	
	Woodbridge	£0.07	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
		Total Zone Outside	£17.41	£0.39	£0.76	£1.94	£2.71	£1.04	£3.70	£3.08	£1.20	£0.73	£1.86
		Total	£48.40	£4.60	£6.28	£4.72	£5.01	£4.95	£9.11	£3.37	£3.21	£2.13	£5.03

Notes

- 1) Data derived by multiplying percentage market shares from results of Household Telephone Survey (undertaken by Research & Marketing, November 2011) by Total Available Expenditure per zone (Table 4h)
- 2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

	Currys, Queensgate Retail Park, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Dereham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	DFS, Hansa Road, Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ely	£0.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£0.00	£0.00	£0.00	£0.00
	Felixstowe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Feltwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Framlingham	£0.17	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Freepoint Braintree Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Grantham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Great Yarmouth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Hadleigh	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37
	Halstead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harlequins Shopping Centre, Watford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harleston	£0.17	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Hickling, Norwich	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Outside Study Area	Homebase, Fitzroy Park, Bishops Stortford	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00
	Ikea, Europa Boulevard, Warrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ipwich - Food supermarkets	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Ipwich - Retail warehouses	£8.16	£0.16	£0.30	£5.74	£1.02	£0.00	£0.00	£0.00	£0.08	£0.00	£0.86
	Ipwich Town Centre	£1.94	£0.00	£0.45	£0.91	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25
	Kings Lynn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lakenheath	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00
	Lakeside Regional Shopping Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Leicester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Liverpool	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	London (Elsewhere)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	London (West End or City)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lowestoft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Manchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Mansfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Marks & Spencer, Brookfield Centre, Cheshunt	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Milton Keynes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Nayland, Colchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Needham Market	£0.60	£0.00	£0.00	£0.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Newquay, Cornwall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich - Food supermarkets	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich - Retail warehouses	£2.02	£0.00	£0.00	£0.15	£1.53	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00
	Norwich City Centre	£0.85	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Nottingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Peterborough	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
	Saffron Walden	£6.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.07	£0.17	£0.11	£0.00
	Sainsbury's, Bacton Road, Knapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Hall Lane, Chingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sainsbury's, Recreation Way, Mildenhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Sheffield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stanton	£0.15	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stoke-on-Trent	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Angel Grove, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Bishops Park Centre, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tesco, Viking Way, Barhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	The Carpet Store, High Street, Brandon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Waitrose, Brays Lane, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Watton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Wilkinsons, The Cloisters, Ely	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Woodbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
	Total Zone Outside	£24.39	£0.32	£0.91	£7.40	£4.08	£0.34	£2.26	£6.49	£0.67	£0.34	£1.60
	Total	£114.23	£12.95	£15.25	£10.87	£12.76	£10.87	£20.35	£7.31	£7.18	£5.15	£11.53

Notes

- 1) Data derived by multiplying percentage market shares from results of Household Telephone Survey (undertaken by Research & Marketing, November 2011) by Total Available Expenditure per zone (Table 4)
- 2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

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Comparison Goods Analysis

Comparison Table 6: Flows of Expenditure to Bury St Edmunds & Harverhill (including Inflow)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total excl. Inflow	Inflow	Total plus Inflow
Bury St Edmunds	Bury St Edmunds Town Centre (excluding Waitrose)	£68.46	£82.08	£14.91	£11.57	£31.32	£44.59	£0.87	£8.39	£9.42	£14.23	£285.84	7.5%	£307.28
	Bury St Edmunds - Moreton Hall Retail Park/ St Edmundsbury Retail Park	£17.73	£22.46	£3.68	£1.64	£3.23	£9.81	£0.16	£1.39	£2.23	£1.35	£63.70		£63.70
	Bury St Edmunds - Other retail warehouses	£6.42	£6.39	£1.93	£1.50	£3.59	£5.67	£0.50	£1.46	£1.56	£3.02	£32.02		£32.02
	Asda, Western Way, Bury St Edmunds	£3.95	£0.72	£1.20	£0.00	£1.38	£2.36	£0.00	£0.60	£0.58	£0.00	£10.79		£10.79
	Sainsbury's, Bedingfield Way, Moreton Hall, Bury St Edmunds	£1.17	£2.51	£0.00	£0.00	£0.06	£0.34	£0.00	£0.00	£0.00	£0.06	£4.14		£4.14
	Tesco, St Saviours Interchange, Bury St Edmunds	£1.96	£3.58	£0.00	£0.16	£0.26	£0.60	£0.00	£0.55	£0.00	£0.00	£7.11		£7.11
	Waitrose, Robert Boby Way, Bury St Edmunds	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15		£0.15
	Total within Bury St Edmunds	£99.82	£117.75	£21.73	£14.87	£39.83	£63.37	£1.54	£12.40	£13.78	£18.66	£403.75		
Haverhill	Haverhill Town Centre	£0.00	£0.00	£0.21	£0.00	£0.00	£0.85	£0.85	£35.69	£5.53	£0.18	£43.31	2.0%	£44.17
	Haverhill - Hanchett End Retail Park (Halfords)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.42	£0.23	£0.00	£0.78	2.0%	£0.80
	Haverhill - Other retail warehouses	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.49	£5.33	£1.26	£0.00	£7.34	2.0%	£7.49
	Aldi, Lordscroft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.13	2.0%	£0.14
	Sainsbury's, Haycocks Road, Hanchett End, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.50	£3.62	£0.59	£0.00	£4.83	15.0%	£5.56
	Tesco, Cangle Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£2.83	£0.54	£0.00	£3.53	15.0%	£4.06
	Total within Haverhill	£0.00	£0.00	£0.21	£0.00	£0.00	£1.24	£2.13	£47.89	£8.28	£0.18	£59.93		
Selected Competing Centres	Cambridge City Centre (including the Grafton Centre)	£4.82	£4.20	£1.80	£0.16	£3.57	£35.34	£21.41	£14.61	£3.85	£1.26	£91.03		
	Ipswich Town Centre	£1.28	£3.34	£22.06	£2.62	£0.29	£0.87	£0.22	£0.00	£0.08	£7.97	£38.73		
	Norwich City Centre	£0.33	£1.51	£1.65	£31.45	£8.75	£0.63	£0.00	£0.00	£0.00	£0.00	£44.32		

Notes

1) Data derived from Tables 5a-h

2) Inflow for Bury St Edmunds and Haverhill Town Centres derived from On-Street Survey Research undertaken by Research and Marketing (November 2011)

St Edmundsbury Borough Council - Retail Study 2011

Comparison Goods Analysis

Comparison Table 7a: Bury St Edmunds Market Shares in 2011 (from PCA - Zones 1 & 2)

	Expenditure	Market Share
Total Available Expenditure (£m) (Excluding NSRT)	£253.07	
Survey Derived Expenditure to the Town Centre (£m)	£150.69	59.5%
Survey Derived Expenditure to Facilities outside the Town Centre (£m)	£66.89	26.4%
Survey Derived Expenditure to the Town as a whole (£m)	£217.58	86.0%

Comparison Table 7b: Bury St Edmunds Market Share in 2011 (from Study Area - Zones 1-10)

	Expenditure	Market Share
Total Available Expenditure (£m) (Excluding NSRT)	£1,158.42	
Survey Derived Expenditure to the Town Centre - inc inflow from other zones (£m)	£285.99	24.7%
Survey Derived Expenditure to the Town as a whole - inc inflow from other zones (£m)	£403.75	34.9%

Comparison Table 7c: Haverhill Market Share in 2011 (from PCA - Zones 8 & 9)

	Expenditure	Market Share
Total Available Expenditure (£m) (Excluding NSRT)	£131.99	
Survey Derived Expenditure to the Town Centre (£m)	£41.22	31.2%
Survey Derived Expenditure to the Town as a whole (£m)	£56.17	42.6%

Notes

- 1) 2010 Prices
- 2) Total available expenditure taken from Table 3
- 3) Survey derived expenditure taken from Table 6
- 4) Market shares calculated by dividing Survey Derived Expenditure by Total Available Expenditure
- 5) Survey derived expenditure to the Town Centre includes Waitrose

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Comparison Goods Analysis

Comparison Table 8: Benchmark Turnover of Bury St Edmunds and Haverhill (All Comparison Goods)

		Gross Floorspace (sq m)	Net Floorspace (sq m)	% Comparison Goods Floorspace	Net Comparison Floorspace (sq m)	Benchmark Comparison Turnover (£/sq m) 2010	Benchmark Comparison Turnover (£m) 2010	Benchmark Comparison Turnover (£m) 2011	
Bury St Edmunds	IN CENTRE	Bury St Edmunds Town Centre Comparison Goods Floorspace	58289	43717	100.00%	43717	£6,000	£262.30	£264.14
		Marks & Spencer (Foodhall), Bultenmarket, Bury St Edmunds	5203	938	5.6%	52	£6,260	£0.83	£0.33
		Island, Cornhill, Bury St Edmunds	548	548	3.0%	16	£7,889	£0.13	£0.13
		Tesco Express, Cornhill, Bury St Edmunds	695	487	10.0%	49	£7,966	£0.39	£0.39
		Waltrose, Robert Bobby Way, Bury St Edmunds		1952	14.9%	290	£9,014	£2.62	£2.63
	OUT OF CENTRE	Bury St Edmunds Retail Park		8102	100%	8102			£17.02
		Dreams	910	728	100%	728	£3,093	£2.25	£2.27
		Carpet Right	900	720	100%	720	£1,201	£0.86	£0.87
		Pets at Home	900	720	100%	720	-	£1.91	£1.93
		Dunelm		2814	100%	2814	£2,536	£7.14	£7.19
		Ponden Homes Superstore	460	365	100%	368	£3,093	£1.14	£1.15
		Homebase	3,440	2782	100%	2782	£1,306	£3.60	£3.62
		Other Retail Warehouses				25059			£69.93
		Currys	1,220	976	100%	976	£6,821	£6.66	£6.70
		Cornet	1,140	912	100%	912	£7,422	£6.77	£6.82
		DFS	1,850	1480	100%	1480	£6,180	£9.15	£9.21
		Matalan	2,950	2,065	100%	2,065	£2,823	£5.21	£5.25
		House of Harmony	380	304	100%	304	£3,093	£0.94	£0.95
		Plumb Centre	440	308	100%	308		£0.87	£0.88
		The Giant	370	296	100%	299	£1,861	£0.48	£0.49
		Motor Spares	362	292	100%	292	£2,000	£0.86	£0.81
		Slumbers	210	147	100%	147	£3,093	£0.46	£0.46
		Abbeygate Ceramic Tiles	50	35	100%	35	£1,861	£0.07	£0.07
		Topps Tiles	430	301	100%	301	£1,201	£0.36	£0.36
		Glasswells World of Furniture	3,159	2211	100%	2211	£3,093	£6.84	£6.89
		Original Factory Shop		577	100%	577	-	£0.90	£1.00
		Neptune	350	280	100%	280	£1,861	£0.52	£0.52
		Merlews Garden Centre	3710	2968	100%	2968	£1,322	£3.92	£3.95
		Kitchenology / Frames Conservatory Direct / Opulence	530	424	100%	424	£3,093	£1.31	£1.32
		Warehouse Clearance Superstore	2,070	1656	100%	1656	£1,861	£3.08	£3.10
		CWT Country Supplies and Clothing	1,880	1504	100%	1504	£3,900	£5.28	£5.30
		Travis Perkins	1,450	1,160	100%	1,160	£1,861	£2.16	£2.17
		Direct	510	408	100%	408	£2,000	£0.82	£0.82
		Dreams Doors	110	88	100%	88	£1,861	£0.16	£0.16
		And So to Bed	270	216	100%	216	£3,093	£0.67	£0.67
		Magnet	1,159	927	100%	927	£2,576	£2.39	£2.41
		Menswear Factory Shop	329	263	100%	263	£4,720	£1.24	£1.25
		Screwfix	456	365	100%	365	£1,861	£0.68	£0.68
		Arco	1,287	1,030	100%	1,030	£2,000	£2.06	£2.07
		Pets Place	280	224	100%	224	£2,000	£0.45	£0.45
		Bury St Edmunds Garden Centre	3148	2518	100%	2518	£1,322	£3.33	£3.35
		Other Floorspace	1,500	1,200	100%	1,200	£2,000	£2.40	£2.42
		Foodstores		13806		3205		£22.86	£23.02
		Asda, Western Way, Bury St Edmunds	6456	3376	25.0%	844	£7,875	£6.73	£6.78
		Coscutcher, Newmarket Road, Bury St Edmunds	125	100	10.0%	10	£4,018	£0.04	£0.04
		Farmfoods, The Belfours Retail Park, Barton Road, Bury St Edmunds		416	10.0%	42	£4,015	£0.17	£0.17
		One Stop, Cadogan Road, Bury St Edmunds	183	134	18.6%	25	£3,923	£0.10	£0.10
		Premier, Lake Avenue, Bury St Edmunds	94	66	5.0%	3	£3,933	£0.01	£0.01
		Sainsbury's, Bedingfield Way, Moreton Hall, Bury St Edmunds	6274	4658	25.0%	1140	£6,761	£7.70	£7.76
		Somerfield, Mildenhall Road, Bury St Edmunds	1937	1301	18.6%	242	£4,512	£1.09	£1.10
Spar, St Olaves Precinct, Bury St Edmunds	318	223	18.6%	41	£4,430	£0.18	£0.18		
Tesco Express, Lawson Place, Bury St Edmunds	524	179	10.0%	18	£7,966	£0.14	£0.14		
Tesco, St Saviours Interchange, Bury St Edmunds	6380	3301	25.0%	825	£7,966	£6.67	£6.62		
Tesco, Stamford Court, Bury St Edmunds	277	153	10.0%	15	£7,966	£0.12	£0.12		
Haverhill	IN CENTRE	Haverhill Town Centre	8290	5803	100.0%	5803	£5,000	£29.82	£29.22
		Island, High Street, Haverhill	0	418	3.0%	13	£7,864	£0.10	£0.10
		Co-op, Jubilee Walk, Haverhill	2369	1328	18.6%	247	£4,512	£1.11	£1.12
	EDGE AND OUT OF CENTRE	Haverhill - Hanchett End Retail Park (Haltords)		474	100.0%	474	£3,017	£1.43	£1.44
		B&Q		3,851	100.0%	3851	£2,056	£7.92	£7.97
		Petco		215	100.0%	215	£2,000	£0.43	£0.43
		Travis Perkins		35	100.0%	35	£1,861	£0.07	£0.07
		PBM Buildbase		110	100.0%	110	£1,861	£0.20	£0.21
		AGL, Lordscroft Lane, Haverhill	1022	697	26.4%	184	£2,677	£0.48	£0.50
		Lundis, Gloucester Road, Haverhill	226	154	16.6%	28	£3,335	£0.11	£0.11
Sainsbury's, Haycocks Road, Hanchett End, Haverhill	5261	4621	25.0%	1155	£6,761	£7.81	£7.87		
Tesco, Cangle Road, Haverhill	6083	3227	25.0%	807	£7,966	£6.43	£6.47		

Notes
1) Floorspace for Bury St Edmunds Town Centre derived from GOAD figures, including trading units at Robert Bobby Way Retail Way which fall within defined Town Centre Boundary
2) Assumes 80% net gross ratio for out of centre comparison floorspace and 70% net gross ratio for in centre where net sales floorspace is not known. ASDA Bury St Edmunds taken from planning application
3) Floorspaces for comparison units taken from Experian GOAD, Promap measurements or Agents data
4) Floorspaces and comparison goods ratio for named foodstores as set out in Convenience Table 8
5) Comparison floorspace benchmark turnover based on Verdict Retail Rankings (2011) and Drivers Jonas Deloitte estimates
6) Benchmark 2011 turnover reflects decrease in sales density as set out in Experian Retail Planner Briefing Note 9 (September 2011) - Figure 4b, p12
7) Gross Net Floorspace ratio used for Bury St Edmunds Town Centre is 75% based on Drivers Jonas Deloitte site visit observations

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Comparison Goods Analysis

Comparison Table 9: Estimated Benchmark Comparison Goods Turnover of Facilities Within Bury St Edmunds & Haverhill in 2011

Centre		Benchmark Comparison Turnover 2011 (£m)	Survey Derived Comparison Turnover 2011 (£m)	Difference
Bury St Edmunds	Bury St Edmunds Town Centre (including Waitrose)	£266.77	£307.42	£40.65
	Bury St Edmunds - St Edmundsbury Retail Park & Other Retail Warehouses	£86.96	£95.72	£8.77
	Asda, Western Way, Bury St Edmunds	£6.78	£10.79	£4.02
	Sainsbury's, Bedingfeld Way, Moreton Hall, Bury St Edmunds	£7.76	£4.14	-£3.61
	Tesco, St Saviours Interchange, Bury St Edmunds	£6.62	£7.11	£0.49
Haverhill	Haverhill Town Centre	£29.22	£44.17	£14.95
	Haverhill - Hanchett End Retail Park (Halfords)	£1.44	£0.80	-£0.64
	Haverhill - Other retail warehouses	£8.68	£7.49	-£1.19
	Aldi, Lordscroft Lane, Haverhill	£0.50	£0.14	-£0.36
	Sainsbury's, Haycocks Road, Hanchett End, Haverhill	£7.87	£5.56	-£2.31
	Tesco, Cangle Road, Haverhill	£6.47	£4.06	-£2.41

Notes

- 1) Benchmark Comparison Turnover taken from Table 8
- 2) Survey Derived Turnover taken from Table 6
- 3) Figure for Bury St Edmunds includes Waitrose comparison goods turnover
- 4) Negative figures indicate possible under-trading / positive figures indicate possible over-trading

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Comparison Goods Analysis

Comparison Table 10: Commitments & Allocations

	Location	Description	Gross Floorspace (sq.m)	Class A1 Floorspace (sq m)	Net Comparison Floorspace (sq m)	Comparison Turnover per sq m 2011	Total Comparison Turnover (£m) 2011	Total Comparison Turnover (£m) 2012	Total Comparison Turnover (£m) 2013
Bury St Edmunds	Tayfen Road	Retail Warehousing	3,000	2,400	1,920	£4,000	£7.68	£7.55	£7.58
		Discount Foodstore	1,548	1,084	191	£4,015	£0.77	£0.77	£0.77
TOTAL					2,111		£8.45	£8.32	£8.35
Haverhill	Former Project Office Furniture, Hamlet Green	Wickes	2,522	2,193	2,193	£1,598	£3.50	£3.52	£3.53
		Unit 1: Floor & Furniture Coverings	762	648	648	£1,942	£1.26	£1.26	£1.27
		Unit 2: Electricals	512	435	435	£6,348	£2.76	£2.77	£2.78
		Unit 3: Pets	762	648	648	£2,779	£1.80	£1.81	£1.82
TOTAL					3,924		£9.32	£9.36	£9.40

Notes

- 1) Data from St Edmundsbury Borough Council, December 2011
- 2) Convenience / comparison floorspace split and sales densities per outlet derived from Verdict UK Food & Grocery Retailers 2011 and Mintel Retail Rankings (2011) with averages applied where operators are not known
- 3) Turnover of Haverill Retail Park scheme taken from planning application submission (ref: SE/111/0424)
- 4) Tayfen Road Foodstore sales densities based on Average 'Top 5' Foodstore turnovers derived from Verdict UK Food & Grocery Retailers 2011
- 5) Turnover of commitments grown forward using retail sales density figures taken from Experian Retail Planner Briefing Note 9 (September 2011) - Figure 4b, p12

St Edmundsbury Borough Council - Retail Study 2011

Comparison Goods Analysis

Comparison Table 11a: Comparison Goods Latent Capacity Within Bury St Edmunds Town Centre from PCA (Current Market Share - 59.5%)

Bury St Edmunds Town Centre	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Total Available Expenditure (€m)	€253.07	€256.41	€261.49	€269.28	€278.28	€288.85	€299.45	€311.08	€323.29	€336.27	€349.31	€363.09	€376.55	€391.35	€406.27	€421.29	€437.49	€453.53	€470.13	€487.40	€505.28
Town Market Share	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%
PCA Survey Derived Turnover (€m)	€150.69	€152.67	€155.70	€160.34	€165.70	€171.99	€178.30	€185.23	€192.50	€200.22	€207.99	€216.19	€224.21	€233.02	€241.91	€250.85	€260.50	€270.04	€279.93	€290.21	€300.86
Inflow from other Study Area Zones	€135.30	€137.46	€140.35	€144.56	€148.90	€153.37	€157.97	€162.71	€167.59	€172.61	€177.79	€183.13	€188.62	€194.28	€200.11	€206.11	€212.29	€218.66	€225.22	€231.98	€238.94
Inflow from Beyond Study Area	€21.44	€21.78	€22.34	€22.91	€23.59	€24.30	€25.03	€25.78	€26.55	€27.35	€28.17	€29.02	€29.89	€30.78	€31.71	€32.66	€33.64	€34.65	€35.69	€36.76	€37.86
Survey Derived Turnover (€m)	€307.42	€311.92	€318.29	€327.80	€338.19	€349.66	€361.30	€373.71	€386.64	€400.19	€413.96	€428.34	€442.72	€458.08	€473.72	€489.62	€506.43	€523.35	€540.84	€558.95	€577.66
Benchmark Turnover of Existing Floorspace (€m)	€267.62	€272.44	€276.52	€281.23	€286.01	€290.87	€295.81	€300.84	€305.96	€311.16	€316.45	€321.83	€327.30	€332.86	€338.52	€344.28	€350.13	€356.08	€362.13	€368.29	€374.55
Benchmark Turnover of Commitments (€m)	€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	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Total Benchmark Turnover	€267.62	€272.44	€276.52	€281.23	€286.01	€290.87	€295.81	€300.84	€305.96	€311.16	€316.45	€321.83	€327.30	€332.86	€338.52	€344.28	€350.13	€356.08	€362.13	€368.29	€374.55
Latent Surplus Expenditure	€39.80	€39.48	€41.76	€46.58	€52.18	€58.79	€65.48	€72.87	€80.68	€89.03	€97.51	€106.51	€115.42	€125.22	€135.20	€145.34	€156.30	€167.27	€178.71	€190.66	€203.11
Average Comparison Goods Turnover for Bury St Edmunds Town (€/sq m)	€6.000	€6.108	€6.200	€6.305	€6.412	€6.521	€6.632	€6.745	€6.859	€6.976	€7.095	€7.215	€7.338	€7.463	€7.590	€7.719	€7.850	€7.983	€8.119	€8.257	€8.397
Bury St Edmunds Town Centre Illustration Net Floorspace equivalent (sq m)	6,634	6,464	6,736	7,388	8,138	9,015	9,874	10,804	11,762	12,762	13,744	14,762	15,729	16,779	17,814	18,830	19,911	20,953	22,011	23,091	24,187
Bury St Edmunds Town Centre Illustration Gross Floorspace equivalent (sq m)	9,477	9,234	9,623	10,554	11,625	12,879	14,105	15,434	16,803	18,232	19,634	21,088	22,470	23,971	25,448	26,900	28,445	29,933	31,444	32,987	34,553

Comparison Table 11b: Comparison Goods Latent Capacity Within Bury St Edmunds (outside the Town Centre) from PCA (Current Market Share - 26.4%)

Bury St Edmunds Out of Centre Retailing	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Total Available Expenditure (€m)	€253.07	€256.41	€261.49	€269.28	€278.28	€288.85	€299.45	€311.08	€323.29	€336.27	€349.31	€363.09	€376.55	€391.35	€406.27	€421.29	€437.49	€453.53	€470.13	€487.40	€505.28
Non Town Centre Facilities Market Share	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%
PCA Survey Derived Turnover (€m)	€66.89	€67.77	€69.11	€71.17	€73.55	€76.35	€79.15	€82.22	€85.45	€88.88	€92.33	€95.97	€99.53	€103.44	€107.38	€111.35	€115.63	€119.87	€124.26	€128.83	€133.55
Inflow from other Study Area Zones	€50.88	€51.69	€52.78	€54.36	€55.99	€57.67	€59.40	€61.19	€63.02	€64.91	€66.86	€68.87	€70.93	€73.06	€75.25	€77.51	€79.83	€82.23	€84.70	€87.24	€89.85
Inflow from Beyond Study Area	€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	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Survey Derived Turnover (€m)	€117.77	€119.47	€121.89	€125.54	€129.55	€134.02	€138.55	€143.41	€148.47	€153.79	€159.19	€164.83	€170.46	€176.50	€182.63	€188.86	€195.47	€202.10	€208.96	€216.06	€223.41
Benchmark Turnover of Existing Floorspace (€m)	€109.98	€111.96	€113.64	€115.57	€117.54	€119.53	€121.57	€123.63	€125.73	€127.87	€130.05	€132.26	€134.51	€136.79	€139.12	€141.48	€143.89	€146.33	€148.82	€151.35	€153.92
Benchmark Turnover of Commitments (€m)	€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	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Total Benchmark Turnover	€109.98	€111.96	€113.64	€115.57	€117.54	€119.53	€121.57	€123.63	€125.73	€127.87	€130.05	€132.26	€134.51	€136.79	€139.12	€141.48	€143.89	€146.33	€148.82	€151.35	€153.92
Latent Surplus Expenditure	€7.79	€7.51	€8.07	€9.10	€10.28	€11.51	€12.80	€14.15	€15.55	€17.00	€18.50	€20.00	€21.50	€23.00	€24.50	€26.00	€27.50	€29.00	€30.50	€32.00	€33.50
Average Comparison Goods Turnover for Bury St Edmunds Town (€/sq m)	€3.500	€3.563	€3.616	€3.678	€3.740	€3.804	€3.869	€3.934	€4.001	€4.069	€4.139	€4.209	€4.280	€4.353	€4.427	€4.503	€4.579	€4.657	€4.736	€4.817	€4.898
Bury St Edmunds Illustration Net Floorspace equivalent (sq m)	2,225	2,106	-131	296	797	1,395	1,977	2,613	3,269	3,956	4,628	5,327	5,986	6,707	7,416	8,109	8,851	9,562	10,284	11,022	11,771
Bury St Edmunds Illustration Gross Floorspace equivalent (sq m) 70% net:gross ratio	3,179	3,009	-187	423	1,139	1,992	2,824	3,732	4,670	5,651	6,611	7,609	8,551	9,582	10,594	11,584	12,644	13,660	14,692	15,745	16,816

Comparison Table 11c: Comparison Goods Latent Capacity Within Haverhill Town from PCA (Current Market Share - 42.6%)

Haverhill Town	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Total Available Expenditure (€m)	€131.99	€134.07	€136.73	€141.33	€146.26	€151.73	€157.34	€163.71	€170.35	€177.18	€184.40	€191.87	€199.22	€208.94	€215.28	€223.31	€231.90	€240.74	€249.85	€259.22	€268.92
Town Market Share	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%	42.6%
PCA Survey Derived Turnover (€m)	€56.17	€57.05	€58.18	€60.14	€62.24	€64.57	€66.96	€69.67	€72.49	€75.40	€78.47	€81.65	€84.78	€88.06	€91.61	€95.03	€98.69	€102.45	€106.32	€110.31	€114.44
Inflow from other Study Area Zones	€3.77	€3.83	€3.91	€4.02	€4.14	€4.27	€4.40	€4.53	€4.66	€4.80	€4.95	€5.11	€5.25	€5.41	€5.57	€5.74	€5.91	€6.09	€6.27	€6.46	€6.65
Inflow from Beyond Study Area	€0.87	€0.88	€0.90	€0.93	€0.95	€0.98	€1.01	€1.04	€1.07	€1.10	€1.14	€1.17	€1.21	€1.24	€1.28	€1.32	€1.36	€1.40	€1.44	€1.48	€1.53
Survey Derived Turnover (€m)	€60.81	€61.76	€62.99	€65.09	€67.34	€69.82	€72.36	€75.24	€78.33	€81.30	€84.56	€87.92	€91.23	€94.71	€98.46	€102.08	€105.95	€109.93	€114.03	€118.25	€122.62
Benchmark Turnover of Existing Floorspace (€m)	€55.50	€56.50	€57.35	€58.32	€59.32	€60.32	€61.35	€62.39	€63.45	€64.53	€65.63	€66.74	€67.88	€69.03	€70.21	€71.40	€72.61	€73.85	€75.10	€76.38	€77.68
Benchmark Turnover of Commitments (€m)	€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	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Total Benchmark Turnover	€55.50	€56.50	€57.35	€58.32	€59.32	€60.32	€61.35	€62.39	€63.45	€64.53	€65.63	€66.74	€67.88	€69.03	€70.21	€71.40	€72.61	€73.85	€75.10	€76.38	€77.68
Latent Surplus Expenditure	€5.30	€5.26	€5.28	€5.30	€5.32	€5.34	€5.36	€5.38	€5.40	€5.42	€5.44	€5.46	€5.48	€5.50	€5.52	€5.54	€5.56	€5.58	€5.60	€5.62	€5.64
Average Comparison Goods Turnover for Haverhill (€/sq m)	€4.500	€4.581	€4.660	€4.729	€4.809	€4.891	€4.974	€5.059	€5.145	€5.232	€5.321	€5.411	€5.503	€5.597	€5.692	€5.789	€5.887	€5.987	€6.089	€6.193	€6.298
Haverhill Illustration Net Floorspace equivalent (sq m)	1,177	1,148	-859	-641	-404	-131	142	467	800	1,134	1,485	1,841	2,171	2,516	2,891	3,228	3,591	3,954	4,321	4,689	5,063
Haverhill Illustration Gross Floorspace equivalent (sq m) 70% net:gross ratio	1,681	1,640	-1,228	-916	-577	-187	203	667	1,142	1,620	2,121	2,630	3,102	3,595	4,130	4,612	5,130	5,649	6,173	6,698	7,233

Notes
 (1) 2010 Prices
 (2) Total available expenditure from Comparison Table 3
 (3) Market Shares from Comparison Table 7a-c
 (4) Floorspace efficiency applied to Benchmark Turnovers using rates set out in Expert Retail Planner Briefing Note 9 (September 2011) - Figure 4b, p12
 (5) Inflow from Study Area derived from Comparison Table 7
 (6) Latent surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
 (7) Figures not exact due to rounding

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Comparison Goods Analysis

Comparison Table 12a: Comparison Goods Surplus Capacity Within Bury St Edmunds Town Centre from PCA (Current Market Share)

Bury St Edmunds Town Centre	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Surplus Expenditure Growth		-£0.32	£1.96	£6.78	£12.38	£18.99	£25.68	£33.07	£40.88	£49.23	£57.71	£66.71	£75.62	£85.42	£95.40	£105.54	£116.50	£127.47	£138.90	£150.86	£163.31
Average Comparison Goods Turnover for Bury St Edmunds Town (£/sq m)	£6,000	£6,108	£6,200	£6,305	£6,412	£6,521	£6,632	£6,745	£6,859	£6,976	£7,095	£7,215	£7,338	£7,463	£7,590	£7,719	£7,850	£7,983	£8,119	£8,257	£8,397
Bury St Edmunds Town Centre Illustration Net Floorspace equivalent (sq m)	0	-53	316	1,075	1,930	2,912	3,872	4,903	5,960	7,057	8,134	9,245	10,305	11,446	12,569	13,673	14,841	15,967	17,109	18,270	19,447
Bury St Edmunds Town Illustration Gross Floorspace equivalent (sq m) 70% net:gross ratio	0	-75	451	1,535	2,758	4,159	5,532	7,004	8,514	10,081	11,620	13,208	14,722	16,351	17,956	19,533	21,201	22,810	24,441	26,100	27,782

Comparison Table 12b: Comparison Goods Surplus Capacity Within Bury St Edmunds (Out of Centre) from PCA (Current Market Share)

Bury St Edmunds (Out of Centre)	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Surplus Expenditure Growth		-£0.28	-£8.26	-£6.70	-£4.81	-£2.48	-£0.14	£2.49	£5.29	£8.31	£11.36	£14.63	£17.83	£21.41	£25.04	£28.72	£32.74	£36.74	£40.92	£45.30	£49.87
Average Comparison Goods Turnover for Bury St Edmunds Town (£/sq m)	£3,500	£3,563	£3,616	£3,678	£3,740	£3,804	£3,869	£3,934	£4,001	£4,069	£4,139	£4,209	£4,280	£4,353	£4,427	£4,503	£4,579	£4,657	£4,736	£4,817	£4,898
Bury St Edmunds Illustration Net Floorspace equivalent (sq m)	0	-80	-2,285	-1,822	-1,285	-653	-36	633	1,322	2,042	2,746	3,476	4,166	4,918	5,656	6,379	7,150	7,889	8,639	9,405	10,181
Bury St Edmunds Illustration Gross Floorspace equivalent (sq m) 70% net:gross ratio	0	-114	-3,264	-2,603	-1,836	-933	-52	904	1,889	2,917	3,923	4,966	5,952	7,026	8,080	9,113	10,214	11,270	12,342	13,435	14,544

Comparison Table 12c: Comparison Goods Capacity Within Haverhill Town from PCA (Current Market Share)

Haverhill Town	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Surplus Expenditure Growth		-£0.04	-£9.29	-£8.33	-£7.24	-£5.93	-£4.59	-£2.93	-£1.18	£0.64	£2.61	£4.67	£6.65	£8.79	£11.16	£13.39	£15.84	£18.38	£21.01	£23.74	£26.59
Average Comparison Goods Turnover for Haverhill (£/sq m)	£4,500	£4,581	£4,650	£4,729	£4,809	£4,891	£4,974	£5,059	£5,145	£5,232	£5,321	£5,411	£5,503	£5,597	£5,692	£5,789	£5,887	£5,987	£6,089	£6,193	£6,298
Haverhill Illustration Net Floorspace equivalent (sq m)	0	-8	-1,998	-1,761	-1,505	-1,213	-922	-580	-230	121	490	862	1,209	1,570	1,961	2,313	2,691	3,070	3,451	3,834	4,222
Haverhill Illustration Gross Floorspace equivalent (sq m) 70% net:gross ratio	0	-12	-2,855	-2,516	-2,151	-1,733	-1,318	-828	-328	174	700	1,232	1,727	2,243	2,801	3,305	3,844	4,385	4,930	5,477	6,032

Notes

- 1) 2010 Prices
- 2) Surplus expenditure calculated from Tables 11a-c
- 3) Floorspace efficiency applied to Benchmark Turnovers using rates set out in Table CM1