

Appendix 2 - Household Survey Results

	Base: All respondents		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
18 - 24 years	16	1.5%	0	0.0%	2	1.6%	0	0.0%	1	1.0%	2	1.7%	5	2.7%	2	3.0%	1	0.9%	0	0.0%	3	2.7%
25 - 34 years	81	7.6%	11	10.7%	10	8.1%	5	5.4%	4	3.9%	11	9.3%	17	9.0%	2	3.0%	10	8.9%	3	5.8%	8	7.1%
35 - 44 years	152	14.2%	19	18.4%	13	10.5%	17	18.5%	17	16.5%	17	14.4%	22	11.7%	3	4.5%	21	18.8%	6	11.5%	17	15.2%
45 - 54 years	208	19.4%	22	21.4%	24	19.4%	17	18.5%	16	15.5%	20	16.9%	38	20.2%	21	31.8%	18	16.1%	12	23.1%	20	17.9%
55 - 64 years	202	18.9%	16	15.5%	18	14.5%	18	19.6%	21	20.4%	20	16.9%	39	20.7%	12	18.2%	18	16.1%	17	32.7%	23	20.5%
65 years or above	411	38.4%	35	34.0%	57	46.0%	57	38.0%	44	42.7%	48	40.7%	67	35.6%	26	39.4%	44	39.3%	14	26.9%	41	36.6%

	Base: All respondents		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
Male	453	42.3%	42	40.8%	53	42.7%	41	44.6%	50	48.5%	48	40.7%	95	50.5%	20	30.3%	42	37.5%	16	30.8%	46	41.1%
Female	617	57.7%	61	59.2%	71	57.3%	51	55.4%	53	51.5%	70	59.3%	93	49.5%	46	69.7%	70	62.5%	36	69.2%	66	58.9%

	Base: All respondents		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
Tesco, Woodhall Business Park, Springlands Way, Sudbury	70	6.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16	30.8%	54	48.2%
Sainsbury's, Haycocks Road, Hanchett End, Haverhill	68	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	5	7.6%	52	46.4%	10	19.2%	0	0.0%
Tesco, St Saviours Interchange, Bury St Edmunds	67	6.3%	25	24.3%	32	25.8%	0	0.0%	1	1.0%	1	0.8%	6	3.2%	0	0.0%	1	0.9%	0	0.0%	1	0.9%
Sainsbury's, Bedingfield Way, Moreton Hall, Bury St Edmunds	61	5.7%	27	26.2%	27	21.8%	1	1.1%	0	0.0%	4	3.4%	1	0.5%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Asda, Western Way, Bury St Edmunds	54	5.0%	27	26.2%	9	7.3%	0	0.0%	0	0.0%	2	1.7%	15	8.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Tesco, Cangle Road, Haverhill	54	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.6%	0	0.0%	42	37.5%	9	17.3%	0	0.0%
Tesco, Fordham Road, Newmarket	51	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	51	27.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cedars Link Road, Stowmarket	48	4.5%	0	0.0%	7	5.6%	39	42.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.8%
Tesco, Radwinter Road, Saffron Walden	40	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	40	60.6%	0	0.0%	0	0.0%	0	0.0%
Asda, Meadow Centre, Wilkes Way, Stowmarket	37	3.5%	0	0.0%	5	4.0%	29	31.5%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Waitrose, Fred Archer Way, Newmarket	37	3.5%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	35	18.6%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Sainsbury's, London Road, Thetford	33	3.1%	0	0.0%	2	1.6%	0	0.0%	2	1.9%	28	23.7%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Recreation Way, Bury St Edmunds	32	3.0%	1	1.0%	8	6.5%	1	1.1%	0	0.0%	2	1.7%	19	10.1%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Tesco, Norwich Road, Thetford	27	2.5%	0	0.0%	1	0.8%	0	0.0%	3	2.9%	23	19.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Robert Bobby Way, Bury St Edmunds	25	2.3%	7	6.8%	9	7.3%	0	0.0%	2	1.9%	1	0.8%	4	2.1%	0	0.0%	0	0.0%	1	1.9%	1	0.9%
Tesco, Kilverstone, Thetford	24	2.2%	0	0.0%	4	3.2%	0	0.0%	3	2.9%	17	14.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet	20	1.9%	1	1.0%	2	1.6%	2	2.2%	3	2.9%	2	1.7%	5	2.7%	1	1.5%	1	0.9%	0	0.0%	3	2.7%
Waitrose, Hill Street, Saffron Walden	17	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	18	24.2%	0	0.0%	1	1.9%	0	0.0%
Morrisons, Sprouton Road, Ipswich	7	0.7%	1	1.0%	0	0.0%	4	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.8%
Tesco, Thetford Road, Thetford	7	0.7%	0	0.0%	1	0.8%	0	0.0%	1	1.0%	5	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Mildenhall Road, Bury St Edmunds	5	0.5%	3	2.9%	1	0.8%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, The Bartons Retail Park, Barton Road, Bury St Edmunds	3	0.3%	2	1.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Combs Lane, Combs Ford, Stowmarket	2	0.2%	0	0.0%	0	0.0%	2	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Cornhill, Bury St Edmunds	2	0.2%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Burrels, Minstergate Street, Thetford	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kedington Stores, Silver Street, Haverhill	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	1	1.9%	0	0.0%
Tesco Express, Cornhill, Bury St Edmunds	2	0.2%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Jubilee Walk, Haverhill	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Co-op, High Street, Cambridge	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duxford Supermarket, St Peters Street, Haverhill	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Londis, Holmsey Green, Bury St Edmunds	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Convenience Store, Valley Way, Newmarket	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Victoria Road, Diss	39	3.6%	0	0.0%	7	5.6%	0	0.0%	32	31.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Victoria Road, Diss	36	3.4%	0	0.0%	0	0.0%	0	0.0%	36	35.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Station Road, Sudbury	24	2.2%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	9.6%	18	16.1%
Tesco, Angel Drive, Ely	23	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	22	11.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, London Road, Brandon	15	1.4%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	14	11.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Varies	13	1.2%	0	0.0%	0	0.0%	1	1.1%	3	2.9%	2	1.7%	3	1.6%	1	1.5%	1	0.9%	1	1.9%	1	0.9%
Aldi, Lime Kiln Lane, Thetford	8	0.7%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	7	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Buttermarket, Bury St Edmunds	8	0.7%	6	5.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Aldi, Lordscroft Lane, Haverhill	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	5	4.5%	1	1.9%	0	0.0%

Aldi, Girling Street, Sudbury	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	1	1.9%	3	2.7%
Asda, Goddard Road, Ipswich	5	0.5%	0	0.0%	0	0.0%	2	2.2%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	2	1.8%
Co-op, The Street, Ricklinghall, Diss	5	0.5%	0	0.0%	0	0.0%	0	0.0%	5	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Hadleigh	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	3.6%
Lidl, Bury Road, Stowmarket	4	0.4%	0	0.0%	2	1.6%	2	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Milton Road South, Stowmarket	4	0.4%	0	0.0%	1	0.8%	3	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hadleigh Road, Ipswich	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	3.6%
Tesco, Copdock Interchange, Ipswich	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	3.6%
Aldi, High Street, Brandon	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hall Street, Long Melford	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.7%
Co-op, Market Hill, Clare, Sudbury	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	2	3.8%	0	0.0%
Co-op, West Street, Isleham, Ely	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.6%	0	0.0%	0	0.0%	0	0.0%
Local stores, Newmarket	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.6%	0	0.0%	0	0.0%	0	0.0%
Asda, Beehive Centre, Cambridge	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.8%	0	0.0%	0	0.0%
Asda, Studland Retail Park, Oaks Drive, Newmarket	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%
Co-op, Elizabeth Parade, Newmarket	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Street, Mildenhall	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%
Local stores, Bury St Edmunds	2	0.2%	0	0.0%	1	0.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Priory Walk, Colchester	2	0.2%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Tesco, Newmarket Road, Cambridge	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%
Alder Carr Farm, Creelting St Mary, Ipswich	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Turner Rise, Colchester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Budgens, Bullock Fair Close, Harleston	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Clay Street, Soham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, King William Street, Needham Market	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Street, Woolpit	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Northern Road, Sudbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Iceland, The Cloisters, Ely	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%
Iceland, Tollgate West, Colchester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Local stores, Boxford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Local stores, Glemsford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Local stores, Hopton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Monks Eleigh	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Local stores, Norwich	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Sudbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Morrisons, Albion Way, Norwich	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Organic Food Co, Harston Road, Hastingfield, Cambridge	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Brooks Road, Cambridge	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Felixstowe Road, Warren Heath, Ipswich	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hall Lane, Chingford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Sainsbury's, High Street, Attleborough	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Brazen Gate, Norwich	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Thorley Centre, Bishops Stortford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Tofts Walk, Braintree	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Upper Brook Street, Ipswich	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Tesco, Chesterfield Road South, Mansfield	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Tesco, Crouch Street, Colchester	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Delamare Road, Cheshunt	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hereward Cross, Peterborough	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Tesco, Ipswich Road, Norwich	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Brays Lane, Ely	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Other

Q2. Apart from Q1, which other store do you use the next most often for your main food and grocery shopping?

	Base: All respondents		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
No other store used	228	21.3%	21	20.4%	28	22.6%	21	22.8%	12	11.7%	20	16.9%	41	21.8%	15	22.7%	23	20.5%	8	15.4%	39	34.8%
Asda, Western Way, Bury St Edmunds	49	4.6%	14	13.6%	13	10.5%	1	1.1%	1	1.0%	8	6.8%	8	4.3%	0	0.0%	2	1.8%	2	3.8%	0	0.0%
Sainsbury's, Bedingfield Way, Moreton Hall, Bury St Edmunds	46	4.3%	12	11.7%	18	14.5%	3	3.3%	3	2.9%	2	1.7%	6	3.2%	0	0.0%	0	0.0%	2	3.8%	0	0.0%
Sainsbury's, Haycocks Road, Hanchett End, Haverhill	42	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.6%	6	9.1%	28	25.0%	5	9.6%	0	0.0%
Tesco, St Saviours Interchange, Bury St Edmunds	37	3.5%	17	16.5%	11	8.9%	2	2.2%	1	1.0%	3	2.5%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Tesco, Cangle Road, Haverhill	35	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	29	25.9%	6	11.5%	0	0.0%
Asda, Meadow Centre, Wilkes Way, Stowmarket	33	3.1%	0	0.0%	8	6.5%	19	20.7%	3	2.9%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	2	1.8%	0	0.0%
Sainsbury's, Recreation Way, Bury St Edmunds	33	3.1%	6	5.8%	4	3.2%	1	1.1%	0	0.0%	0	0.0%	17	9.0%	0	0.0%	0	0.0%	1	1.9%	4	3.6%
Waitrose, Robert Boby Way, Bury St Edmunds	32	3.0%	13	12.6%	12	9.7%	3	3.3%	0	0.0%	0	0.0%	3	1.6%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Waitrose, Hill Street, Saffron Walden	27	2.5%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	26	39.4%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road, Thetford	25	2.3%	0	0.0%	1	0.8%	0	0.0%	3	2.9%	21	17.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Local stores, Halstead	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Local stores, Hundon	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Local stores, Ickworth	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Long Melford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Local stores, Mendlesham	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Mildenhall	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Nayland	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Local stores, Norton	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Nowton	1	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Pakenham	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Rattlesden	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Red Lodge	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Rickinghall	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Stoke-by-Clare	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Local stores, Stowupland, Stowmarket	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Walsham-Le-Willows	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Watton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Woolpit	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Wortham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, High Street, Feltwell	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, York Way, Thetford	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lookers Ford, Northern Road, Sudbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Market, Mildenhall	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market, Stowmarket	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market, Thetford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Liverpool Street, London	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Martins, Market Place, Bury St Edmunds	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Broad Street, Cambourne	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Nisa, The Street, Barrow, Bury St Edmunds	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Cadogan Road, Bury St Edmunds	1	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poundland, King Street, Thetford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier, Lake Avenue, Bury St Edmunds	1	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Street, Attleborough	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Priory Walk, Colchester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Sainsbury's, Upper Brook Street, Ipswich	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Sainsbury's, Jackson Square, Bishops Stortford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Spar, Vicarage Road, Newmarket	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Wimbish, Saffron Walden	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Tesco, Church Langley Way, Harlow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Tesco, Newmarket Road, Cambridge	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Stortford Road, Great Dunmow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
The Patisserie, Hall Street, Long Melford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%

Q6. Apart from Q5, where else does your household normally do any other top-up shopping for food and grocery items the next most often?

	Base: Those		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping	867	100.0%	87	100.0%	98	100.0%	76	100.0%	83	100.0%	101	100.0%	148	100.0%	52	100.0%	82	100.0%	45	100.0%	95	100.0%
No other store used	362	41.8%	33	37.9%	41	41.8%	40	52.0%	44	53.0%	35	34.7%	54	36.5%	22	42.3%	36	43.9%	23	51.1%	34	35.8%
Tesco, Cangle Road, Haverhill	24	2.8%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	4	2.7%	0	0.0%	17	20.7%	2	4.4%	0	0.0%
Asda, Western Way, Bury St Edmunds	17	2.0%	8	9.2%	1	1.0%	0	0.0%	0	0.0%	3	3.0%	3	2.0%	0	0.0%	0	0.0%	0	0.0%	2	2.1%
Sainsbury's, Bedingfield Way, Moreton Hall, Bury St Edmunds	14	1.6%	6	6.9%	4	4.1%	1	1.3%	0	0.0%	0	0.0%	3	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Hanchett End, Haverhill	13	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.4%	2	3.8%	6	7.3%	3	6.7%	0	0.0%
Tesco, Fordham Road, Newmarket	13	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13	8.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road, Thetford	12	1.4%	0	0.0%	0	0.0%	0	0.0%	1	1.2%	11	10.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Radwinter Road, Saffron Walden	11	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	19.2%	0	0.0%	1	2.2%	0	0.0%
Asda, Meadow Centre, Wilkes Way, Stowmarket	10	1.2%	0	0.0%	0	0.0%	8	10.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.1%
Waitrose, Hill Street, Saffron Walden	10	1.2%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	9	17.3%	0	0.0%	0	0.0%	0	0.0%
Tesco, St Saviours Interchange, Bury St Edmunds	9	1.0%	3	3.4%	4	4.1%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%
Waitrose, Robert Bobby Way, Bury St Edmunds	9	1.0%	4	4.6%	4	4.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Recreation Way, Bury St Edmunds	8	0.9%	1	1.1%	2	2.0%	0	0.0%	0	0.0%	4	4.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cedars Link Road, Stowmarket	8	0.9%	0	0.0%	1	1.0%	7	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Cornhill, Bury St Edmunds	7	0.8%	5	5.7%	2	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Mildenhall Road, Bury St Edmunds	6	0.7%	5	5.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Crown Walk, Exeter Road, Newmarket	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Norwich Road, Thetford	5	0.6%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	4	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Beehive Centre, Coldhams Lane, Cambridge	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	1	1.9%	1	1.2%	1	2.2%	0	0.0%
Waitrose, Fred Archer Way, Newmarket	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
Bury St Edmunds Town Centre	379	35.4%	69	67.0%	90	72.6%	24	26.1%	18	17.5%	53	44.9%	80	31.9%	3	4.5%	21	18.8%	19	36.5%	22	19.6%
Cambridge City Centre (including the Grafton Centre)	153	14.3%	6	5.8%	4	3.2%	5	5.4%	0	0.0%	5	4.2%	51	27.1%	32	48.5%	45	40.2%	4	7.7%	1	0.9%
Ipswich Town Centre	65	6.1%	2	1.9%	4	3.2%	36	39.1%	4	3.9%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	18	16.1%
Norwich City Centre	65	6.1%	1	1.0%	2	1.6%	0	0.0%	44	42.7%	18	15.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet	42	3.9%	5	4.9%	4	3.2%	3	3.3%	4	3.9%	3	2.5%	6	3.2%	5	7.6%	1	0.9%	4	7.7%	7	6.3%
Sudbury	39	3.6%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	8	15.4%	28	25.0%
Catalogue/ mail order	37	3.5%	1	1.0%	5	4.0%	3	3.3%	5	4.9%	1	0.8%	8	4.3%	2	3.0%	7	6.3%	1	1.9%	4	3.6%
Haverhill Town Centre	29	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	25	22.3%	4	7.7%	0	0.0%
Newmarket	29	2.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	27	14.4%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Don't do shopping for this item	27	2.5%	4	3.9%	4	3.2%	3	3.3%	2	1.9%	3	2.5%	5	2.7%	1	1.5%	1	0.9%	0	0.0%	4	3.6%
Thetford	18	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	18	15.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester Town Centre	17	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	3.0%	0	0.0%	3	5.8%	12	10.7%
Stowmarket Town Centre (including Asda)	15	1.4%	0	0.0%	0	0.0%	15	16.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bury St Edmunds - Moreton Hall Retail Park/ St Edmundsbury Retail Park	12	1.1%	3	2.9%	2	1.6%	0	0.0%	0	0.0%	2	1.7%	4	2.1%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Saffron Walden	11	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	15.2%	1	0.9%	0	0.0%	0	0.0%
Bury St Edmunds - Other retail warehouses	10	0.9%	1	1.0%	1	0.8%	0	0.0%	2	1.9%	3	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.7%
Lakeside Regional Shopping Centre	10	0.9%	1	1.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	2	1.1%	1	1.5%	2	1.8%	3	5.8%	0	0.0%
Braintree - Retail warehouses	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	4.5%
London (West End or City)	5	0.5%	1	1.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	1	0.5%	1	1.5%	0	0.0%	0	0.0%	1	0.9%
Freepoint Braintree Designer Outlet Village	3	0.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	1	0.9%
Tesco, St Saviours Interchange, Bury St Edmunds	3	0.3%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Western Way, Bury St Edmunds	2	0.2%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London (Elsewhere)	2	0.2%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mildenhall	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cangle Road, Haverhill	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.8%	0	0.0%	0	0.0%
Cambridge - Retail warehouses	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Colchester - Food superstores	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich - Food superstores	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich - Retail warehouses	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Hanchett End, Haverhill	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Varies/ shop around	25	2.3%	2	1.9%	3	2.4%	2	2.2%	1	1.0%	4	3.4%	3	1.6%	2	3.0%	3	2.7%	3	5.8%	2	1.8%
Diss	15	1.4%	0	0.0%	0	0.0%	0	0.0%	15	14.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ely	9	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	8	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bishop Stortford	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	6.1%	0	0.0%	0	0.0%	0	0.0%
Arc Shopping Centre, Bury St Edmunds	3	0.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Kings Lynn	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Victoria Road, Diss	3	0.3%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harleston	2	0.2%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peterborough	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Tesco, Angel Drive, Ely	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Kilverstone, Thetford	2	0.2%	0	0.0%	1	0.8%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bon Marche, Broad Walk, Harlow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Chelmsford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%	0	0.0%
Great Yarmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakenheath	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Long Melford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Manchester	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Sainsbury's, London Road, Thetford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Recreation Way, Mildenhall	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Radwinter Road, Saffron Walden	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Tesco, Springlands Way, Sudbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%

Q9. Apart from Q8, where else does your household normally shop for clothing, footwear and other fashion goods?

	Base: Those		Zone																			
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	%	9	%	10	%
Base: Those undertaking clothes shopping	1,043	100.0%	99	100.0%	120	100.0%	89	100.0%	101	100.0%	115	100.0%	183	100.0%	65	100.0%	111	100.0%	52	100.0%	108	100.0%
No other place/ store used	253	24.3%	28	28.3%	29	24.2%	22	24.7%	23	22.8%	32	27.8%	43	23.5%	14	21.5%	26	23.4%	8	15.4%	28	25.9%
Bury St Edmunds Town Centre	169	16.2%	16	16.2%	13	10.8%	14	15.7%	22	21.8%	24	20.9%	33	18.0%	0	0.0%	24	21.6%	5	9.6%	18	16.7%
Cambridge City Centre (including the Grafton Centre)	136	13.0%	15	15.2%	17	14.2%	3	3.4%	0	0.0%	12	10.4%	40	21.9%	13	20.0%	22	19.8%	12	23.1%	2	1.9%
Norwich City Centre	63	6.0%	1	1.0%	9	7.5%	8	9.0%	19	18.8%												

Internet	59	5.5%	7	6.8%	7	5.6%	3	3.3%	4	3.9%	4	3.4%	8	4.3%	5	7.0%	9	8.0%	4	7.7%	8	7.1%	
Thetford	44	4.1%	0	0.0%	2	1.6%	1	1.1%	5	4.9%	34	28.8%	1	0.5%	0	0.0%	0	0.0%	1	1.9%	0	0.0%	
Sudbury	34	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	11.5%	28	25.0%	
Haverhill Town Centre	33	3.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	27	24.1%	3	5.8%	1	0.9%	
Norwich City Centre	30	2.8%	0	0.0%	0	0.0%	3	3.3%	22	21.4%	5	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newmarket	29	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	28	14.9%	0	0.0%	1	0.9%	0	0.0%	0	0.0%	
Cambridge - Retail warehouses	26	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	4.2%	9	4.8%	7	10.6%	5	4.5%	0	0.0%	0	0.0%	
Ipswich - Retail warehouses	23	2.1%	2	1.9%	0	0.0%	15	16.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	4.5%	
Ipswich Town Centre	23	2.1%	0	0.0%	2	1.6%	11	12.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	9	8.0%	
Saffron Walden	22	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	20	30.3%	1	0.9%	0	0.0%	0	0.0%	
Stowmarket Town Centre (including Asda)	14	1.3%	0	0.0%	2	1.6%	12	13.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Norwich - Retail warehouses	12	1.1%	0	0.0%	0	0.0%	1	1.1%	7	6.8%	3	2.5%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Colchester Town Centre	10	0.9%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	3.8%	7	6.3%	
Catalogue/ mail order	10	0.9%	0	0.0%	1	0.8%	2	2.2%	1	1.0%	0	0.0%	2	1.1%	1	1.5%	2	1.8%	0	0.0%	1	0.9%	
Colchester - Retail warehouses	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	5.4%	0	0.0%	
London (Elsewhere)	6	0.6%	1	1.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%	1	0.5%	0	0.0%	2	1.8%	0	0.0%	0	0.0%	
Mildenhall	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	5	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
London (West End or City)	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.6%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	
Lakeside Regional Shopping Centre	3	0.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%	
Halstead	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	1	0.9%	0	0.0%	0	0.0%	
Braintree - Retail warehouses	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	
Haverhill - Other retail warehouses	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%	
Other	Varies/ shop around	37	3.5%	2	1.9%	4	3.2%	2	2.2%	2	1.9%	3	2.5%	14	7.4%	2	3.0%	0	0.0%	3	5.8%	5	4.5%
	Diss	26	2.4%	0	0.0%	1	0.8%	0	0.0%	24	23.3%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Harlow	6	0.6%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	4	6.1%	0	0.0%	0	0.0%	0	0.0%
	Clare	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	2	3.8%	0	0.0%
	Ely	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Needham Market	2	0.2%	0	0.0%	0	0.0%	2	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Soham	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Bacton	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Boulevard Retail Park, Peterborough	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
	Clement Joscelyne, Market Square, Bishops Stortford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
	DFS, Hansa Road, Kings Lynn	1	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	East Harling	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Exning	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Eye Carpets, Broad Street, Eye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Harleston	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Ikea, Europa Boulevard, Warrington	1	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Lakenheath	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Milton Keynes	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Newport	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
	Stanton	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Taylor's, Charles Industrial Estate, Stowmarket	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
The Carpet Store, High Street, Brandon	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	

Q11. Where do you do most of your household's shopping for household goods, glass, china and tableware?

	Base: All respondents		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
Don't do shopping for this item	225	21.0%	23	22.3%	31	25.0%	18	19.6%	22	21.4%	29	24.6%	45	23.9%	15	22.7%	17	15.2%	6	11.5%	19	17.0%
Bury St Edmunds Town Centre	166	15.5%	38	36.9%	45	36.3%	9	9.8%	4	3.9%	23	19.5%	22	11.7%	0	0.0%	11	9.8%	7	13.5%	7	6.3%
Cambridge City Centre (including the Grafton Centre)	97	9.1%	4	3.9%	2	1.6%	1	1.1%	0	0.0%	5	4.2%	27	14.4%	26	39.4%	21	18.8%	8	15.4%	3	2.7%
Internet	47	4.4%	7	6.8%	4	3.2%	4	4.3%	6	5.8%	4	3.4%	11	5.9%	1	1.5%	1	0.9%	4	7.7%	5	4.5%
Sudbury	46	4.3%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	6	11.5%	38	33.9%
Norwich City Centre	38	3.6%	0	0.0%	0	0.0%	0	0.0%	32	31.1%	6	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bury St Edmunds - Moreton Hall Retail Park/ St Edmundsbury Retail Park	34	3.2%	7	6.8%	10	8.1%	4	4.3%	1	1.0%	1	0.8%	7	3.7%	0	0.0%	2	1.8%	2	3.8%	0	0.0%
Bury St Edmunds - Other retail warehouses	34	3.2%	7	6.8%	8	6.5%	1	1.1%	1	1.0%	5	4.2%	6	3.2%	1	1.5%	3	2.7%	1	1.9%	1	0.9%
Ipswich Town Centre	33	3.1%	0	0.0%	4	3.2%	17	18.5%	1	1.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	8.9%
Newmarket	28	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	26	13.8%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Haverhill Town Centre	26	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	23	20.5%	3	5.8%	0	0.0%
Thetford	25	2.3%	0	0.0%	0	0.0%	0	0.0%	4	3.9%	21	17.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket Town Centre (including Asda)	22	2.1%	0	0.0%	1	0.8%	19	20.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	1	0.9%
Cambridge - Retail warehouses	13	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	2.7%	2	3.0%	5	4.5%	1	1.9%	0	0.0%
Sainsbury's, Haycocks Road, Hanchett End, Haverhill	13	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	11	9.8%	1	1.9%	0	0.0%
Saffron Walden	12	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	15.2%	1	0.9%	1	1.9%	0	0.0%
Colchester Town Centre	10	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	2	3.8%	7	6.3%
Asda, Western Way, Bury St Edmunds	9	0.8%	5	4.9%	1	0.8%	1	1.1%	0	0.0%	1	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Lakeside Regional Shopping Centre	9	0.8%	0	0.0%	2	1.6%	0	0.0%	2	1.9%	1	0.8%	0	0.0%	0	0.0%	2	1.8%	1	1.9%	1	0.9%
Catalogue/ mail order	9	0.8%	0	0.0%	1	0.8%	1	1.1%	0	0.0%	1	0.8%	3	1.6%	2	3.0%	1	0.9%	0	0.0%	0	0.0%
Sainsbury's, Bedingfield Way, Moreton Hall, Bury St Edmunds	8	0.7%	2	1.9%	4	3.2%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Tesco, St Saviours Interchange, Bury St Edmunds	8	0.7%	3	2.9%	2	1.6%	0	0.0%	0	0.0%	1	0.8%	1	0.5%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Ipswich - Retail warehouses	7	0.7%	0	0.0%	1	0.8%	4	4.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Mildenhall	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester - Retail warehouses	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	4.5%
Stowmarket - Tesco superstore	5	0.5%	0	0.0%	0	0.0%	5	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich - Food superstores	4	0.4%	0	0.0%	0	0.0%	3	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Haverhill - Other retail warehouses	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	1	0.9%	1	1.9%	0	0.0%
London (West End or City)	3	0.3%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	1	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Cangle Road, Haverhill	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.7%	0	0.0%	0	0.0%
London (Elsewhere)	2	0.2%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Norwich - Retail warehouses	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braintree Town Centre	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Cambridge - Food superstores	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Colchester - Food superstores	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Freepoint Braintree Designer Outlet Village	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Varies/ shop around	30	2.8%	2	1.9%	5	4.0%	1	1.1%	3	2.9%	2	1.7%	6	3.2%	1	1.5%	2	1.8%	3	5.8%	5	4.5%
Diss	17	1.6%	1	1.0%	0	0.0%	0	0.0%	15	14.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ely	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Norwich Road, Thetford	6	0.6%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	4	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Victoria Road, Diss	6	0.6%	0	0.0%	0	0.0%	1	1.1%	5	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road, Thetford	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh	4	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.7%
Tesco, Angel Drive, Ely	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Woodhall Business Park, Sudbury	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	3.8%	2	1.8%
Harlow	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	1	0.9%	0	0.0%	0	0.0%
Sainsbury's, Recreation Way, Mildenhall	2	0.2%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Fordham Road, Newmarket	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Radwinter Road, Saffron Walden	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	3.0%	0	0.0%	0	0.0%	0	0.0%
Wilkinsons, The Cloisters, Ely	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woolpit	2	0.2%	1	1.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bishops Stortford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Boulevard Retail Park, Peterborough	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%
Brandon	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cavendish	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Clare	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Dereham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Harling	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harleston	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakenheath	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes	1	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Needham Market	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peterborough	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Risby Barn Antique Centre, South Street, Risby	1	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke-on-Trent	1	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Viking Way, Bar Hill	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%
Woodbridge	1	0.1%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q12. Where do you do most of your household's shopping for electrical goods?

	Base: All respondents		Zone																			
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	%	9	%	10	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
Bury St Edmunds - Moreton Hall Retail Park/ St Edmundsbury Retail Park	126	11.8%	39	37.9%	48	38.7%	4	4.3%	1	1.0%	8	6.8%	13	8.0%	1	1.5%	1	0.9%	9	17.3%	2	1.8%
Bury St Edmunds Town Centre	122	11.4%	31	30.1%	39	31.5%	6	6.5%	2	1.9%	9	7.6%	23	12.2%	0	0.0%	6	5.4%	3	5.8%	3	2.7%
Internet	113	10.6%	10	9.7%	7	5.6%	7	7.6%	13	12.6%	11	9.3%	18	9.6%	8	12.1%	14	12.5%	11	21.2%	14	12.5%
Thetford	64	6.0%	0	0.0%	1	0.8%	0	0.0%	7	6.8%	55	46.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury	59	5.5%	0	0.0%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	21.2%	46	41.1%
Haverhill Town Centre	57	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	1.5%	52	46.4%	3	5.8%	0	0.0%
Don't do shopping for this item	57	5.3%	6	5.8%	6	4.8%	2	2.2%	6	5.8%	7	5.9%	11	5.9%	3	4.5%	5	4.5%	1	1.9%	10	8.9%
Cambridge City Centre (including the Grafton Centre)	54	5.0%	6	5.8%	1	0.8%	0	0.0%	0	0.0%	4	3.4%	22	11.7%	10	15.2%	5	4.5%	4	7.7%	2	1.8%
Stowmarket Town Centre (including Asda)	44	4.1%	0	0.0%	5	4.0%	34	37.0%	3	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.8%
Newmarket	43	4.0%	0	0.0%	0	0.0%	0	0.0%</														

Walk	84	7.9%	22	21.4%	0	0.0%	6	6.5%	2	1.9%	6	5.1%	13	6.9%	8	12.1%	15	13.4%	1	1.9%	11	9.8%
Bus / coach	82	7.7%	12	11.7%	6	4.8%	9	9.8%	4	3.9%	9	7.6%	11	5.9%	4	6.1%	12	10.7%	4	7.7%	11	9.8%
Car with park and ride	13	1.2%	0	0.0%	0	0.0%	2	2.2%	1	1.0%	2	1.7%	2	1.1%	3	4.5%	3	2.7%	0	0.0%	0	0.0%
Cycle	9	0.8%	1	1.0%	1	0.8%	1	1.1%	1	1.0%	1	0.8%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	2	1.8%
Goods delivered	8	0.7%	3	2.9%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	1	0.5%	0	0.0%	1	0.9%	0	0.0%	2	1.8%
Taxi	5	0.5%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Train	4	0.4%	0	0.0%	0	0.0%	1	1.1%	1	1.0%	1	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mobility scooter	3	0.3%	1	1.0%	1	0.8%	0	0.0%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moped / motorcycle	3	0.3%	0	0.0%	0	0.0%	1	1.1%	1	1.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Varies	6	0.6%	1	1.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	1	0.5%	1	1.5%	1	0.9%	0	0.0%	1	0.9%
Other	4	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	1	0.5%	1	1.5%	0	0.0%	0	0.0%	1	0.9%
Park & Ride																						
Electric scooter/ wheelchair	2	0.2%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q17. Do you or members of your household undertake the following leisure activities?

	Base: All respondents		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
Visit the cinema	520	48.6%	58	56.3%	61	49.2%	44	47.8%	41	39.8%	56	47.5%	78	41.5%	33	50.0%	55	49.1%	30	57.7%	64	57.1%
Visit the theatre	399	37.3%	37	35.9%	43	34.7%	34	37.0%	47	45.6%	42	35.6%	63	33.5%	25	37.9%	30	26.8%	27	51.9%	51	45.9%
Listen to Live music	372	34.8%	42	40.8%	49	39.5%	29	31.5%	36	35.0%	36	30.5%	59	31.4%	25	37.9%	32	28.6%	19	36.5%	45	40.2%
Visit a bowling alley	242	22.6%	30	29.1%	34	27.4%	14	15.2%	25	24.3%	24	20.3%	38	20.2%	12	18.2%	25	22.3%	12	23.1%	28	25.0%
Play bingo	62	5.8%	10	9.7%	6	4.8%	2	2.2%	4	3.9%	11	9.3%	15	8.0%	1	1.5%	5	4.5%	4	7.7%	4	3.6%
Visit a sports centre or gym	340	31.8%	33	32.0%	40	32.3%	23	25.0%	30	29.1%	37	31.4%	67	35.6%	20	30.3%	40	35.7%	16	30.8%	34	30.4%
Visit a nightclub	97	9.1%	12	11.7%	12	9.7%	10	10.9%	7	6.8%	12	10.2%	15	8.0%	7	10.6%	12	10.7%	2	3.8%	8	7.1%
Visit pubs, cafes or restaurants	804	75.1%	77	74.8%	95	76.0%	68	73.9%	70	68.0%	94	79.7%	137	72.0%	50	75.8%	77	68.8%	44	84.6%	92	82.1%
None of the above	146	13.6%	17	16.5%	11	8.9%	16	17.4%	18	17.5%	11	9.3%	32	17.0%	7	10.6%	21	18.8%	5	9.6%	8	7.1%

Q17a. Which town do you or members of your household visit most often to go to the cinema?

	Base: Those mentioning		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning cinema	520	100.0%	58	100.0%	61	100.0%	44	100.0%	41	100.0%	56	100.0%	78	100.0%	33	100.0%	55	100.0%	30	100.0%	64	100.0%
Bury St Edmunds Town Centre	234	45.0%	51	87.9%	53	86.9%	9	20.5%	16	39.0%	40	71.4%	33	42.3%	0	0.0%	0	0.0%	7	23.3%	25	39.1%
Haverhill Town Centre	66	12.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.6%	4	12.1%	46	83.6%	14	46.7%	0	0.0%
Cambridge	50	9.6%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	2	3.6%	28	35.9%	11	33.3%	6	10.9%	2	6.7%	0	0.0%
Ipswich	35	6.7%	0	0.0%	1	1.6%	19	43.2%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	21.9%
Norwich	30	5.8%	0	0.0%	1	1.6%	0	0.0%	22	53.7%	7	12.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bury St Edmunds - Elsewhere	29	5.6%	6	10.3%	5	8.2%	1	2.3%	0	0.0%	5	8.9%	8	10.3%	0	0.0%	0	0.0%	1	3.3%	3	4.7%
Braintree	17	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	6.1%	0	0.0%	4	13.3%	11	17.2%
Don't know/ varies	10	1.9%	0	0.0%	0	0.0%	2	4.5%	0	0.0%	0	0.0%	3	3.8%	1	3.0%	0	0.0%	1	3.3%	3	4.7%
Colchester	7	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	3.0%	0	0.0%	0	0.0%	6	9.4%
Haverhill - Elsewhere	7	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	9.1%	3	5.5%	0	0.0%	1	1.6%
Bishop's Stortford	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	3.0%	0	0.0%	0	0.0%	0	0.0%
London (Central)	1	0.2%	0	0.0%	0	0.0%	0	0.0%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.6%
Thetford	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket	13	2.5%	0	0.0%	0	0.0%	13	29.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden	9	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9	27.3%	0	0.0%	0	0.0%	0	0.0%
Chingford	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	3.3%	0	0.0%
Cornwall	1	0.2%	0	0.0%	0	0.0%	0	0.0%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ely	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Yarmouth	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huntingdon	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakenheath	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mildenhall	1	0.2%	0	0.0%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	3.0%	0	0.0%	0	0.0%	0	0.0%

Q17b. Which town do you or members of your household visit most often to go to the theatre?

	Base: Those mentioning		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning theatre	399	100.0%	37	100.0%	43	100.0%	34	100.0%	47	100.0%	42	100.0%	63	100.0%	25	100.0%	30	100.0%	27	100.0%	51	100.0%
London (Central)	115	28.8%	5	13.5%	7	16.3%	10	29.4%	6	12.8%	11	26.2%	25	39.7%	12	48.0%	10	33.3%	10	37.0%	19	37.3%
Bury St Edmunds Town Centre	102	25.6%	25	67.6%	28	65.1%	2	5.9%	4	8.5%	10	23.8%	15	23.8%	0	0.0%	1	3.3%	8	29.6%	9	17.6%
Norwich	48	12.0%	0	0.0%	2	4.7%	2	5.9%	26	55.3%	17	40.5%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge	39	9.8%	1	2.7%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	14	22.2%	10	40.0%	9	30.0%	4	14.8%	0	0.0%

Bury St Edmunds Town Centre	43	12.6%	17	51.5%	19	47.5%	0	0.0%	1	3.3%	2	5.4%	4	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	37	10.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	31	77.5%	6	37.5%	0	0.0%	0	0.0%
Newmarket	36	10.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.7%	35	52.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bury St Edmunds - Elsewhere	32	9.4%	14	42.4%	8	20.0%	0	0.0%	3	10.0%	3	8.1%	4	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thetford	28	8.2%	0	0.0%	2	5.0%	0	0.0%	3	10.0%	23	62.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury	26	7.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	18.8%	23	67.6%	0	0.0%
Cambridge	8	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	4.5%	4	20.0%	1	2.5%	0	0.0%	0	0.0%
Haverhill - Elsewhere	6	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	15.0%	0	0.0%	0	0.0%	0	0.0%
Don't know/ varies	6	1.8%	0	0.0%	0	0.0%	1	4.3%	3	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	5.9%	0	0.0%
Ipswich	2	0.6%	0	0.0%	1	2.5%	0	0.0%	1	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.9%
London (Elsewhere)	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	6.3%
Stowmarket	30	8.8%	0	0.0%	6	15.0%	20	87.0%	2	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	5.9%
Saffron Walden	17	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16	80.0%	0	0.0%	1	6.3%	0	0.0%
Mildenhall	15	4.4%	1	3.0%	1	2.5%	0	0.0%	0	0.0%	2	5.4%	11	16.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Diss	8	2.4%	0	0.0%	0	0.0%	0	0.0%	8	26.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ely	5	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	7.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Soham	4	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brandon	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	8.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cavendish	3	0.9%	0	0.0%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	12.5%	0	0.0%	0	0.0%
Hatfield	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	8.8%
Attleborough	2	0.6%	0	0.0%	0	0.0%	0	0.0%	2	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halstead	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	12.5%	0	0.0%	0	0.0%
Lakenheath	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.7%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stradbroke	2	0.6%	0	0.0%	0	0.0%	0	0.0%	2	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chingford	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	6.3%	0	0.0%	0	0.0%
Culford	1	0.3%	1	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dereham	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunmow	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.5%	0	0.0%	0	0.0%	0	0.0%
East Harling	1	0.3%	0	0.0%	0	0.0%	0	0.0%	1	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eye	1	0.3%	0	0.0%	0	0.0%	0	0.0%	1	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Feltwell	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formham St Martin	1	0.3%	0	0.0%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Cornard	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.9%
Haughley	1	0.3%	0	0.0%	0	0.0%	1	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.5%	0	0.0%	0	0.0%	0	0.0%
Lavenham	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.9%
Long Stratton	1	0.3%	0	0.0%	0	0.0%	0	0.0%	1	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Needham Market	1	0.3%	0	0.0%	0	0.0%	1	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke-by-Nayland, Colchester	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.9%
Stuston Common, Diss	1	0.3%	0	0.0%	0	0.0%	0	0.0%	1	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woolpit	1	0.3%	0	0.0%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wymondham	1	0.3%	0	0.0%	0	0.0%	0	0.0%	1	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q17g. Which town do you or members of your household visit most often to go to a nightclub?

	Base: Those mentioning		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning nightclub	97	100.0%	12	100.0%	4	33.3%	0	0.0%	0	0.0%	2	16.7%	1	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bury St Edmunds Town Centre	20	20.6%	12	100.0%	4	33.3%	0	0.0%	0	0.0%	2	16.7%	1	6.7%	0	0.0%	0	0.0%	0	0.0%	1	12.5%
Cambridge	16	16.5%	0	0.0%	0	0.0%	0	0.0%	1	14.3%	0	0.0%	4	26.7%	5	71.4%	5	41.7%	1	50.0%	0	0.0%
Norwich	13	13.4%	0	0.0%	3	25.0%	0	0.0%	5	71.4%	5	41.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket	11	11.3%	0	0.0%	2	16.7%	0	0.0%	0	0.0%	1	8.3%	6	40.0%	0	0.0%	1	8.3%	1	50.0%	0	0.0%
London (Central)	7	7.2%	0	0.0%	0	0.0%	0	0.0%	1	14.3%	3	25.0%	1	6.7%	0	0.0%	1	8.3%	0	0.0%	1	12.5%
Don't know/ varies	6	6.2%	0	0.0%	0	0.0%	2	20.0%	0	0.0%	0	0.0%	2	13.3%	0	0.0%	1	8.3%	0	0.0%	1	12.5%
Ipswich	5	5.2%	0	0.0%	0	0.0%	5	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	4	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	33.3%	0	0.0%	0	0.0%
Sudbury	3	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	37.5%
Thetford	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stowmarket	5	5.2%	0	0.0%	2	16.7%	3	30.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ely	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	6.7%	1	14.3%	0	0.0%	0	0.0%	0	0.0%
Manchester	1	1.0%	0	0.0%	1	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	12.5%
Peterborough	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	12.5%
Saffron Walden	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	14.3%	0	0.0%	0	0.0%	0	0.0%

Q17h. Which town do you or members of your household visit most often to go to pubs, cafes or restaurants?

Base: Those mentioning Zone

Kedington	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	0	0.0%
Kenninghall	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kersey	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%
Lavenham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%
Little Walden, Saffron Walden	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.0%	0	0.0%	0	0.0%	0	0.0%
Long Stratton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Monks Eleigh	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%
Onehouse, Stowmarket	1	0.1%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pakenham	1	0.1%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peterborough	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%
Rede	1	0.1%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Risby	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rushall	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saxon	1	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southwell	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%
Stevenage	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%
Stonham	1	0.1%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturmer	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.3%	0	0.0%
Swaffham Bulbeck	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurston	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toppsfield	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.3%	0	0.0%
Great Waldingfield	1	0.1%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walsham-le-Willows	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wellington	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wetherden	1	0.1%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbish	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.0%	0	0.0%	0	0.0%	0	0.0%
Wickhambrook	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q18. SEG of chief wage earner

	Base: All respondents		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
A/B	228	21.3%	22	21.4%	24	19.4%	22	23.9%	25	24.3%	28	23.7%	38	20.2%	15	22.7%	17	15.2%	11	21.2%	26	23.2%
C1	322	30.1%	35	34.0%	41	33.1%	25	27.2%	31	30.1%	38	32.2%	45	23.9%	20	30.3%	33	29.5%	19	36.5%	35	31.3%
C2	293	27.4%	23	22.3%	35	28.2%	20	21.7%	28	27.2%	28	23.7%	59	31.4%	18	27.3%	45	40.2%	12	23.1%	25	22.3%
D/E	160	15.0%	15	14.6%	18	14.5%	16	17.4%	15	14.6%	19	16.1%	34	18.1%	6	9.1%	8	7.1%	10	19.2%	19	17.0%
Refused	67	6.3%	8	7.8%	6	4.8%	9	9.8%	4	3.9%	5	4.2%	12	6.4%	7	10.6%	9	8.0%	0	0.0%	7	6.3%

Q19. How many people are there in your household who are aged...?

	Base: All respondents		Zone																				
	Num	%	1		2		3		4		5		6		7		8		9		10		
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%	
0 and 15 years	0	814	76.1%	75	72.8%	97	78.2%	70	76.1%	80	77.7%	90	76.3%	144	76.6%	50	75.8%	82	73.2%	40	76.9%	86	76.8%
	1	104	9.7%	14	13.6%	8	6.5%	7	7.6%	6	5.8%	17	14.4%	21	11.2%	6	9.1%	13	11.6%	5	9.6%	7	6.3%
	2	89	8.3%	8	7.8%	12	9.7%	8	8.7%	10	9.7%	6	5.1%	12	6.4%	6	9.1%	11	9.8%	4	7.7%	12	10.7%
	3	21	2.0%	2	1.9%	1	0.8%	1	1.1%	4	3.9%	1	0.8%	3	1.6%	1	1.5%	2	1.8%	3	5.8%	3	2.7%
	4	3	0.3%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	1	0.5%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Refused	39	3.6%	4	3.9%	5	4.0%	6	6.5%	3	2.9%	4	3.4%	7	3.7%	2	3.0%	4	3.6%	0	0.0%	4	3.6%	
16 years and over	0	14	1.3%	1	1.0%	0	0.0%	1	1.1%	1	1.0%	2	1.7%	6	3.2%	0	0.0%	0	0.0%	1	1.9%	2	1.8%
	1	264	24.7%	25	24.3%	19	15.3%	30	32.6%	27	26.2%	22	18.6%	52	27.7%	14	21.2%	29	25.9%	19	36.5%	27	24.1%
	2	583	54.5%	59	57.3%	74	59.7%	36	39.1%	65	63.1%	74	62.7%	99	52.7%	30	45.5%	59	52.7%	26	50.0%	61	54.5%
	3	105	9.8%	10	9.7%	13	10.5%	11	12.0%	5	4.9%	9	7.6%	15	8.0%	14	21.2%	11	9.8%	5	9.6%	12	10.7%
	4	52	4.9%	3	2.9%	11	8.9%	8	8.7%	0	0.0%	6	5.1%	6	3.2%	4	6.1%	8	7.1%	1	1.9%	5	4.5%
	5	11	1.0%	1	1.0%	1	0.8%	0	0.0%	2	1.9%	1	0.8%	2	1.1%	2	3.0%	1	0.9%	0	0.0%	1	0.9%
	6	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	7	1	0.1%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Refused	39	3.6%	4	3.9%	5	4.0%	6	6.5%	3	2.9%	4	3.4%	7	3.7%	2	3.0%	4	3.6%	0	0.0%	4	3.6%	

Q20. How many people are there in your household who are...?

	Base: All respondents		Zone																				
	Num	%	1		2		3		4		5		6		7		8		9		10		
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%	
In part-time employment	0	791	73.9%	74	71.8%	96	77.4%	67	72.8%	78	75.7%	90	76.3%	142	75.5%	43	65.2%	84	75.0%	38	73.1%	79	70.5%
	1	215	20.1%	20	19.4%	21	16.9%	19	20.7%	20	19.4%	21	17.8%	36	19.1%	19	28.8%	19	17.0%	12	23.1%	28	25.0%
	2	22	2.1%	4	3.9%	2	1.6%	0	0.0%	2	1.9%	3	2.5%	3	1.6%	1	1.5%	4	3.6%	2	3.8%	1	0.9%

		3	2	0.2%	0	0.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%			
	Refused		40	3.7%	5	4.9%	4	3.2%	6	6.5%	3	2.9%	4	3.4%	7	3.7%	3	4.5%	4	3.6%	0	0.0%	4	3.6%	
in full-time employment		0	463	43.3%	41	39.8%	64	51.6%	37	40.2%	45	43.7%	52	44.1%	73	38.8%	30	45.5%	50	44.6%	24	46.2%	47	42.0%	
		1	319	29.8%	31	30.1%	29	23.4%	28	30.4%	38	36.9%	34	28.8%	53	28.2%	12	18.2%	37	33.0%	17	32.7%	40	35.7%	
		2	195	18.2%	22	21.4%	18	14.5%	11	12.0%	15	14.6%	24	20.3%	49	26.1%	15	22.7%	15	13.4%	11	21.2%	15	13.4%	
		3	34	3.2%	3	2.9%	6	4.8%	5	5.4%	1	1.0%	3	2.5%	3	1.6%	6	9.1%	2	1.8%	0	0.0%	5	4.5%	
		4	18	1.7%	1	1.0%	3	2.4%	5	5.4%	1	1.0%	1	0.8%	2	1.1%	0	0.0%	4	3.6%	0	0.0%	1	0.9%	
		5	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	Refused		40	3.7%	5	4.9%	4	3.2%	6	6.5%	3	2.9%	4	3.4%	7	3.7%	3	4.5%	4	3.6%	0	0.0%	4	3.6%	
		0	946	88.4%	90	87.4%	109	87.9%	78	84.8%	93	90.3%	103	87.3%	172	91.5%	60	90.9%	96	85.7%	49	94.2%	96	85.7%	
Unemployed - available/ seeking employment		1	61	5.7%	5	4.9%	9	7.3%	4	4.3%	6	5.8%	7	5.9%	8	4.3%	2	3.0%	9	8.0%	1	1.9%	10	8.9%	
		2	21	2.0%	3	2.9%	2	1.6%	4	4.3%	0	0.0%	4	3.4%	0	0.0%	1	1.5%	3	2.7%	2	3.8%	2	1.8%	
		4	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
		Refused		41	3.8%	5	4.9%	4	3.2%	6	6.5%	4	3.9%	4	3.4%	7	3.7%	3	4.5%	4	3.6%	0	0.0%	4	3.6%

Q21. Number of cars available to the household

	Base: All respondents		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
None	111	10.4%	12	11.7%	4	3.2%	9	9.8%	11	10.7%	10	8.5%	26	13.8%	6	9.1%	18	16.1%	4	7.7%	11	9.8%
One	447	41.8%	57	55.3%	56	45.2%	39	42.4%	41	39.8%	53	44.9%	73	38.8%	17	25.8%	47	42.0%	17	32.7%	47	42.0%
Two	365	34.1%	26	25.2%	45	36.3%	29	31.5%	39	37.9%	39	33.1%	66	35.1%	27	40.9%	35	31.3%	22	42.3%	37	33.0%
Three or more	104	9.7%	4	3.9%	14	11.3%	10	10.9%	9	8.7%	10	8.5%	14	7.4%	14	21.2%	8	7.1%	9	17.3%	12	10.7%
Refused	43	4.0%	4	3.9%	5	4.0%	5	5.4%	3	2.9%	6	5.1%	9	4.8%	2	3.0%	4	3.6%	0	0.0%	5	4.5%

Q22. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,070	100.0%	103	100.0%	124	100.0%	92	100.0%	103	100.0%	118	100.0%	188	100.0%	66	100.0%	112	100.0%	52	100.0%	112	100.0%
Yes	779	72.8%	71	68.9%	87	70.2%	67	72.8%	79	76.7%	87	73.7%	136	72.3%	48	72.7%	78	69.6%	40	76.9%	86	76.8%
No	291	27.2%	32	31.1%	37	29.8%	25	27.2%	24	23.3%	31	26.3%	52	27.7%	18	27.3%	34	30.4%	12	23.1%	26	23.2%